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January 7, 1927

Motion Picture News

Reg. U. S. Patent Office

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Vol. XXXV No. 1

Published Weekly—$2.00 a Year

PRICE 20 CENTS

Los Angeles — *New York* — *Chicago*

WURLITZER

Extends the

Season's Greetings

To Exhibitors
Organists and
the Entire
Moving Picture
Industry

HOTEL
IMPERIAL

Cossacks!

Out of the riotous welter of war, love, and empire-shaking intrigue, roars this giant melodrama—HOTEL IMPERIAL!

Trapped!

POLA NEGRI'S

greatest, by far!

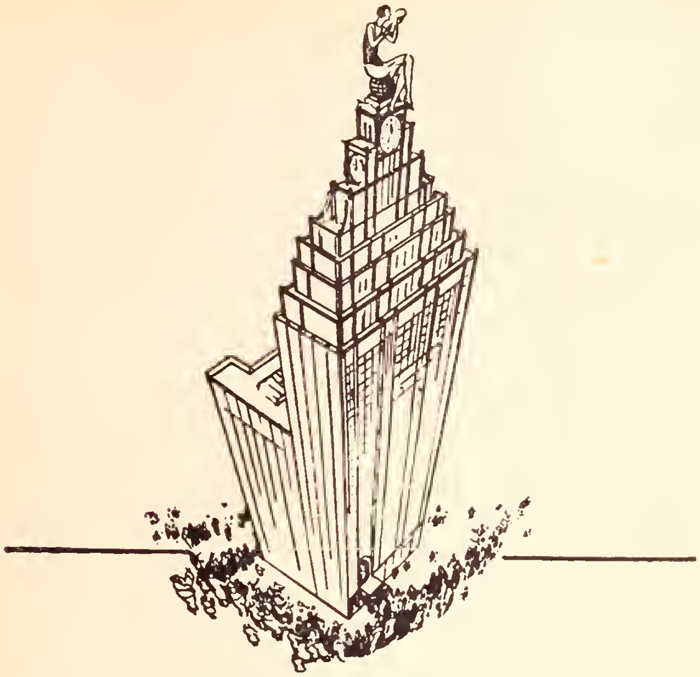
Produced by a brilliant director whose name will resound throughout the land—Mauritz Stiller. Supervised by the master mind who made "Variety"—Erich Pommer. With James Hall, George Siegmann and a cast of 1,500.

Hit of the Year at the long run Rialto, New York

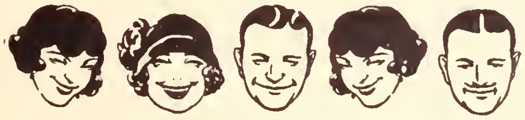
Typical of PARAMOUNT'S

new group of 39 history-makers!

The Escape



Bebe Daniels (bless her fascinating ways) in "STRANDED IN PARIS" did the biggest Saturday and Sunday business at the new Paramount Theatre, N.Y.!



Folks laughed who have never laughed before!

"Better even than 'The Campus Flirt'," roared the customers.

The critic of the New Yorker (and how tough that baby usually is!) said:

"I nominate Bebe Daniels as leading screen comedienne."

As if that hadn't been seconded and carried unanimously long ago!

In answer to inquiries, the name of the pup in "Stranded in Paris" is LAFAYETTE and Paramount has him signed for five years.

BEBE DANIELS in "STRANDED IN PARIS" with James Hall, Ford Sterling, Iris Stuart. Directed by Arthur Rosson. From the play "Jenny's Escapade" by Hans Bachwitz and Fritz Jokobstetter. Adaptation by Herman J. Mankiewicz and John McDermott. Screen play by Ethel Doherty and Louise Long.

Paramount Has the Successes!

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

RIGHT NOW!
WARNER WINNERS
that are getting the big money!

RIGHT NOW—exhibitors who booked the Warner Winners are congratulating themselves. They're getting the cream of the year's pictures—box-office knockouts, every one of them.

In theatre after theatre, the story is the same—record crowds, record runs, record receipts.

The keenest showmen in the country—big circuits and little—find their judgment justified. The Warner Winners are clicking merrily—to the tune of greater profits for every exhibitor who is playing them.

Great stories—great stars—great directors! All proving up one hundred per cent strong in pictures produced by showmen for showmen.

Read what some exhibitors are saying about the current releases.

ACROSS the PACIFIC

Starring

Monte Blue

From the play by CHARLES E. BLANEY
Directed by ROY DEL RUTH

"MARVELOUS PICTURE. Real box office bet." —*Capitol Theatre, Lincoln, Neb.*

MY OFFICIAL WIFE

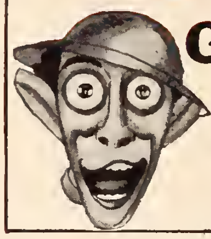
starring

IRENE RICH
CONWAY TEARLE

Directed by PAUL L. STEIN

"TREMENDOUS business! Make more like this!" —*State Theatre, New Bedford, Mass.*

PRIVATE IZZY MURPHY



starring

GEORGE JESSEL

PATSY RUTH MILLER
VERA GORDON

Directed by LLOYD BACON

"BEST in three years. Broke all records." —*Orpheum Theatre, Chicago, Ill.*

MILLIONAIRES

featuring

GEORGE SIDNEY
VERA GORDON
LOUISE FAZENDA

Suggested by the book, "The Inevitable Millionaires" by E. Phillips Oppenheim
Directed by HERMAN RAYMAKER

"BROKE box-office records!" —*Dyker Theatre, Bay Ridge, Brooklyn*

WHILE LONDON SLEEPS

starring

RIN-TIN-TIN

Directed by WALTER MOROSCO

CALLED police to handle crowds. Capacity all week. Rin-Tin-Tin holds house record. —*Metropolitan Theatre, Baltimore, Md.*

26 WARNE

COMING!
WARNER WINNERS
that mean no end of bigger profits!

DOLORES COSTELLO

Starring in

THE THIRD DEGREE

THE big Dolores Costello box office smash that you've waited for since "The Sea Beast"!

Based on the Stage Play by CHARLES KLEIN

Directed by MICHAEL CURTIZ

LOUISE FAZENDA

Starring in

FINGER PRINTS

ARTHUR SOMERS ROCHE wrote this story especially for the screen! The greatest comedy-mystery drama you've ever seen!

Directed by LLOYD BACON

TWENTY-ONE more box-office pictures on the way! Twenty-one more showman-built attractions—to bring more people into the motion picture theatres and make more profits for wide-awake exhibitors.

Five *sell-outs* to come with Dolores Costello, the screen sensation of a generation. . . . Four more with Monte Blue. . . . Two more with Irene Rich. . . . . Three with Louise Fazenda. . . Two more with Patsy Ruth Miller. . . . Two more with Rin-Tin-Tin. . . . . And three with great casts.

Great stars—all of them—with known box-office pull—in pictures specially chosen for their strong appeal to the masses.

Set your play dates now!

ON THE WAY—NINETEEN MORE OF THE

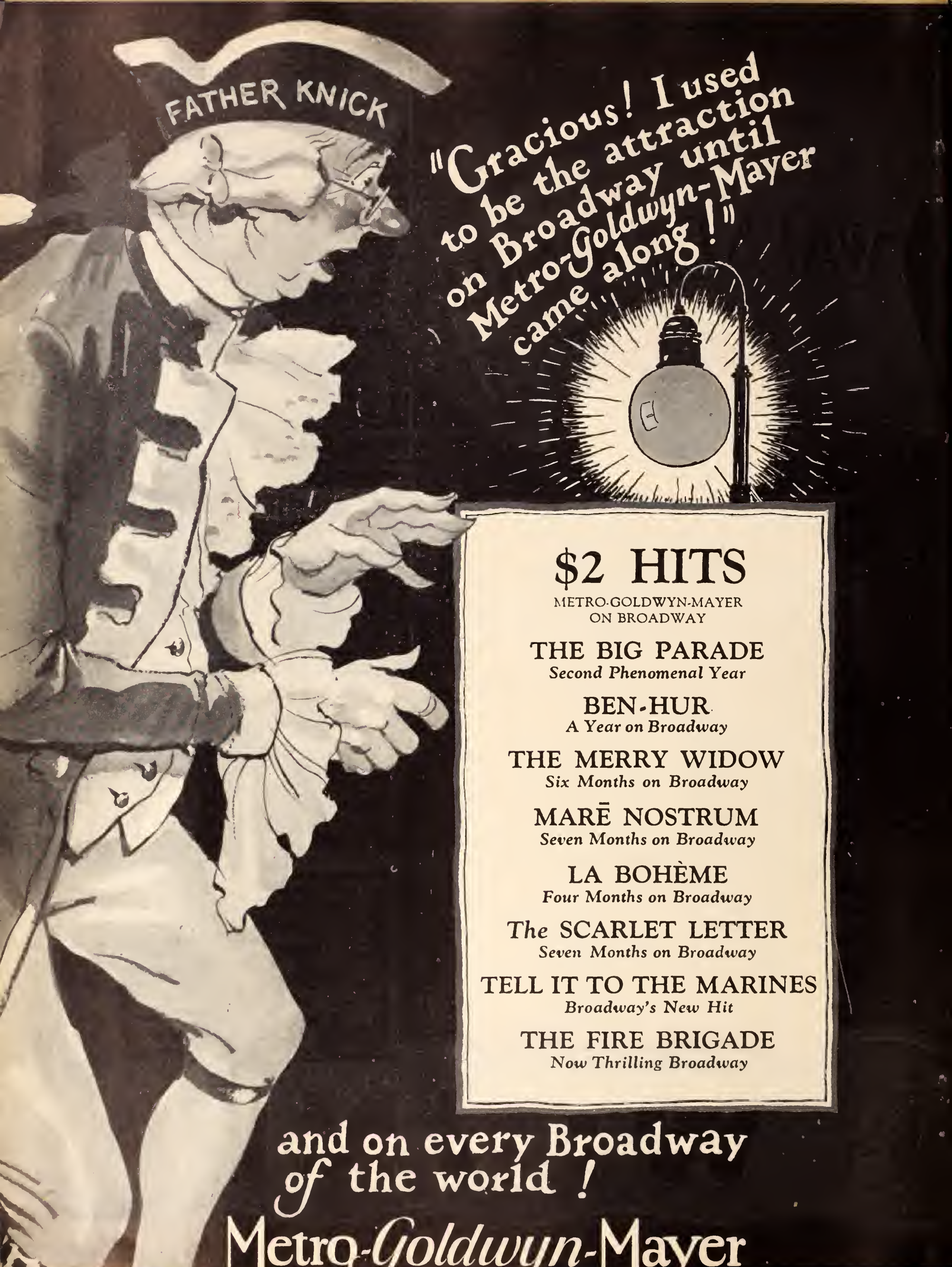
26 WARNER WINNERS

EACH A CAREFULLY PLANNED PRODUCT DESIGNED FOR AUDIENCE APPEAL

- DON'T TELL THE WIFE, starring Irene Rich
- WOLF'S CLOTHING, starring Monte Blue with Patsy Ruth Miller
- WHITE FLANNELS, with Louise Dresser and Jason Robards
- BITTER APPLES, starring Monte Blue with Myrna Loy
- THE GAY OLD BIRD with Louise Fazenda
- DOLORES COSTELLO in A Million Bid
- THE CLIMBERS, starring Irene Rich
- MATINEE LADIES
- DOLORES COSTELLO in Irish Hearts
- DOLORES COSTELLO in The College Widow
- WHAT EVERY GIRL SHOULD KNOW with Patsy Ruth Miller
- TRACKED BY THE POLICE, starring Rin-Tin-Tin
- THE BLACK DIAMOND EXPRESS, starring Monte Blue
- SIMPLE SIS, with Louise Fazenda and John T. Murray
- HILLS OF KENTUCKY, starring Rin-Tin-Tin
- DEARIE, with Louise Fazenda and John T. Murray
- WHAT HAPPENED TO FATHER, with Patsy Ruth Miller
- THE BRUTE, starring Monte Blue
- DOLORES COSTELLO in The Heart of Maryland

Greater Pictures for Greater Profits

R WINNERS


FATHER KNICK
"Gracious! I used to be the attraction on Broadway until Metro-Goldwyn-Mayer came along!"
and on every Broadway of the world!
Metro-Goldwyn-Mayer

$2 HITS

METRO-GOLDWYN-MAYER
ON BROADWAY

THE BIG PARADE
Second Phenomenal Year

BEN-HUR
A Year on Broadway

THE MERRY WIDOW
Six Months on Broadway

MARĒ NOSTRUM
Seven Months on Broadway

LA BOHÈME
Four Months on Broadway

The SCARLET LETTER
Seven Months on Broadway

TELL IT TO THE MARINES
Broadway's New Hit

THE FIRE BRIGADE
Now Thrilling Broadway

TIFFANY·PRODUCTIONS·INC
It's A Gem

With

SHIRLEY MASON
ROBERT FRAZER
EARL METCALFE
LAWFORD DAVIDSON
WILLIAM R. WALLING
PAT HARMON
BILLY CINDERS

Story by
LEETE RENICK BROWN
Directed by
LOUIS J. GASNIER

ONE OF THE 20 GEMS FROM TIFFANY

TIFFANY PRODUCTIONS, INC.
1540 BROADWAY
M. H. HOFFMAN, *Vice Pres.*
Exchanges Everywhere
NEW YORK, N.Y.

On

with

What are the biggest money makers today?

War, army, navy pictures!

Here's a Patheserial, one of the bigger Pathe kind, right up to the minute in timeliness.

Produced by
Schuyler Grey Productions, Inc.

Guard!

Cullen Landis

in A Military Mystery Story

by Rob't P. Glassburn, Major, U.S.A.

Full of the real army stuff.
A punch a minute.
Drama. Thrills. Romance.
Yes, and some great comedy too.
You don't know how good serials can be, how much money they can make for you, until you look at this.

Pathéserial

TRADE MARK

Heart Throbs of Americ

WHAT THE WORLD'S B

ANNOUNCING

GOD'S GREAT WILDERNESS

FEATURING
LILLIAN RICH
RUSSELL SIMPSON
JOSEPH BENNETT
DIRECTED by
DAVID M. HARTFORD
RELEASED JAN. 15TH

31
A.C.A.
EXCHANGES

AMERICAN CINE

a Screened at Last.

EEN WAITING FOR

EDGAR A. GUEST POEMS

PRODUCED UNDER DIRECTION of CHARLES L. GLETT
PHOTOGRAPHED by G. WALTER SCOTT

RELEASED FEB. 1st

Greatest Single Reelers in Motion Picture History Now Available.

New screen history is in the making through visualization by motion pictures of the works of America's poet laureate, known to 25 million readers of more than 300 leading newspapers and loved by 75 million more. With inspiring beauty of tint and tone, these poetic jewels convey with marvelous eloquence the delightful appeal of the writings of Edgar A. Guest.

MA ASSOCIATION

31 A.C.A. EXCHANGES

Year's Grea

JOSEPH P.
KENNEDY
presents

GENE STRATTON-PORTER'S

The MAGIC

Her Last Great Novel—Published Serially in McCall's

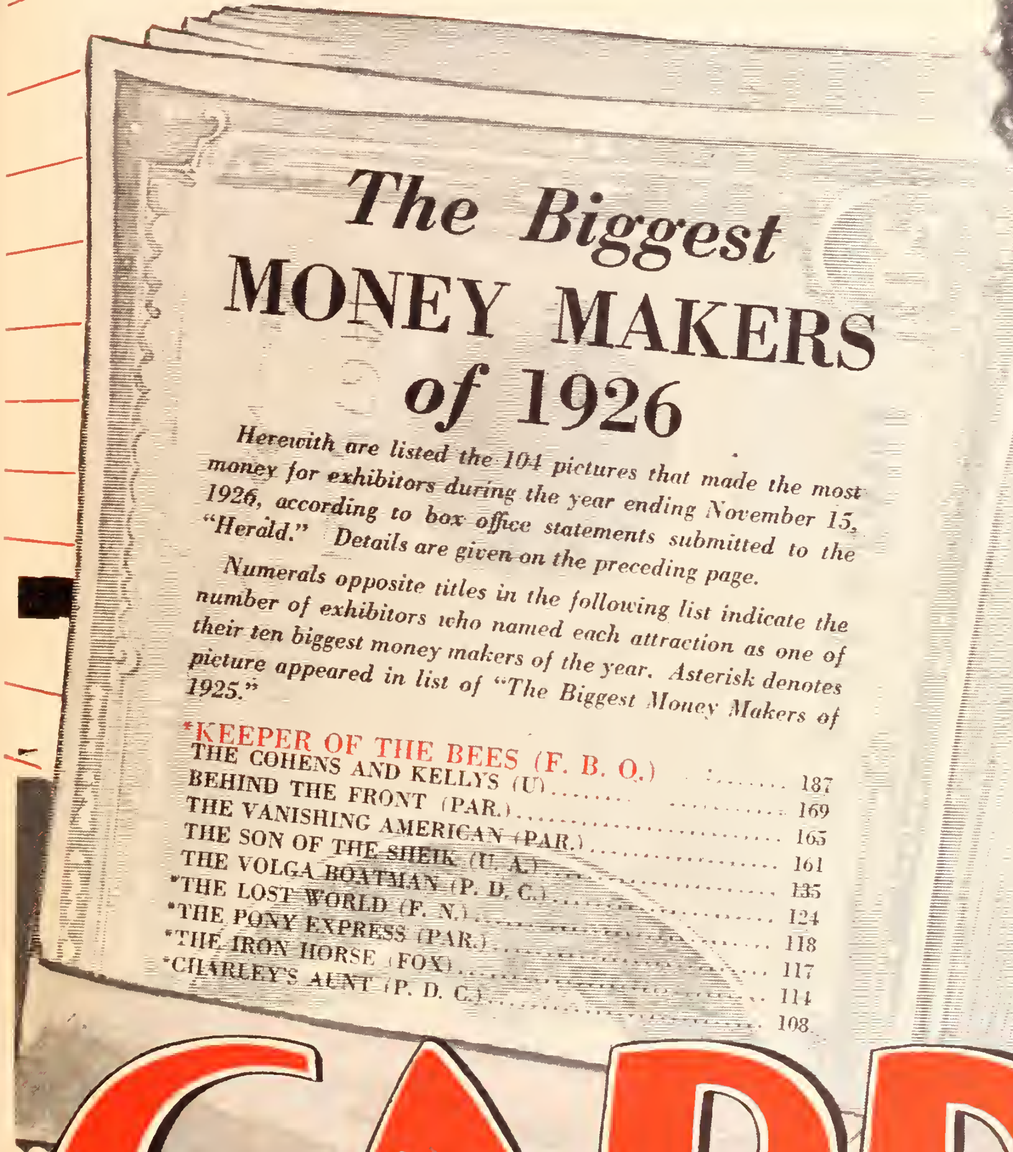
Distributed by
GREATER
FBO
FILM BOOKING OFFICES
OF AMERICA, INC.

Member of Motion Picture Producers and Distributors of America, Inc.—Will Hays, President

test Money Maker

Figures Compiled by Exhibitors' Herald Tell the Amazing Story of the Almost Super-Natural Box-Office Power of Gene Stratton-Porter. "Keeper of the Bees" is the PROVEN GREATEST MONEY-MAKER OF THE YEAR!

It Will Be Eclipsed By "THE MAGIC GARDEN"



The Biggest MONEY MAKERS of 1926

Herewith are listed the 104 pictures that made the most money for exhibitors during the year ending November 15, 1926, according to box office statements submitted to the "Herald." Details are given on the preceding page.

Numerals opposite titles in the following list indicate the number of exhibitors who named each attraction as one of their ten biggest money makers of the year. Asterisk denotes picture appeared in list of "The Biggest Money Makers of 1925."

*KEEPER OF THE BEES (F. B. O.)	187
THE COHENS AND KELLYS (U)	169
BEHIND THE FRONT (PAR.)	165
THE VANISHING AMERICAN (PAR.)	161
THE SON OF THE SHEIK (U. A.)	135
THE VOLGA BOATMAN (P. D. C.)	124
*THE LOST WORLD (F. N.)	118
*THE PONY EXPRESS (PAR.)	117
*THE IRON HORSE (FOX)	114
*CHARLEY'S AUNT (P. D. C.)	108

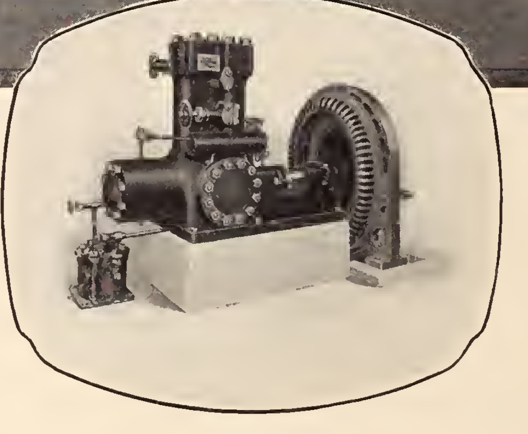
Directed by

J. LEO MEEHAN

GARDEN

Magazine. **Backed by World-Wide Exploitation!**

YORK
Air Cooling & Purifying Systems *for* Theatres



YORK
CARBON DIOXIDE COMPRESSOR
DIRECT CONNECTED TO
SYNCHRONOUS MOTOR

Another "YORK" Achievement

Among the rapidly growing and increasing list of York cooled and conditioned theatres is the New Fox Theatre in the National Press Club Building, Washington, D. C., designed by the eminent Chicago architects, C. W. and George L. Rapp. A masterpiece for the Nation's Capital.

There are York cooling and conditioning systems for both large and small theatres, and the World's largest organization of Engineers in the controlling of temperatures under every condition, stands back of the systems.

A York service branch is in your locality, and one of their engineers will gladly consult with you.

YORK Manufacturing Company
York, Penna.

NOW BOOKING

7 Big Money

United Artists Pictures

Personalities
greatest!

Pictures
biggest!

Policy
fairest!

GLORIA SWANSON

in

"SUNYA"

Great, yesterday, was Gloria. Greater, today, is the new, vibrant Gloria in this, the

GREATEST OF ALL GLORIA'S

Her first United Artists Picture

produced with her own money, to keep faith with the box-offices of the nation.

UNITED ARTISTS PICTURE

Each picture sold individually—on merit

CHARLIE CHAPLIN

Chaplin at his funniest—"a low-brow comedy for the highbrows."

The master of comedy in the atmosphere of the sawdust and big top.

"The Circus," in ideal length for box-office turnovers, is Charlie's wonder picture.

A riot of LAUGHS from foot to foot, from flash to flash, from start to finish.

in "The CIRCUS"

UNITED ARTISTS PICTURE

His first
Production
for United Artists

John Barrymore

in

"The BELOVED ROGUE"

The world's greatest actor gives flame, flare and vivid outline to this colorful romance, standing supreme as the screen's most alluring lover.

UNITED ARTISTS PICTURE

Each picture sold individually—on merit

JOSEPH M. SCHENCK
presents

Buster Keaton

in

"The GENERAL"

His First United Artists Picture

There may be Army Laughs,
Navy Laughs and laughs
with the marines, but none
can equal or surpass—
"The General"
for explosions of laughter,—
thrills, comedy and spectacle.

Book!—The Laughter Leader—
The General of them all.

UNITED ARTISTS PICTURE

Samuel
Goldwyn
presents

The GEORGE
FITZMAURICE
PRODUCTION

"The NIGHT of LOVE"

From original story by LENORE COFFEE

Ronald Colman
Vilma Banky

The Knight in "The Night of Love."

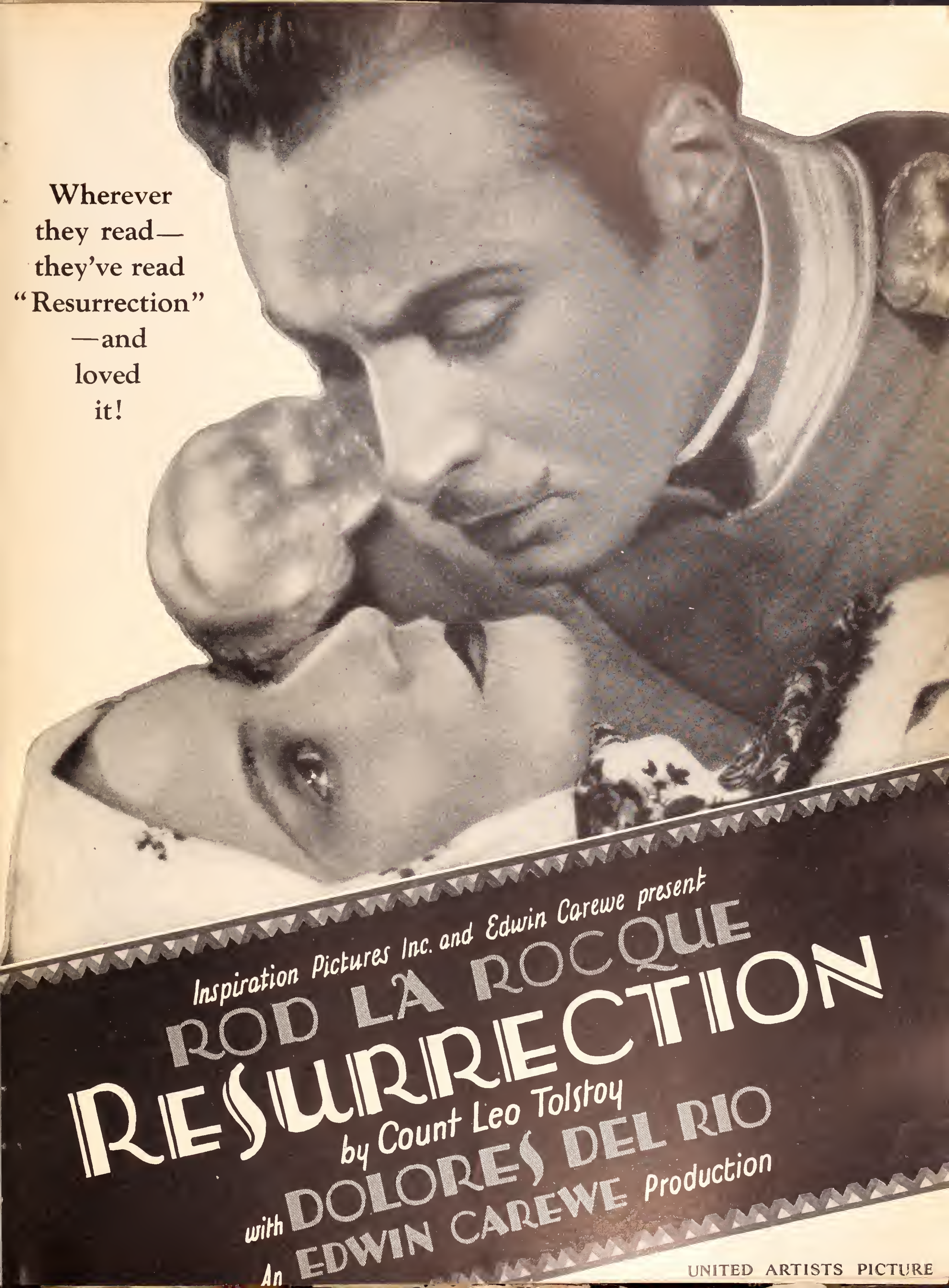
The Love of that Knight — that night.

That's Showmanship

Released by UNITED ARTISTS CORPORATION

Each picture sold individually—on merit

Wherever
they read—
they've read
"Resurrection"
—and
loved
it!



Inspiration Pictures Inc. and Edwin Carewe present

ROD LA ROCQUE

RESURRECTION

by Count Leo Tolstoy

with **DOLORES DEL RIO**

An **EDWIN CAREWE** *Production*

UNITED ARTISTS PICTURE

Samuel Goldwyn
presents
The HENRY KING
PRODUCTION

"The WINNING of BARBARA WORTH"

with
RONALD COLMAN
VILMA BANKY

From the famous novel by
HAROLD BELL WRIGHT
Adapted by Frances Marion

Released by UNITED ARTISTS CORPORATION
Each picture sold individually—on merit

NOW Bringing in the Big Money Everywhere!

5—Record Weeks at the Forum, Los Angeles
2—Big Money Weeks at the Strand, New York
2—Smashing Weeks at the Michigan, Detroit
2—Record Weeks at the Liberty, Kansas City
2—Great Weeks at the Criterion, Los Angeles
1—Record Week at the Loew's State, Boston
1—Tremendous Week at Loew's State, St. Louis

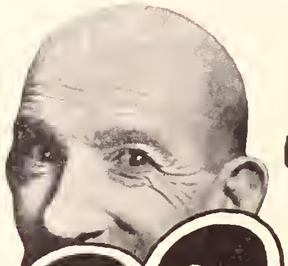
NOW IN ITS—

5th—Record Week at the Orpheum, Chicago
2nd—Big Money Week at the Liberty, Seattle
2nd—Big Business Week at the Liberty, Portland, Ore.

The Whole World Laughs

SNOOKUMS
in The Newlyweds
and Their Baby

ANDY GUMP
of the Gump
Comedies



at Universal comedies

CHARLES KING
head laugh-maker in
"The Excuse Makers"
Comedies

GEORGE
McMANUS
cartoonist creator of
"Let George Do It"
and "The Newlyweds
and Their Baby"

BUSTER and TIGE in
Buster Brown Comedies

13 "SNOOKUMS" in "The Newlyweds and Their Baby"

Based on the famous cartoons by, George McManus
Produced by Stern Brothers — 2 reels each

12 Buster Brown Comedies

From the famous cartoons by R. F. Outcault
Produced by Stern Brothers — 2 reels each

13 "Let George Do It" Comedies

From George McManus' celebrated cartoons
Produced by Stern Brothers — 2 reels each

12 Andy Gump Comedies

Based on the popular cartoons by Sidney Smith
Samuel Van Ronkel Productions — 2 reels each

13 "Excuse Maker" Comedies

Produced by Stern Brothers — 2 reels each

52 Bluebird Comedies

Featuring Charles Puffy, Arthur Lake,
Neely Edwards and "Slim" Summerville
Produced and released by Universal — 1 reel each

101 YEARS OF
MANUFACTURING
EXPERIENCE

Interior of the new Palace-Orpheum Theatre, Chicago, Ill., showing the installation of Chair OC 435, especially built by us to the specifications of Rapp and Rapp, Architects, and C. C. Hamilton.

MAKING PROFITS FOR THE PALACE

THE owners of the Palace-Orpheum in Chicago overlooked no details in the building of this beautiful theatre. When it came to choosing the seats, they were equally particular, for they realized that proper seating helps to make good money for any show house. The Orpheum Circuit selected Heywood-Wakefield chairs and is pleased with the installation—which indicates that our seats are doing what was expected, i. e., helping to make profits for the Palace.

Our seating experts will be glad to serve you. A note to the nearest H-W warehouse will bring an experienced man without charge.

If you have not yet received a copy of our Theatre Seating Catalogue, write for it.

Heywood-Wakefield

REG. U.S. PAT. OFF.

Baltimore, Maryland 113 West Conway St.
Boston 45, Massachusetts Winter Hill
Display Floor, 174 Portland St.
Buffalo, New York Wells and Carroll Sts.
Chicago, Illinois 2653 Arthington St.
Display Floor, 439 Railway Exchange Bldg.
Kansas City, Missouri 1310 West 8th St.
Los Angeles, California 801 East 7th St.
New York, New York 516 West 34th St.
Philadelphia, Pennsylvania 244 South 5th St.
Portland, Oregon 148 North 10th St.
San Francisco, California 737 Howard St.
St. Louis, Missouri 6th and O'Fallon Sts.

PROCLAMATION

TO THE STAFF OF EDUCATIONAL FILM EXCHANGES, INC.

WHEREAS, the great primary object of the Motion Picture is to provide entertainment for the masses; and,

Whereas, a good, hearty laugh is the richest ingredient of any entertainment, and a good comedy a most essential part of any motion picture program; and,

Whereas, the motion picture industry, the picture loving public, and the entire nation will be happier and more prosperous in 1927 by cultivating the habit of laughing,

Now, therefore, I, *E. W. Hammons*, president of Educational Film Exchanges, Inc., do hereby decree that, January having been set apart as Laugh Month, all employes of Educational Film Exchanges shall participate heartily in the celebration of this Laugh Month; that they shall for their own good take every opportunity to enjoy a hearty laugh; and that they shall exert every effort to help others to do likewise; and I do hereby invite all other persons, particularly motion picture exhibitors, to join in the Laugh Month celebration, especially through the enjoyment of good motion picture comedies, to the end that we shall all begin the New Year looking on the brighter side of life, and that Motion Pictures shall prove of still greater service to the public by making it happier.

(signed)

E. W. Hammons

President

Educational Film Exchanges, Inc.

Educational Pictures

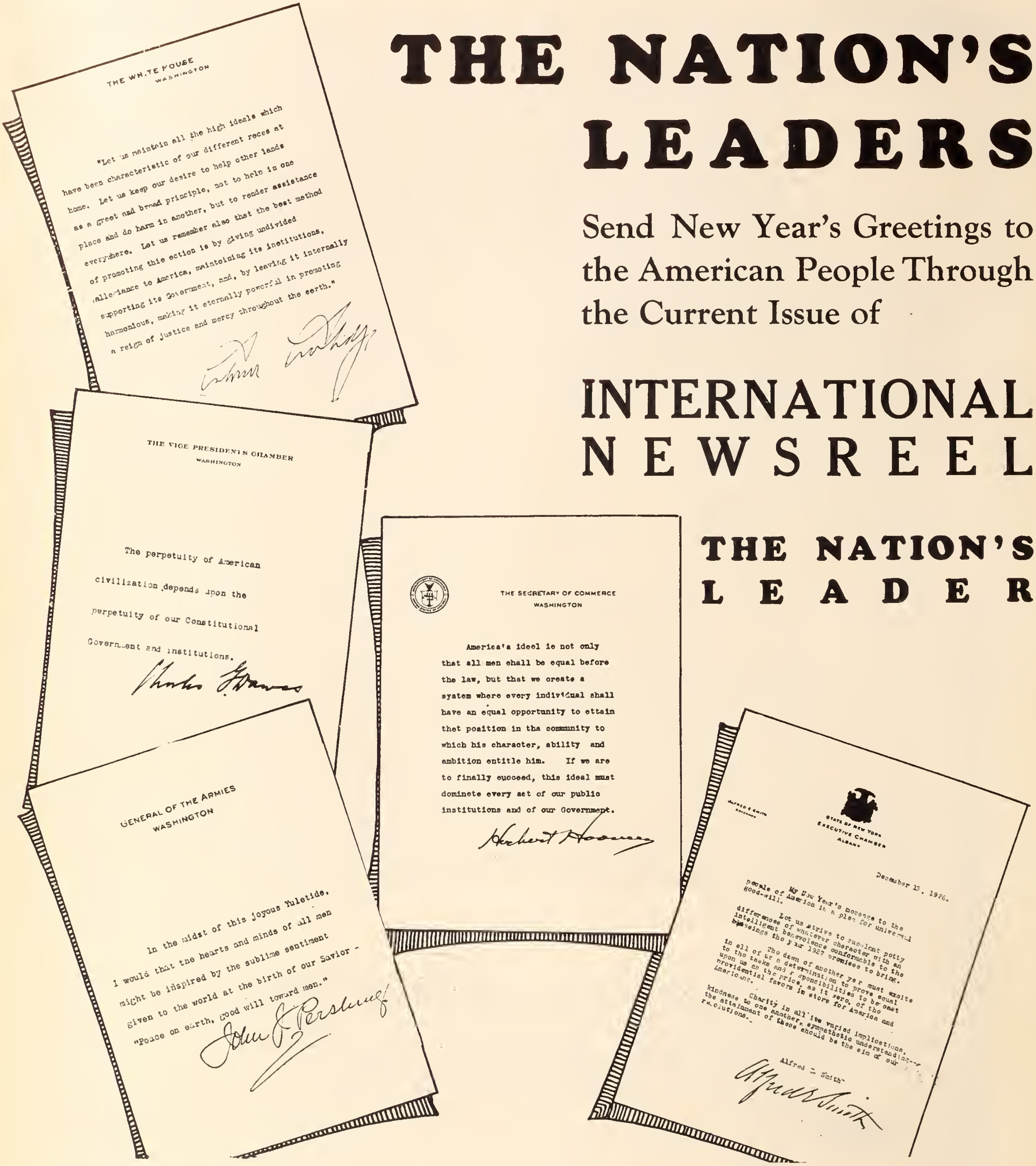
THE SPICE OF THE PROGRAM

THE NATION'S LEADERS

Send New Year's Greetings to the American People Through the Current Issue of

INTERNATIONAL NEWSREEL

THE NATION'S LEADER



THE WHITE HOUSE
WASHINGTON

"Let us maintain all the high ideals which have been characteristic of our different races at home. Let us keep our desire to help other lands as a great and broad principle, not to help in one place and do harm in another, but to render assistance everywhere. Let us remember also that the best method of promoting this action is by giving undivided allegiance to America, maintaining its institutions, supporting its Government, and, by leaving it internally harmonious, making it eternally powerful in promoting a reign of justice and mercy throughout the earth."

Calvin Coolidge

THE VICE PRESIDENT'S CHAMBER
WASHINGTON

The perpetuity of American civilization depends upon the perpetuity of our Constitutional Government and institutions.

Charles G. Dawes

GENERAL OF THE ARMIES
WASHINGTON

In the midst of this joyous Yuletide, I would that the hearts and minds of all men might be inspired by the sublime sentiment given to the world at the birth of our Savior - "Peace on earth, good will toward men."

John J. Pershing

THE SECRETARY OF COMMERCE
WASHINGTON

America's ideal is not only that all men shall be equal before the law, but that we create a system where every individual shall have an equal opportunity to attain that position in the community to which his character, ability and ambition entitle him. If we are to finally succeed, this ideal must dominate every act of our public institutions and of our Government.

Herbert Hoover

ALFRED E. SMITH
GOVERNOR

STATE OF NEW YORK
EXECUTIVE CHAMBER
ALBANY

December 13, 1926.

My New Year's message to the people of America is a plea for universal good-will.

Let us strive to supplant petty differences of whatever character with an intelligent benevolence conformable to the blessings the year 1927 promises to bring.

The dawn of another year must excite in all of us a determination to prove equal to the tasks and responsibilities to be cast upon us as the price, as it were, of the providential favors in store for America and Americans.

Charity in all its varied implications, kindness to one another, sympathetic understanding — the attainment of these should be the aim of our resolutions.

Alfred E. Smith

Alfred E. Smith

INTERNATIONAL NEWSREEL

Twice Each Week **Released Thru Universal**

Sittin' on it!

HE'S got the leg up on the World! Popularity unprecedented . . . . Riding rings around former favorites!–Thundering chorus of Exhibitors and audiences names him The Biggest Thing in All Outdoors!

They'll remember 1926 as the year **KEN MAYNARD** won the Western champ belt with just two mighty jaw-jolters–"Senor Daredevil" and "Unknown Cavalier"!

With
Kathleen Collins
Story by
Marion Jackson
Directed by
Albert Rogell
Produced under management
Harry J. Brown

For 1927–– the picture you hoped he'd make

CHARLES R. ROGERS
presents

Ken Maynard

in *The* **OVERLAND STAGE**

Rolls Royce of Western Star Vehicles.
Maynard's Fearless Best *plus* an Epic Story of the West!
BUILT as a special––BILLED as a First Run Feature.

First National Pictures

First National *First Run* **Picture**

Members *of* Motion Picture Producers *and* Distributors of America Inc.–Will Hays *President*

Members of Motion Picture Producers and Distributors of America Inc.~Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, JANUARY 7, 1927 No. 1

Let's Try Building

WHILE the holiday mood is still upon us it may be wise to consider a thought at once beneficent and practical. The practicality of it is particularly impressive.

The thought is simply this: to progress by constructing instead of by fighting: Which may sound trite: but it isn't.

Sooner or later in their careers, nations and industries and individuals lay aside their spears and take up their plowshares. And this industry is now old enough and sensible enough to do likewise.

* * *

LOOKING back over nearly fifteen years acquaintance with the business, it would seem that nearly every company or enterprise that has come into it has had as its prime and avowed purpose the slugging of some other company out of the business. True of producers, distributors, theatres, equipment concerns, trade papers, etc.

Now this may be human; it is: but it isn't intelligent. And the consequence is that the combative enterprise generally fails.

When a concern is successful in any field, others, naturally, are fired with the desire to get into it. So far so good. But it doesn't necessarily follow that the way to get in is to bombard the other fellow out of it.

If the field is a good one—and the success of other concerns would indicate that—there is room, in all probability, for more. That is for more constructive enterprises. If there isn't room for all the constructive enterprise will win out. But it will beat the other fellow by constructing the general business and not by shooting holes into competitors. A man who spends his best energy in hating, hasn't any time left for the proper development of his new job.

It seems to me that the sanest thing a man who proposed to enter any branch of this business could do, would be to go directly to those already well established. The reception he would get would depend upon the calibre of the concern. If it is small potatoes—combative, narrow, selfish, tricky—why that's the best reason in the world for jumping in and making a good job of it. But it's quite probable that the experienced, established man isn't as mean and stupid as you imagine him to be or hope he is, and that he will give you some good and fair information and perhaps even welcome you as a constructive force for the betterment of the whole business.

* * *

WHAT we all want in this industry is a larger buying public. That comes about through better pictures and better theatres.

So every man who makes such a contribution is a boon to the industry. And not only will he prosper but so will the general business; and the biggest concerns will prosper the most. So they are wise enough, they must be, to welcome this competition and encourage more of it. No concern can at once be so big and so stupid as to think it can do it all. But also it follows that no newcomer into the field can at once be successful and yet blind enough to believe that he can only succeed by taking the other man's business away from him Civil warfare will run any business into the ground.

* * *

The most intelligent move ever made by the producing and distributing branches was the formation of the Hays association. More good, more general good, has been accomplished than any but a few will ever know. And it has all been done by a group of people constructing in common for their own and their industry's and the public welfare.

W A Johnston

MOTION PICTURE NEWS

Jan. 7
1927

Vol. XXXV
No. 1

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Branch Offices:
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Room 616 Security Bldg., Hollywood, California

Speaking Editorially

IT is always interesting to look forward at the end of one year and speculate upon what the next will bring forth. It is also dangerous, when definite forecasts are attempted, so we shall leave that to the palmists and astrologers and merely consider a few of the unmistakable trends in this industry at the present time.

Chief among these, it seems to us, is the striving toward mechanical advancement after several years of acceptance of the order of things as they are. The synchronization of sound and picture has received a tremendous fillip during 1926, more along commercial lines than technically, and various devices by which specialty acts and the musical accompaniment to pictures are mechanically presented will be an important factor in showmanship during 1927.

The stereoscopic picture again comes to the fore with Spoor's experiments of several years reaching the stage of actually commencing a production. This will be placed on view during 1927, and may bring into being a new and special type of photodrama.

Color is advancing slowly but surely. This past year we have had one special in color throughout, and only this week a famous comedian announces that sequences of his next feature comedy will be chromatically rendered. One important company is about ready with a modified process which will lower the cost of color prints at once and may eventually bring them on a par with black and white, which should stimulate wider usage of color. Much remains to be learned on the part of producers, however, in this field.

* * *

IN addition to these major developments, many others are appearing here and there. New types of projection equipment—better arcs, non-rewinding magazines, continuous movement of film, replacement of the shutter by optical systems—are being brought forward. Incandescent lighting is apparently being given a chance to show its merits under practical studio conditions, and with it panchromatic film, the two opening up the way to a new standard of lighting and photography. With them will come new developments in laboratory technique to keep pace with this advance.

* * *

MORE significant from the standpoint of the showman, perhaps, is the striving for newer and better things in screen drama which 1926 has brought and which will extend into 1927. To give credit where credit is due, much of this is the result of the advent into the market of several stimulating foreign films during the past year.

Los Angeles newspapers are taking great delight these days in printing statements by various domestic directors to the effect that the acclaimed effects in European screen dramas are devices which the American craftsmen "discarded" or "forgot" ten or fifteen years ago. If this is true—and some of it unquestionably is—then it is a great pity that these things were mislaid for so long, and it is significant to note that these same directors are hastening to liven up their own work with the methods which they publicly disdain.

* * *

ANOTHER force which is tending toward picture betterment is the increasing trend toward the roadshow special. This means that each of the larger companies is setting aside certain productions and giving them the benefit of unlimited time and effort.

Parallel with this, however, is the danger of damaging the roadshow idea by putting out mediocre specials at two dollar prices. There are nearly a dozen pictures showing at a two dollar top on Broadway at the moment, and we question whether more than three, or at the most four, really warrant the advanced scale.

But of one thing we are certain: 1927 will be an interesting year, and will bring a significant crop of photoplays.

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PICTURES AND PEOPLE

William Haines, M-G-M player, is met by his sister upon his arrival in New York City for the opening of "Tell It to the Marines" (Metro-Goldwyn-Mayer)

Jess Smith, newest of the young producers, who starts work January 15th on a picturization of "The Poor Nut" for release by First National Pictures

Lupino Lane brought over from England with him a clever animal impersonator, who will add to the gaiety of Laugh Month in Educational comedies

THE FORTY BEST

THIS week brings the National Board of Review's selection of what it considers the forty best films of the year. The list is an interesting one. Here it is, alphabetically arranged: "Alaskan Adventures," "The Amateur Gentleman," "Beau Geste," "Ben-Hur," "The Black Pirate," "The Blackbird," "Diplomacy," "Don Juan," "The Exquisite Sinner," "Everybody's Acting," "Faust," "For Heaven's Sake," "Gigolo," "God Gave Me Twenty Cents," "The Gorilla Hunt," "The Greater Glory," "Hotel Imperial," "La Boheme," "Mare Nostrum," "The Marriage Clause," "Michael Strogoff," "Nell Gwyn," "Oh! What a Nurse," "Potemkin," "The Quarterback," "The Return of Peter Grimm," "The Scarlet Letter," "The Sea Beast," "Secrets of the Soul," "The Show-Off," "Siberia," "Silence," "The Sorrows of Satan," "The Strong Man," "The Temptress," "Variety," "The Waltz Dream," "What Price Glory," "The Winning of Barbara Worth."

Asterisks were awarded last week to two features, "The Overland Stage," a Ken Maynard Western, and "Tell It to the Marines." This week's special commendation went to "It" and to two issues of Pathe Review, Nos. 3 and 4.

IN THE NEWS

JOE REDDY, whose difficult task is the acquisition of publicity for Harold Lloyd, became a proud father on Christmas Day with the arrival of a seven and one-quarter-pound son and heir. We have suggested naming the Christmas release "Santa Claus" Reddy, in honor of the patron saint of the natal day, but we understand that the more practical, if less unique, Joseph, Jr., will be awarded. How about "Little Joe?" George Reddy, of the Pathe publicity department, is registering equal pride at having attained to the proud estate of unclehood.

Sam E. Rork, Jane Murfin and King Baggot, the "big three" on Rork's next picture, "The Notorious Lady," for First National. Rork is the producer, Miss Murfin has done the continuity and Baggot is directing

Edwin C. King, vice-president in charge of production for F.B.O., arrives in New York with Mrs. King and is met at the station by Joseph P. Kennedy (left).

Kathryn McGuire, Lupino Lane's leading lady in his Educational comedies, will help see that Laugh Month has its quota of beauty as well as mirth

Bess Meredyth, who has adapted numerous important stories to the screen for Warner Bros. productions, welcomes her young son, Jackie, home from school

When Kipling remarked that "East is East; and West is West, and never the twain shall meet," he didn't realize what the modern movie studio would bring to pass. Here are the four principals in "Driven From Home," which Chadwick is producing. Left to right, they are: K. Sojin, Virginia Lee Corbin, Ray Hallor and Anna May Wong

Ned Marin, one of First National's sales managers, is likewise registering elation over the arrival on December 23 of John Marin, who weighed in at six and one-half pounds. The mother and son are doing nicely. The Marins have one other child, Ann, aged five.

Agnes Christine Johnston, M.-G.-M. scenarist, and her husband, Frank Dazey, have returned from a brief trip abroad with their new baby boy, who was only five weeks old when they embarked.

Mae Murray and her husband, Prince David Divani, returned on December 22 via the *Olympic*, after a honeymoon trip abroad.

William Haines arrived in New York City last week for the opening of "Tell It to the Marines," and was met at the station not only by his sister but by a detachment of Marines.

Count Jean de Limur, of Cecil B. De Mille's staff of assistant directors, will sail for London the middle of January, where he will spend a month's vacation with his brother, who is an attache of the French embassy. He will return to Hollywood in the spring.

Gardner James and Marion Constance Blackton were married last Sunday at the Church of the Angel, Pasadena, Calif. Mary Astor and Priscilla Bonner were bridesmaids, Patsy Ruth Miller was maid of honor, and Percy Marmont was included among the ushers.

OPERA SINGER IN PICTURES

WHEREAS the late Enrico Caruso was so much of a disappointment as a screen actor that his second picture was never released, we hear that Andres de Segurola, former Metropolitan Grand Opera baritone, has made a distinct success of his first screen role. This is the part of an impresario in "Sunya," Gloria Swanson's most recent production. He is now at work on an original screen story which may serve as one of Miss Swanson's starring vehicles in the future.

Kenneth Stuart, first occupant of the room donated to the Los Angeles Orthopedic hospital by the employes of Universal in honor of Carl Laemmle, receives a visit from the film producer and the gift of a radio set to while away the hours of convalescence

COMEDY TO LEAD

"WHEN a check up is made of the biggest motion picture successes of 1926, it will be found that comedies have scored the principal triumphs just as we predicted a year ago," declares William R. Frazer, general manager of the Harold Lloyd corporation. "And in looking forward another year we feel that comedies will again outrank in popularity all other types of productions."

"I do look for a toning down in the broadness of comedy which prevailed throughout the past year. Producers have been free to take unlimited license because of the themes they have selected, especially the army and navy angle, but they will have to look for new comedy field this year and will have to be much more legitimate in their laugh producing.

"Comedy has a tremendous hold on motion picture enthusiasts not only in the United States but throughout the world. Comedy successes here have been universally popular. Take for example, 'For Heaven's Sake,' a big success in this country, shattered all records in London and throughout the British provinces. Other comedies have had a powerful appeal, as well.

"Producers of dramatic pictures have responded to this demand for comedy and no picture is complete today without its prominent comedy relief. Analyze almost any big picture of the passing year and you will find comedy had a big share in its appeal, and box office pulling power.

"From the broader comedy field of 'For Heaven's Sake,' Harold Lloyd is setting the pace in the return to the legitimate type of fun makers with his 'The Kid Brother' which is scheduled to face public approval soon after the new year. Built along lines of 'Grandma's Boy,' 'The Kid Brother' has a well motivated story in addition to what I believe is the greatest collection of 'gags' ever seen in a Lloyd production. If any one was skeptical about the merit of this pciture they certainly changed their opinion after seeing it previewed for the first time the other night when it was hailed as ranking with the finest Harold ever has done.

"Harold's plans for the coming year are a little unsettled just at this time. With the completion of 'The Kid Brother,' which took him nearly seven months to produce, he has decided to enjoy an extended vacation which may culminate in his going to Europe. Regardless of whether he does, however, he will be a little longer between pictures than ordinarily. The strain of maintaining a comedy pace such as he has set for the last seven years demands an occasional extended vacation.

"Present plans, however, indicate that he will release two pictures during 1927—'The Kid Brother' and one other, which should appear sometime late in the fall. He has an idea in mind now for his next picture which should develop into one of his greatest successes."

ANOTHER IMPORTATION

BEN BLUMENTHAL, international theatrical impresario who more than anyone else has been directly responsible for the exodus of German cinema talent to this country, has discovered yet another potential picture possibility, according to advance reports which have reached these shores. Blumenthal's latest discovery is Anna Lisa Ryding, noted Swedish actress, who at present is essaying the role of *Joan* in Shaw's "Joan the Woman" at the State Theatre, Stockholm.

Miss Ryding's interpretation of the role of *Joan* in Shaw's play is said to have contributed largely to the selection of Shaw as winner of the Nobel award for the current year. This play was the solitary contribution from the pen of the great dramatist enacted in Sweden during the past year; and whereas it was a pronounced triumph for Bernard Shaw, it also served to emphasize the abilities of Miss Ryding, and brought her a five year contract to appear in this country.

Not alone is Blumenthal's new screen discovery a dramatic actress, but she is recognized as the foremost Scandinavian primadonna and comedienne, it is said. She is expected to arrive in America shortly after the new year.

Robert Edeson, who is an accomplished artist in wax as well as a sterling actor, selects as a model Miss Katherine De Mille, daughter of "C. B." He is making the sketch with the stylus and wax tablet used in his character of Matthew in "The King of Kings." (P.D.C.)

ETON HONORS RICHARD

BESTOWING an honor accorded to but few persons and probably never before to a film star, Richard Barthelmess was made the guest of the students of Eton College, the oldest and most aristocratic of English schools, a week or so ago.

Barthelmess, accompanied by his representative, Joe Steele, was received by a master of the college and had tea with the students which they themselves prepared. The film star spent some interesting moments also in inspecting the marvelous library which includes such priceless treasures as the first folios of Shakespeare, early editions of Dante, etc., with rarities like the Gutenberg Bible valued at a quarter of a million dollars.

Leaving England, Barthelmess returned to Paris, motored along the Loire, visiting ancient wine cellars and fedual castles. Thence he want to Biarritz, Canne, Carcassonne, Nice, Marseilles. The star and his party are now en route to America.

HOME MOVIES

THE rapidly growing hobby, sport or recreation of home movie making with the various types of small film outfits will receive added stimulus from the launching of a new publication dedicated solely to this activity. Called "Amateur Movie Makers," and tied up with the new Amateur Cinema League, it contains numerous practical and entertaining articles on the growing use of amateur motion pictures. Hiram Percy Maxim is president of the league.

A Hollywood (or an Hollywood) version of a Hawaiian (or an Hawaiian costume worn by Ethlyne Clair, who appears otherwise as Mrs. Newlywed, the George McManus cartoon character in Stern Brothers comedies

FOURTH "MAGIC GARDEN"

ANOTHER "Magic Garden" is being planted by a State in honor of Gene Stratton-Porter, whose last novel, finished just before her death two years ago, bore that title. New Hampshire has followed the example of New York, Rhode Island, Indiana (her native State) and other commonwealths, and is putting into place a living, lasting testimonial to the writer of "The Magic Garden," "Laddie," "The Keeper of the Bees" and "The Girl of the Limberlost," which have been made into pictures, and many other successful books which have not yet been transformed into celluloid. J. Leo Meehan is just now finishing "The Magic Garden" for F. B. O.

Two months ago, by direction of Gov. Alfred E. Smith, New York State planted a "Magic Garden" memorial forest for Mrs. Stratton-Porter in the Adirondacks beside Lake George. This consists of 10,000 white pine trees and covered five acres.

Indiana not only planted a forest, but set up as a memorial on the court-house lawn at Decatur a 50-ton rock with a tablet in the writer's honor. Gov. Ed Jackson took part in both ceremonies.

Rhode Island's grove of trees, maples, is along the shore of Narragansett Bay, and was dedicated with impressive ceremonies.

The officers of the M.P. Athletic Association, who have arranged a bowling tournament, now in progress, and a basketball tournament, to start in January; left to right: George Ronan (Pathe), secretary; Joe Klein (First Nat'l); Joe Reck (Fox); Fred Bullock, Jr. (Fox); Alan Freedman (Fox); Sol Gottlieb (M-G-M); William S. McIllvain (F.P.-L), president; Jack Pratt (F.P.-L.); William Mullen (First Nat'l), treasurer; Colonel Wyatt (Fox); Phil Abrahams (Warner Bros.); Emil Fuchs (P.D.C.); and Tom Mehan (Universal)

Phyllis Haver demonstrates that if you are really expert at vamping it can even be extended to a full grown lion. The demonstration is being watched by Harrison Ford, Toby Claude, Director Scott Sidney and the technical staff of the Metropolitan production, "No Control"

THE REINHARDT INFLUENCE

APROPOS of the arrival here of Max Reinhardt, genius of the German theatre, it is interesting to note that three men now working in Hollywood were associated with him in stage work—Lubitsch, Murnau and Jannings. Murnau, who played the Knight in the original stage production of "The Miracle," commented on the influence of the stage director the other day between scenes of "Sunrise," which he is directing for Fox Films. He said:

"The time I spent as an actor with Professor Reinhardt I count as one of the finest episodes of my life. Reinhardt possesses the rare gift to stimulate and keep awake the interest of his young artists and to develop their peculiarities and artistic individuality.

"It cannot be described how devoted the actors are to Reinhardt, the ardor with which they follow his directions and the amount of self-denial everybody is willing to offer to help this great man. I am indebted to him for a lot of precious experience which I will never forget and which is proving of the greatest value to me in pictures I am producing.

"Reinhardt is a man who knows and loves thoroughly every detail of everybody's work, who rightly taxes the capabilities of everyone connected with him and one feels confident that individual development to the great possible measure is sure under his direction.

"There is still another valuable asset about Reinhardt from which everyone who has worked with him is deriving benefit. This is his thoroughness in the most minute detail. If I have been successful in my productions, I owe it to a large extent to my great teacher."

Mr. Murnau's method of direction in motion pictures suggests the American conception of Reinhardt. Always displaying a rare appreciation of the sensibilities of his artists, Mr. Murnau is meticulous in his insistence upon detailed perfection in both settings and performance. Conciliating, yet firm, he works with a smoothness and directness that cannot but make outstanding pictures.

A "coming out" party for Paul Kohner and Ernst Laemmle preceding a private showing of "Michael Strogoff" at Universal City. Left to right, behind the table and before it, are: Mr. and Mrs. Tom Reed, Mary Philbin, Paul Kohner, Rosabelle Laemmle, Ernst Laemmle, Mr. and Mrs. Paul Leni, Dr. Redlick, Paul Stein, Bele Sekley, Ernst Lubitsch, Charles Puffy, Sigmund Moos, Mrs. Lubitsch, Hans Kraly. Ali Huber, Mrs. Paul Stein and Albert Conti

AMATEUR ORIGINALS OUT

MRS. E. K. ADAMS, chief reader for Cecil B. De Mille, has returned to California after a stay of several weeks in New York. Mrs. Adams comes on once or twice a year to see new plays and to get in touch with the ideas of the public as to the type of entertainment desired. Most of her time while here is spent with publishers or in theatres.

She said, just before she left, that the De Mille studio had acquired the rights to at least fifteen stories for the coming season's programme.

Mrs. Adams declares that the day of the original story is at hand, but she wishes it understood that this does not mean that any studio will read the work of every writer who sends in a story.

"As a matter of fact," she said, "we do not read stories unless they are by some author whose name means something. We get hundreds of stories and suggestions from amateurs, but even reading these has caused so much trouble that we have been forced to discontinue the practise.

"In many cases the theme or plot of some story submitted resembles the theme of a story by some other person which we use. Then come charges of plagiarism, law suits and plenty of trouble. We realize that this may prevent us at times from securing good material, but it does away with a lot of trouble, expense and possible litigation.

"We would rather buy a published story because it is then automatically copyrighted and we are protected from the danger of anyone accusing us of stealing a story. So, if writers wish to sell their stories for the screen, they should use every endeavor to get the stories published in some magazine before submitting them to any motion picture company."

THE WEEK ON BROADWAY

THE Christmas holidays, with a rush of young folks home from school, brought capacity-taxing business to the Broadway theatres this week. Records are likely to be set up and down the street, which is packed afternoon and evening with a dense throng of humans in a holiday mood. Business jumped at all houses this week.

The Cameo, with F.B.O.'s "The Gorilla Hunt" in its third week, is doing so well that a fourth week is being considered as this is written; $5,300 the first week, $4,600 the second, and the prospect of well over $5,000 this week, make a remarkable showing for a picture of this type, especially in view of the fact that no special exploitation has been put back of the run.

Universal enjoys the distinction this week of having the first outside picture in the new Paramount Theatre, the attraction being Reginald Denny's "The Cheerful Fraud." The picture is scoring heavily, and a house record may be set. Universal, incidentally, has some interesting plans in view for Denny the coming year, which should make him one of the strongest box-office cards on the screen.

WOTTA DINNER!

LOUIS B. MAYER was host at a Christmas dinner to all of the 1,600 persons who make up the personnel of the Metro-Goldwyn-Mayer studios in Culver City. Some figures on the food consumed may be of interest: 1,500 pounds of turkey, 150 pounds of cranberries, 400 pounds of spuds, 300 pounds of peas, 100 gallons of coffee, 1,800 rolls, 10 gallons of salad dressing, 100 pounds each of pudding, fruit cake, nuts and raisins, and 100 mince pies. Now, in case you ever have 1,600 guests for Christmas dinner, you'll know just what to order.

AS A BANKER SEES US

JAY J. BRYAN, former vice-president of the Culver City Commercial and Savings Bank, vice-president of the Hamilton National Bank, president of the Capitol Hill State Bank and cashier of three first national banks, all on the West Coast, has entered the motion picture field as treasurer of Nat Levine Productions.

Following is a portion of an interesting letter received by Mr. Levine from Mr. Bryan stating his concise views of the industry, which are interesting, coming, as they do, from a man "taking his first dip" in a new field:

"A few years ago I had a neighborhood bank in the center of the motion picture industry and gained some knowledge of the business from the financial side of it. It had a fascination for me in the beginning, which I never could quite throw off, but, realizing that I could not mix my business with the making of motion pictures, I postponed seeking any connection with the industry until I could sever all connection with the banking business.

"Last year I retired and the good wife and I set out without any destination in particular but headed for Southern California, and arriving at the center of the industry the old lure took possession of men and I immediately began to cultivate the acquaintance of those who could point out the way to me.

"I had seen, in my banking experiences, many companies, many producers, directors and actors, come and go—like sky-rockets. System, executive ability or some factor seemed to be lacking to stabilize the most wonderful industry in the world and I had a curiosity to know more about it,—to sort o' get my finger in the pie.

"You know the rest. Here I am financing a picture with you, taking the place of production manager and even playing a part in a ten episode serial, 'The Golden Stallion.' It has been the greatest playtime in my life and I have enjoyed every moment of the seven weeks it has taken to shoot the picture. If the serial makes a reasonable return on the investment I will be satisfied and repaid for the hard work, but more than that; I shall have found out that there is no mystery connected with the production of a good picture, but that it takes, as it does in all other successful enterprises, just a little patience, some executive ability, a reasonable amount of capital and a lot of hard work."

THIS MAN McLAGLEN

VICTOR McLAGLEN, whose work as Captain Flagg in "What Price Glory" seems to us to be just about the finest thing brought out in 1926, is working at odd moments on a story, "Adventure," based on his own experiences, in which Fox Films will star him in the near future. His life should provide colorful material. The son of an Anglican bishop, he entered the Royal Life Guards as a youngster, saw service in the Orange Free State during the Boer War, took part in the Cobalt silver mine rush in Canada, travelled with a circus, turned pugilist (staying the full distance with Jack Johnson, incidentally), went into vaudeville, and took part in the gold rush at Kalgoorlie, Australia. During the World War he served first as a lieutenant and then as a captain with the British forces in the Near East.

And now, as soon as his nest egg is a little larger, he wants to leave pictures behind for a time and head for Peru to explore some of the little known Inca ruins.

ON THE STAGE

ANN RORK, who bids fair to attain a screen fame shortly, which will rival that of her father, Sam E. Rork, the producer, was in the cast of one of the one-act plays presented by the Pasadena Community Playhouse Association's Workshop on December 4 and 11. The playlet was "Florida Water," and Miss Rork played the role of "Miss Flip."

A CHADWICK SONG

IN connection with the picture of the same name, Chadwick Pictures Corporation has published a special photoplay sheet music edition of "Sunshine of Paradise Alley," which was one of the most popular ballads of two generations ago. It is planned to try the experiment of offering it for sale in theatre lobbies during the showing of the picture.

Charles McDonald, editor-in-chief of Topics of the Day, with his editorial staff gathered about him selecting jokes for the January Laugh Month releases of this Pathe subject

DE MILLE'S PRAETORIUM

REPRODUCING the pride and power that was Rome's twenty centuries ago, a reconstruction of the Praetorium of Jerusalem, judgment-seat of Pontius Pilate, has been erected at the De Mille Studio for scenes of exceptional importance in Cecil B. De Mille's Biblical production, "The King of Kings."

In order to make space for this setting, the end wall of a huge stage was removed, making it possible to build the exterior as well as the interior of the Praetorium. Not only this official building, but adjacent structures as well have been constructed, presenting for the camera the entire governmental district of Jerusalem, as it appeared at the time of Jesus.

Corinthian columns of great height line the marble steps leading to the entrance, which is guarded by heavy bronze gates. Within is the throne of Pilate, placed before a bronze replica of the Eagle of Rome, thirty-seven feet in height.

A BAS "MOVIE"

UP in Ottawa, Ontario, *The Journal*, after banning "Xmas" as an abbreviation for Christmas has gone a step further and tabooed the word "movie," except where considerations of space absolutely demand it. It is felt that "movie" is an ugly word and scarcely appropriate to the elaborate productions and handsome picture theatres of today.

Jack L. Warner, Lloyd Bacon and Darryl Francis Zanuck do a little high grade "shooting" outside the studio limits, and proudly record the result of their skill in imperishable celluloid

A TOOTH FOR A TOOTH

HAROLD LLOYD has lost one customer for his new Paramount picture, which is due to arrive on the screen shortly after the new year. The bespectacled comedian has been accused of having designs on the human nervous system with such pictures as "Safety Last," and on various other parts of the anatomy with such side-splitting comedies as "The Freshman," "For Heaven's Sake," etc., now he is charged with being in league with the dentists, and is held directly responsible for the loss of one perfectly good tooth by Beatrice J. Tracy, a New Jersey miss, who vows never more to look on a Lloyd comedy because of said loss.

In a mass of mail which arrived for Lloyd at the Metropolitan studio, came the following letter, which is quite self-explanatory:

"I know you will be amused and flattered to hear of the terrible and yet ridiculous misfortune that happened to me last Saturday evening, as you are directly responsible. I was seeing for the first time your picture, 'The Freshman,' and was simply convulsed with mirth—so convulsed in fact, that in my rocking back and forth I somehow hit the seat in front of me and knocked my front tooth out. I just know you have never before received such a tribute to your art. You can imagine what a loss of this kind means to a young lady, but thanks to the skill of my dentist I am once more quite human in appearance.

"But never will I dare gaze upon you again."

There is a gentle tip for theatre owners in this letter. Why not provide teeth protectors on the backs of seats when you are playing Lloyd pictures in the future?

A LAUGH YEAR COMING

MORE than fifty per cent of the feature pictures to be made in Hollywood during the coming year will be comedies, is the belief of E. M. Asher, producer of the Corinne Griffith features for First National. He bases his opinion on the unusual success of comedy features over dramatic vehicles during the last few months. This, he declares, has proved to producers that audiences throughout the country are at present in the frame of mind where they would much rather laugh than sigh.

The most outstanding successes of the past year, Asher points out, were comedies of the type of "Syncopating Sue" and "Ladies At Play." Dramatic productions, he declares, that cost much more to produce, failed to return anywhere near as big results at the box office, and as a result producers today are searching the field for suitable comedy material to film during the next few months.

In keeping with the desire for comedy, Asher states that almost all of his activity will be devoted to laugh-producing pictures. At the present time his company is making "McFadden's Flats" for First National.

FOXITES TO DO "GUMMED UP"

MEMBERS of the Fox Dramatic Society, composed of employes at the home office of Fox, will present as their initial effort "All Gummed Up," a satirical comedy by Harry Wagstaff Gribble. The group will be under the direction of Clarence Jay Elmer, assistant director of "The Music Master." Joe Sokolinsky is president of the society; Peggy Kelly, vice-president, and Gertrude Robbins, secretary.

SWEDISH CONDITIONS

VICTOR SEASTROM, Metro-Goldwyn-Mayer's Swedish director, who has just returned from his first visit home in four years, reports that production methods in Sweden have advanced little and that production is at low ebb. He also states that any animosity which may be felt in the Scandinavian countries against American films is not shared by the average picture-goer.

CRACKS UP FOR "WINGS"

"DICK" GRACE, considered one of the best pilots in the West, waved at Death recently when "cracking up" an airplane for the Paramount production, "Wings," a story of the American aviators in France, near San Antonio, Texas. The wave was unanswered.

For a realistic shot, director William Wellman wanted a speeding plane to crash into "No-Man's-Land" at the height of battle. Realizing the danger, he refused to ask any member of the company to attempt the hazardous act.

Grace heard of the director's wish and volunteered. He assured Wellman that he had done the same thing time and again and there was really very little danger to the pilot if his instructions were carried out implicitly. After listening to the details, Wellman agreed to allow Grace to make the crash.

He did. As the cameras were trained upon the designated spot—a blemish on the world of shell holes topped by barbed-wire entanglements—Grace took off in his tiny Spad, capable of 140 miles an hour. He circled once, twice, and on the third time around, dropped his goggles at the feet of Mrs. Grace, who witnessed the entire performance.

Down he came from an altitude of 100 feet at the rate of 90 miles per hour. A breathless silence settled over the little group on the ground. Down he came. A quick flick of his tail. He straightened. The landing-gear wheels touched. A shrill, grinding clatter as he hit the barbed-wire. Up and over—clear over, upside down! The group watching, hardly dared to breathe. Suddenly a squirming in the cockpit and Grace crawled out.

WHAT INTERESTS CELEBS

ONE mystery that intrigues the curiosity of every human being—from the humble laborer to princes, millionaires, and national idols—is the motion picture studio.

This is demonstrated by the list of visitors in the past few months at the Metro-Goldwyn-Mayer studios, where famous guests ranging from a crown prince to a famous writer have gone through the plant. And, while every visitor had an ardent curiosity to enter the studio, each one showed a different phase of this curiosity. Each was interested in some particular thing.

Gustavus Adolphus, Crown Prince of Sweden, was most interested in the manufacturing of artificial snow for studio scenes.

Otto Kahn, international banker, was most interested in the amount of "juice" used in studio lighting effects.

Garrard Winston, under-secretary of the treasury and America's income tax czar, was interested in the organization of the industrial departments rather than the stars. Sir Henry Wood, famous English composer, investigated the use of music to stimulate the emotions of actors.

Herbert Hoover was interested in Lon Chaney's makeup methods; Roy Chapman Andrews, famous explorer, wanted "to see pretty girls—because you don't see these in the Gobi Desert."

General Smedley D. Butler was most interested in meeting Elinor Glyn. "I want to see what the woman who wrote 'Three Weeks' looks like," he observed.

Lemuel De Bra, noted author, was "interested in Jackie Coogan—I have a boy his age at home."

Judge K. M. Landis, America's baseball Czar, had the queerest curiosity of all. "I want to see Karl Dane spit tobacco juice and put out a candle," says Judge Landis. "I saw 'The Big Parade' six times—just for that!"

WATCH GLORIA GORDON

SOME months ago J. G. Bachmann saw so much promise in a young extra girl, Gloria Gordon, that he made her leading lady of "The Romance of a Million Dollars." The second morning of work she sprained her ankle, and Alyce Mills had to be substituted. Another chance was promised the disconsolate Gloria. When her ankle had fully recovered, she was given a bit to do in "Dancing Days"—and came through so remarkably that she was given an important part in "Exclusive Rights." The inside dope from those who have seen the rushes is to the effect that she will prove a knockout, and that Mr. Bachmann's confidence in her is more than justified.

FRANK'S AMBITION

FRANK POPE, publicity dean at P.D.C., confides to us that his ambition at one time for a life work was to be the man who runs and tells the head gardener that the century plant is about to bloom.

"The first hundred years," he said sadly, "would have been the hardest."

Rogers Speaks on "Amusement Rates"

Flays Critics on Small City Newspapers; Decries Practice of Smothering Theatre Ad Displays; Praises "News" Stand

[Editor's Note: Continuing the campaign of Motion Picture News for commercial advertising rates to motion picture theatres from newspapers, E. R. Rogers, manager of the Tivoli Theatre, Chattanooga, contributes several interesting points this week in a letter to the News. The issues which he brings up concerning critics, careless composition, passes, and the like are of particular significance and will be useful to exhibitors in waging this fight. Other managers are invited to send in their views on this important question.]

Mr. Wm. A. Johnston, Editor
Motion Picture News,
New York City.
Dear Mr. Johnston:

Your editorial stand on the subject of more liberal newspaper rates for motion picture advertisers is in keeping with the usual progressive and thoughtful policies of "Motion Picture News." What a boon it would be to the exhibitor if rates equal to those enjoyed by the rank and file of advertisers would be in effect and what a benefit to the amusement-loving public! The position taken on this subject by the industry's leaders is not only a commendable but a courageous one, for no organized attack has heretofore been made on the stronghold of the press on matters of policy and for that reason the public prints have profited from old precedents. In so doing, they have discriminated against the motion picture exhibitor.

It is argued by the publishers the theatre enjoys more free space than any other advertiser and naturally they are reticent to admit that motion picture items constituting the so-called "free publicity" are choicest bits of news. But the theatre pays for the eagerly consumed news and feature copy it furnishes, the penalty for creating choice copy being so much per inch more than other local advertisers are assessed. In many of the average cities, if not all, an indifferent attitude toward amusements is taken. Any number of newspapers have barred contests and co-operative pages and refuse to otherwise co-operate with the theatre. There are a large number of newspapers which make no attempt to print a presentable Sunday amusement page. Some will not carry still lay-outs unless paid for by the exhibitor. The average city is much worse off in this respect than the cosmopolitan centers where importance is placed upon the reader value of motion picture matter.

Yet no one has come out boldly to dispute the justification of "special rates" since they came into being with the advent of the road show, the paid publicity of which has been regarded as foreign advertising, until now, but the newspapers have gone on exacting the high rates; demanding unusual pass courtesies and exercising the privilege of "panning" the theatre whether or not there is good cause.

In the average city, although the exhibitor pays a higher space rate, as a rule he can never depend on a definite page location for his week day announcements, much less a definite location on a particular page. His displays are generally flanked by medicine ads, department store announcements or smothered by a bold-face type advertisement of a chain grocery. To break in on the leading local news page the exhibitor must own the paper or pay a still higher rate for the privilege.

In small city newspaper composing rooms few really competent compositors are employed. To obtain fairly good results typographically for a skillfully and intelligently written lay-out, the manager or the publicity director has to bribe the most competent compositor with passes in order to be assured an interest will be taken in the setting of his copy.

Young, half-baked members of scanty editorial staffs are given lee-way to exercise their critical powers on the motion picture. They feel they must criticize something or they are not "critics." Unqualified to judge for the masses, in an endeavor to be small town George Jean Nathans and Robert E. Sherwoods, they tear into motion pictures with a vengeance and the impressions they publish influence the small city readers and oft-times cost the theatres money because of the patronage driven away by a tirade, or indifference, or unintelligent and destructive criticism.

Think of a newspaper sending a "critic" into a large, or small for that matter, department store and giving space to any thought the reporter might express derogatory to that merchant's business. It never has and never will be done. Yet the theatre, paying a higher rate, must go on being subjected to unjust criticism of the entertainment wares he endeavors to merchandise through the columns of the paper which has no conscience if destructive criticism drives away his patronage. A ridiculous situation to which the theatre interests have submitted because there has been no one up to the present time with courage enough to advocate a better order of things for fear any such move incur the wrath of the powerful press.

But who knows but what the industry has been sleeping on its rights and that the public prints, recognizing also the power of the screen and the potential worth of the news of the industry to its columns, will awaken to the fact that the exhibitor has been done an injustice and will have compassion and enable him to make the most of his advertising possibilities by the more liberal use of space.

At any rate it is a constructive step that has been taken; a subject which has been worthy of the attention and consideration of a united exhibitor force.

E. R. ROGERS,
Manager Tivoli Theatre,
Chattanooga, Tenn.

Files Suit Against Ticket Manufacturers

Dep't of Justice Charges Sales Are Not Held Open to Competition; Requests Supreme Court to Issue Permanent Injunction

A SUIT designed to open the sale of amusement tickets to competition was filed in the Supreme Court of the District of Columbia December 16 by the Department of Justice, in which thirteen of the leading producers of such tickets and fourteen individuals affiliated with those companies were charged with violation of the Sherman anti-trust law.

The companies named in the suit, and which, the department charges, manufacture and sell approximately 85 per cent. of the amusement tickets produced in the United States, were the Globe Ticket Company, Philadelphia; Ansel Ticket Company, Chicago; Argus Ticket Company, Chicago; Automatic Ticket Register Corporation, New York; Columbia Printing Company, Chicago; Elliott Ticket Company, Inc., New York; Hancock Bros., Inc., San Francisco; International Ticket Company, Newark, N.J.; Rees Ticket Company, Omaha; Simplex Ticket Company, Inc., Chicago; Trimount Press, Boston; Weldon, Williams & Lick, Fort Smith, Ark., and the World Ticket & Supply Company, Inc., New York.

The Government charges that the defendants have assigned and allotted buyers of tickets to one another to be held as exclusive customers, and that they have agreed that no one of them will sell tickets to a customer assigned to another at prices less than those charged by the defendant to whom he has been assigned. It is also charged that the defendants have exchanged information with regard to sales and prices, through the medium of the American Amusement Ticket Manufacturers' Association, with headquarters in Washington, to effectuate and enable them to observe the agreements.

The court is asked to issue a permanent injunction prohibiting the defendants from further engaging in the agreements with regard to the assignment and allotment of customers and with regard to prices, and from further exchanging information for effectuating those agreements.

Fitch Supervising F. B. O. Sioux Falls Office

An appointment immediately effective is that of Sherman Fitch, who assumes the supervision of the F. B. O. office in Sioux Falls.

Wage York Blue Sunday Battle

Court Fight to Determine Legality of Ordinance Enforcement is Started

THE court fight to determine whether the City of York, Pa., can enforce its recently enacted ordinance which would bar Sunday motion picture shows and other commercialized Sunday amusements, opened in the York County court house on December 21, when argument was heard in the suit brought by Fred C. Bothwell, manager of White Rose Park. Mr. Bothwell seeks to restrain the Mayor, officers and employes of the city from enforcing the Sunday ban. The case was heard before Judge Donald P. McPherson, who was brought in from neighboring Adams county especially to preside, in view of the intense feeling in York County among the partisans for and against Sunday amusements.

Arguing in behalf of the city, Frederick B. Gerber, City Solicitor, contended the ordinance is constitutional as shown by decisions of courts in other states. He insisted further that it is not discriminatory under the constitution because it applies equally to all persons engaged in the businesses it intends to prohibit.

Michael S. Niles, counsel for Bothwell, on the other hand, maintained that the ordinance is unconstitutional because of lack of notice of penalty in the preamble; that it is discriminatory in character, and that it is not sustained by the terms of the Clark Act of the Pennsylvania Legislature, upon which it is based, because it is "a prohibitory and not a regulatory ordinance."

There is also before the court a mandamus proceeding which seeks to compel City Clerk William H. Reynolds to prepare a petition for a referendum on the question of the Sunday closing ordinance to the voters of the city.

Universal's Southern Theatres

Dan Michalove Issues Statement Concerning Company's Holdings and Plans

FOLLOWING the initial announcement issued by Dan Michalove two weeks ago, of Universal's plan to build several community theatres in Atlanta's most thriving suburban centers, comes a detailed statement from Mr. Michalove concerning his company's theatre acquisition program in East Atlanta.

According to Mr. Michalove, Universal has acquired an admirable site at 482 Flat Shoals Avenue in East Atlanta, and plans are now being drawn by Daniell and Beautell, architects, for an 800-seat house that will be built along the latest approved lines.

Universal will erect the house in conjunction with Oscar S. Oldknow, vice-president in charge of the Southern Division of National Theatre Supply Company. Mr. Oldknow launched and built the Fairfax Theatre in East Point some months ago and recently sold a fifty per cent interest in that house to Universal.

Construction of a moving picture theatre in East Atlanta is in line with Universal's plan to acquire and develop a chain of suburban houses in Atlanta. One of the company's most recent acquisitions was a fifty per cent interest in the community theatre just being completed on Ponce de Leon Avenue near Boulevard, one of the city's most flourishing centers.

Work on the new theatre for East Atlanta will start as soon as plans now being drawn are completed.

King Conferring With Kennedy in New York

EDWIN C. KING, vice-president in charge of production for Film Booking Offices, arrived in New York this week and will immediately go into a series of conferences regarding production matters with Joseph P. Kennedy, president of the company, E. B. Derr, J. I. Schnitzer and other home office executives.

Edwin C. King

Mr. King has just rounded out his first season with this company as head of production and will again have the production reins in hand during the coming season. His stay in the East is at present undetermined.

Northwest T. O. Ordered to Pay Music Society $250

As a result of the activity of the investigators in the Northwest Charles Bovee, owner of Florence Theatre at Elk Point, S. D., has been ordered by a federal judge to pay $250 to the American Society of Authors, Composers and Publishers.

The music society has been active in the Northwest lately in pushing their campaign of checking the music played at theatres. The society has announced that it means to see that all theatre owners either pay or quit playing its music since the Federal Department of Justice declared the music publishers were within their rights in demanding the "music tax."

"The Golden Stallion" a February Release

"The Golden Stallion," a ten-episode serial, featuring "White Fury," a wild horse and starring Lefty Flynn will be released on the State Rights market in February, 1927, Nat Levine, producer of the serial, announces.

Exhibitors of Pa. Locality Oppose Church Showings

Exhibitors of the Schuylkill County section, members of M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Delaware met recently at Pottsville for an all-day session and took a vigorous stand against the widespread practice in that section of churches running motion picture shows on Sunday nights. It was declared that in some towns three churches were running Sunday night shows and charging as much as 50c admission. The meeting also expressed itself as being opposed to the showing of double features. H. J. Schad, president of the organization, made the address of welcome and remarks were made by Charles H. Goodman, chairman of the board of managers, and Llewellyn Peyser, who has been active in affairs of the Board of Arbitration. It is planned to hold another sectional meeting in Harrisburg in February. This will be a two-day session and all efforts of the organization will be directed at that time against any measures to be introduced in the Pennsylvania State Legislature aimed against the motion picture industry.

Fete Guest on Debut in Motion Picture Industry

Notables of the motion picture and publishing industries, friends from as far distant as Los Angeles and New York, gathered at the home of Edgar A. Guest in Detroit on Wednesday of this week, to pay tribute to the poet on his entrance into the field of motion pictures. Through negotiations recently consummated, the poet's songs of the common folk are to be made into motion picture "jewels" and will be distributed by American Cinema Association. Attending the complimentary luncheon were F. K. Riley, of Riley & Lee, Chicago, publishers of Mr. Guest's books; George Matthew Adams, of George Matthew Adams Service, Inc., New York; A. J. Moeller, president of American Cinema Association, New York; David M. Hartford, president of Hartford Productions, Hollywood, California; Mayor John W. Smith of Detroit, and thirty executives of theatrical and publishing interests of Mr. Guest's state and home city.

Crescent Amusement Gets Two in Huntsville, Ala.

The Crescent Amusement Company of which Tony Sudekum is the head, has bought from M. A. Lightman his interest in the Grand and Jefferson Theatres of Huntsville, Ala. The new owners will take possession January 1.

The Crescent Amusement Company has been increasing its theatre holdings steadily for more than a year. Several important groups and individual houses have been added to the chain, which is one of the strongest in the South.

The Grand and Jefferson in Huntsville were formerly owned by the late C. L. Hackworth. They came into the chain developed by M. A. Lightman during the current year. The houses constituted a part of the holdings of the Malco Amusement Company, organized by Mr. Lightman, and concerned with development of theatre properties in Arkansas, Tennessee and Alabama.

Eisele Predicts Expansion in 1927

Fox Films Treasurer Claims Decided Trend Towards Better Pictures; More Attention to Educational Films

By JOHN C. EISELE

Treasurer of the Fox Films Corp.

FURTHER expansion of the motion picture industry can be looked for in 1927, with a decided trend towards better pictures, larger theatres, and more attention given to the educational value of films.

Looking ahead into 1927, the outstanding developments to be expected include greater use of the color pictures; a simplification of the talking picture so that it will be available to even the smaller theatres throughout the country; and perhaps the introduction of a stereoscopic process to give pictures depth as well as breadth and height.

Unless something unforeseen occurs, the new year will even exceed 1926, by far the most successful twelve months in the history of the industry. During 1926 investments in the industry increased to between two and two-and-a-half billion dollars. Gross income of theatres in the United States totalled three-quarters of a billion, and an average of seven million persons daily paid admissions.

Many Large Theatres to Open

The higher type of pictures and better theatres should stimulate interest among the persons who previously have held aloof from the motion picture theatres. Before the year is many months old the Broadway district will witness the opening of the largest motion picture house in the world; and may other theatres in the 4,000 and 5,000 seating capacity class will be in operation before the end of the year.

For example, the Fox Theatres Corp., now has under construction at least five theatres of this capacity, as well as others in contemplation.

The year just closed has brought about a decided stabilization in the industry, and there should be an even greater trend in this direction during 1927. Managers are carefully studying production costs; producers have an accurate idea of the potential market for pictures they have under consideration; and the fly-by-night promoters have been weeded out by the increased cost of the better type of pictures. Whereas, $50,000 or $60,000 represented the cost of a feature picture a few years back, a quarter of a million is now considered an ordinary expenditure.

Despite the adverse criticism of American films from abroad, there is every reason to hope for a further expansion of the American "movie" in foreign fields during the coming year. In this connection it is well to remember that in 1913 the United the United States exported about 32,000,000 feet, and perhaps considerably more.

Well established branches in the key cities throughout the world, and big potential market in the United States, give the American producer a distinct advantage over his foreign rivals. Big increases in the demand for films are to be expected from Far East and in Latin America.

In their desire to produce the best pictures possible, the American companies are reaching out to the whole world for talent. This year will see the works of some prominent foreign artists backed by American enterprise and capital. Notable among these will be F. W. Murnau, the German, who successfully produced "The Last Laugh," and is now working on his first film in the United States, "Sunrise."

Consolidation of some of the smaller companies is under discussion, and it is likely that there will be several of these during the year. Especially is this true in cases where companies are not complete units, with facilities for producing, distributing and exhibiting pictures. Such consolidations should result in increased economies that will be reflected in the earning power of those respective companies.

Greater Earnings for Leaders

There is reason to believe that this further expansion in the motion picture industry will result in greater earnings for many of the companies, especially the leaders, who have an established market for their product.

Many outstanding developments will occur in 1927. Most prominent among these probably will be the simplified talking motion picture. There have been numerous experiments and a few public presentations of the talking motion picture during 1926. Plans already under way contemplate the introduction of simplified talking motion pictures in many other theatres throughout the country during the coming year. Executives estimate that new simplified talking motion picture equipment will cost in the neighborhood of $1,500 or $2,000, which, of course, will make it available to practically all of the theatres throughout the country. Not only will this bring Broadway stars to many of the small towns, but in some cases it may be used to eliminate the orchestras, usually a large percentage of the operating cost.

Color Film to Play Part

The color motion pictures likewise have been more or less of an experiment, but recent changes indicate that they will play an increasingly important part in the films to be released during the coming year.

Another development that will tend toward realism, which may be expected before the end of 1927, is the stereoscopic process, which will give depth to the pictures, much as the old-time stereoscope.

If progress is made all along these lines, as is expected now, it is entirely possible that by the end of the year we will see a motion picture which is much more real than anything presented today.

Only a few years ago most of the motion pictures were financed by groups of men who organized individual companies. The increased amount of money in the industry has changed this condition, and it appears to me that it will become more and more necessary for the motion picture industry to draw on the financial district, in order to finance this program of expansion.

Mae Murray Parts With Metro-Goldwyn-Mayer

MAE MURRAY and Metro-Goldwyn-Mayer have severed the business relationship which has existed between them. The star's contract had approximately six months to run when it was cancelled several days ago. Miss Murray is going to make her own pictures, it is said, and has some ideas which she wants to work out here and abroad.

While no statement was issued by M-G-M concerning this report the story was not denied.

Paramount Secures Seven Year Lease on Two Theatres in Birmingham, England

ACCORDING to announcement issued by Sol Levy, of the Greater Scala Company, London, Famous-Lasky Film Service, Ltd., has secured a lease on the Scala and Futurist theatres, Birmingham, England. While Mr. Levy declined to confirm a rumor to the effect that the agreement arrived at gives Famous a seven year lease with option of renewal, this fact was confirmed in another quarter. Full particulars of the negotiations and terms of the agreement are being withheld and will not be disclosed officially until the annual meeting of the shareholders in April or May.

Exhibitors and film renters view the new situation with considerable alarm. E. Hewitson, national vice-president of the C.E.A., stated, in an interview, that the development was antagonistic to the interests of film exhibitors generally.

Italy Forms Film Institute

New Dep't Plans Campaign of Education Through Theatres

THE Italian National Institute of Luce has, by agreement with the Ministry of National Economy, created the "Industrial Cinema," whose activities are to be regulated by royal decree, according to advices to the Department of Commerce from Trade Commissioner J. E. Wholean, at Rome. It is reported in Italy that the Luce intends to develop a campaign of civil and national education through the cinema theatres of Italy.

On the board of the recently formed "Industria Cinema" are the Director-General of Industry in the Italian Ministry of National Economy, a representative of the Federation of Industries, a representative of the National Institute of Exportation and a representative of the head of the Government. It is stated in Italy that the Luce maintains friendly relations with the various Italian industries and that the directors of many large industrial organizations in that country are in sympathy with the plan of education by means of the motion picture. The pictures filmed by the new organization, besides being displayed in Italy, are to be distributed abroad, it is said.

The field of the Luce is widespread and covers agricultural, history, art, archæology, literature, religious instruction, public works, customs of the people, and similar matters. According to its recent arrangement it is about to become interested in the motion picture industry. A recent royal decree provided for the formation of the "Cinemateca," for the purpose of recording films of art and religious life, to be carried on by the Luce. The "Cinemateca," whether for production or distribution, shall, it is reported, be controlled technically by a committee and its program coordinated with that of the Luce.

"Teeth" Absent in Tampa License Ordinance

An ordinance was passed in Tampa not long ago which placed a license fee of $500 a day upon circuses and carnivals. This ordinance replaced the old one which required a fee of only $75 a day. In passing this new ordinance it seems the commissioners failed to put "teeth" in the law. That is, the law required the fee but there was no penalty provided for a failure to pay. A carnival company opened here recently and forgot to pay a license. They were brought before the Municipal Judge, but the Judge had to discharge them as there was no provision for a penalty. A compromise was made with them, and the carnival was allowed to continue upon the payment of the old license fee. The City Commissioners are now preparing to put the needed "teeth" into a new ordinance.

Chadwick Head Comes East; Goldberg Goes to Coast

I. E. Chadwick, president of Chadwick Pictures, who has been in Los Angeles for the past several months, will leave for New York on the arrival of Jesse J. Goldberg, supervising director general of Chadwick productions, who left this week for Los Angeles after a stay at the company's home office in New York. Chadwick will remain in New York for a few weeks for conferences with his New York staff on the 1927-28 production plans. Immediately upon the arrival of Goldberg in Los Angeles, production will be started on two new films, "Shamrocks and the Rose" and a second Betty Compson special.

Four Killed in Disastrous Winnipeg Theatre Fire

Winnipeg, Manitoba, was visited by a disastrous fire on December 23, when the long-established Winnipeg Theatre, owned by Walker Bros., was totally destroyed, with the loss of four lives and serious injuries to eight others. The dead were firemen who were caught by falling walls soon after the fight with the flames started, a hose crew being caught in the front entrance of the theatre. Other fire-fighters were badly hurt in the collapse of the building, which was due to the high-pressure streams undermining the walls.

The property loss was $125,000. The cause of the disaster is unknown, as the theatre had been dark for some days. The building had been built in 1883 and had been used for various purposes.

Mastbaum Estate Has Large Interest in Stanley Co.

Since the death Jules E. Mastbaum there has been considerable interest indicated concerning the attitude of the executors of his estate toward Stanley Company of America.

The executors have been interviewed in regard to this matter and have authorized the statement that the estate has a very large financial interest in Stanley Company of America which under the terms of Mr. Mastbaum's will the estate is authorized to retain for an indefinite period.

The executors are delighted with the personnel of the present management and also with the offers of continued cooperation from the important interests in the motion picture business with which Stanley Company has maintained friendly relations for many years.

Casting Directors Form Co-operative Association

Casting directors of the various movie colonies, Culver City, Burbank, Hollywood and Universal City, recently met in Los Angeles for the purpose of forming a cooperative organization, to be known as the Casting Directors' Association. Officers chosen were William Cohill, Universal, president; Fred Schuessler, Warner Brothers, vice-president; Jack Votion, F. B. O., secretary, and Patricia Foulds, Metropolitan, treasurer.

New Companies Incorporate in New York State

The past week brought the incorporation of the following motion picture companies in New York State: Mamaroneck Playhouse Holding Corporation, Mamaroneck, $100,000, Irvin Wheeler, New Canaan, Conn.; E. H. B. Watson, Harrison; Reuben P. Brewer, Mamaroneck; Industrial Amusement Company, Inc., $250,000, Daniel Shalek, Shenandoah, Pa.; Alfred Gottsman, Lena Gottsman, New York City; Glen Cove School Corporation, Glen Cove, $200,000, Salvatore Calderone, Charles W. Carman, Walter R. Jones, Hempstead; Malcolm Film Laboratories, Inc., capitalization not stated, Joseph R. Malcolm, Alexander and Abraham Marks, New York City; Silver Eagle Productions, Inc., $100,000, Harry D'Agostine, Angelo Morreale, Carmine Morreale, New York City; States Cinema Production Corp., $10,000, Charles S. Goetz, Sam Citron, Murray Karp, New York City; H. and M. Amusement Co., Inc., $10,000, Beorge G. Marrow, Louis I. and Harry A. Harris, New York City.

Iowa House Operator Brings Suit Against Authorities

The question of Sunday movies, which crops up perenially in Iowa whenever crop news is dull, raised its head in Mount Vernon, Ia., recently in an exciting conflict between Miss Clara Hendrix, operator of the Strand Theatre, and the municipal authorities.

Miss Hendrix, who has run her house successfully as a six-day attraction, recently attempted a Sunday performance. Included in the audience were the town marshal and four deputies, who tried to stop the show.

The next act in the drama was a suit for $10,000 brought by Miss Hendrix against the mayor, marshall and the deputies. Her petition charges illegal entry and destruction of property. Other owners and operators in six-day towns await with interest the outcome of the suit, as it may have bearing upon cases in similar towns.

Theatre Man Kills Self With Pistol Accidentally

William Roy Beamer, assistant manager of the Ardmore Theatre, Lancaster Pike, Ardmore, Pa., accidentally shot and killed himself in the foyer of the theatre on December 23 while several hundred patrons were in the theatre. Mr. Beamer, who was 25 years of age, had been oiling an automatic pistol, and in reply to a question as to whether or not it was loaded, he said, "No, I'll show you," placed the pistol to his head and in a moment there were several shots. He was immediately rushed to the Bryn Mawr Hospital, where he died in twenty minutes. He is survived by his wife and two-months-old daughter, for whom he had been making Christmas plans just before the accident.

Watson to Direct Bobby Vernon's Next Comedy

William Watson, young comedy director under contract to the Christies, has been chosen to direct Bobby Vernon's next comedy, a two-reeler, as yet untitled, which is from an original by Sigfried Herzig.

One Independent House Now in Seattle

Field Held Primarily by Pacific Northwest Theatres With Its Affiliated Companies; Famous Building Theatre in Montreal

WITH the announcement last week of the purchase of the eleven suburban and downtown houses owned by the Pacific Theatres, Inc., in Seattle, Wash., by the Universal Theatres Corporation, statistics show a total of exactly one ranking house in that city of 400,000 that is entirely independent in ownership and bookings.

The independent house is the Embassy Theatre, a 1,000-seat house owned by Joe Danz, and operated as a first-run theatre with weekly changes of program. The house books independent productions and such other pictures as are not purchased by the larger first-run theatres in the city.

Primarily, the field is held by the Pacific Northwest Theatres, Inc., affiliated with the Famous Players-Lasky group, First National Pictures, Producers' Distributing Corporation and the West Coast Theatres, Inc. This group operates the Fifth Avenue Theatre, the Coliseum Theatre, the Liberty Theatre, Strand Theatre and Neptune Theatre. Arrangements concluded last week with United Artists officials, in addition, give that group a 50 per cent interest in the Liberty Theatre, which will henceforth be known as the United Artists Theatre and will be used as a long-run showhouse for U.A. pictures.

Then comes Universal, that has owned and operated the Columbia Theatre for several years, and now gains control of the Winter Garden, another first-run downtown house, and ten smaller suburban theatres formerly operated as the Pacific Theatres, Inc. H. W. Bruen will retain the general management of the suburban chain, with Frank Edwards directing the Winter Garden, and Robert W. Bender as Managing Director of the Columbia, as heretofore.

Hamrick's Position

Finally, comes the John Hamrick Circuit affiliated with Warner Brothers and also holding a working agreement with Harry C. Arthur, Jr., whereby the Hamrick houses play certain First National and Producers' Distributing releases as first-run attractions. Mr. Hamrick operates the Blue Mouse Theatre, downtown, the Egyptian Theatre as a leading second-run University district house, and the Uptown and Lakeside suburban theatres. He also owns the Blue Mouse Theatres in Portland and Tacoma.

In addition to these houses, there is now a Paramount Theatre under construction by the Famous Players-Lasky group, a house being built at Seventh and Olive, reported to belong to Fox, and the new Orpheum Theatre which will play such photoplays as are included in the P.D.C.-Pathe-Keith-Albee and First National affiliations.

In a move to provide an outlet for "Outside" distributors, probably to forestall invasion of the local first-run field, Famous' Canadian firm will build a 3,600-seat theatre in Montreal. The house will be located on St. Catherine Street, and will be named the Pantages. It will feature pictures and Pantages vaudeville.

Schines May Acquire Robbins' N.Y. Chain

ACCORDING to a report current along Film Row in Albany during the last two or three days, the Schine Brothers of Gloversville are to take over the Robbins chain of houses in Watertown, Utica and Syracuse, the deal having virtually been consummated following negotiations of several weeks. The Schines have been very active of late in acquiring theatres in Northern New York, and now control that section of the State with the exception of the Northeastern section, where William Benton, of Saratoga Springs, owns and operates a number of houses. The Schine Brothers have about seventy-five theatres in New York State at the present time.

The new theatre will be the fourth Famous house here. The company now operates the Palace, Capitol and Loew's. Recently, it was stated that other distributors would enter the city theatre field to obtain representation. In this connection, it is stated, that Fox was offered lease of a proposed house here and in Toronto.

One of the biggest motion picture theatre deals in the history of St. Louis, Mo., was concluded this week by Skouras Brothers and William Goldman, whereby the Kings Theatre on Kings Highway Boulevard north of Delmar Boulevard comes under the Skouras Brothers' control, while Goldman obtains a substantial interest in the Grand Central and West End Lyric theatres and Lyric Skydome.

During the past week the incorporation of the Grand Avenue Theatres, Inc., was perfected, and on January 1 the new organization will take over the houses named.

The incorporators are: Spyros P. Skouras, 548 shares; G. P. Skouras, 1 share; F. J. Laurent, 1 share; William Goldman, 449 shares, and W. J. Hogan, 1 share. The stock has no set par value, but the company starts business with a nominal capital of $22,000.

Three to Manage

Under the terms of the agreement entered into by Skouras Brothers and Goldman the houses named will be managed by a board of three—Spyros P. and Charley Skouras and Goldman. The new company will also pay the former owners a substantial rental for their houses.

The deal greatly strengthens the position of both the Skouras Brothers and Goldman. Skouras Brothers now control the Ambassador, Missouri, Grand Central, West Lyric and Kings Theatre, first-run houses, and the Capitol, a first-run house which they have leased to Warner Brothers for a year and through the St. Louis Amusement Company control about thirty of the leading neighborhood and suburban houses in the St. Louis territory.

Goldman, in addition to owning the Kings, operates the Queens, Woodland and Kingsland theatres, the first named in Northwest St. Louis and the latter two in Southwest St. Louis.

Skouras Brothers, through their affiliation with Harry Koplar in the St. Louis Amusement Company and the new deal with Goldman, have attained a dominant position in the St. Louis amusement world never approached by any other organization.

A deal has just been consumated whereby the Silverman Bros., of Altoona, Pa., owners of a chain of theatres in Pennsylvania, have entered the Ohio amusement field by taking over five representative theatres. The Strand in Akron, the Alhambra in Canton, Opera House and Majestic in Mansfield and the Shaw-Hayden in Cleveland.

The Strand's Policy

The policy of the Strand will be exclusive first-run showings, also elaborate stage presentations and music by Strand Theatre orchesta. The Opera House and Majestic in Mansfield, O., have undergone many changes. The Opera House plays vaudeville, pictures and high-class road attractions. The Majestic presents first-run photoplays exclusively. Harry Brown, Jr., is Managing Director of both houses. The Alhambra Theatre at Canton, located in the heart of the city has been re-modeled. The Shaw-Hayden, the latest addition to the chain, is located in East Cleveland and will immediately be brought up to the standard of this circuit.

Chamberlain Amuse. Declares Semi-Annual Dividend

The fifty-second consecutive semi-annual dividend on the seven per cent preferred stock of the Chamberlain Amusement Enterprises, owers of a chain of picture theatres in the hard coal mining regions of Pennsylvania, was declared at a meeting of the directors early in December, in the main offices in Shamokin, Pa. The dividend was made payable January 1 to stock of record December 15. The theatres operated by the corporation are located in Schuylkill, Carbon and Northumberland Counties, Pa.

T. O. of Wayland, N.Y., Win Sunday Battle

Another New York State village has made a battle for Sunday movies. This time it is Wayland, N.Y., with the theatre owners paying the expenses of the special election. The theatre owners, in order to lessen opposition, agreed to open their houses at 8:45 o'clock on Sunday night, at which time the church congregations have been dismissed. They won by a vote of 489 to 333.

German Trade Seeks 3:2 Contingent

Suggested as Compromise to End Agitation for 2:1 Basis; Ufa Situation Discussed by German Newspaperman

By HEINRICH FRAENKEL

(Berlin Correspondent)

MOST of the German trade's interest is, at the present moment, taken up by the "Contingent" problem. The present situation is well known to provide for a 1:1 quota, which means to say that the distributor must prove that he is handling an equal footage of German and foreign product, while foreign educationals, topicals, etc., as well as short-comedy stuff may be imported without any restrictions.

While the most important concerns of the German trade, such as Ufa and Phoebus, are quite content with this solution of the import problem and absolutely in favor of keeping up that quota for the next year, the other part of the German trade is of the opinion that German production would get and should be given a considerable fillip by tightening the contingent to 2:1 instead of 1:1 for the coming year.

Distributors' Association Split

During the recent annual meeting of the German Distributors' Association (as a matter of fact the tenth of its existence), opinions regarding the contingent came to such a clash that the usual compromise could not be reached and a dissolution and split-up of the whole organization was the only way to bring that very heated meeting to a close. Which means to say that in the future there will be two distributors' associations in Germany.

In the meantime the trade has taken an opportunity of presenting its (very far from uniform) opinion to the Home Office, which will have the ultimate decision regarding the future settlement of the German import situation. The Minister, being confronted by such widely different opinions on the part of the trade, suggested a compromise by asking both parties to split the difference and agree on a 3:2 quota. As a matter of fact, it does not seem at all impossible that a solution along those lines will be reached, although the followers of the 2:1 doctrine are stated to be absolutely averse to any compromise whatsoever.

On the other hand, many people with intimate knowledge of German productions' financial possibilities harbor grave doubts as to the practicability of a 2:1 or even a 3:2 quota. As a matter of fact, under the present circumstances it seems to be pretty hard to find even the funds required for the German productions necessitated by the market's demands under a 1:1 quota.

However this may be, the Home Office has heard both parties and will have to pass an ultimate decision very shortly.

An Additional Problem

Another highly important problem which will have to be decided is the one of the transferability of the Contingent.

According to the present system the Contingent is intransferable in principle; exceptions are, however, regularly granted by the "Reichswirtschaftsministerium" on the argument that small independent producers are thus furnished with a little capital. It remains to be seen if, under the new settlement this position will be altered or may be another compromise be reached at.

The Ufa Crisis

The financial status of Ufa has lately been very much in the limelight of the important German lay press, most of the leading commercial editors having handed out severe criticisms regarding the financial status of the Company, and its steadily increasing indebtedness.

Last year, it will be remembered, Ufa had to take up a four-million-dollar loan from Paramount and Metro in order to pay off her most pressing debts to the Deutsche Bank. At this time the indebtedness of the company was justified and explained by her very ambitious production program.

Then the originator of this ambitious program, looking for quality regardless of expense, viz., Erich Pommer, quit for America and Dr. Bausback, the new Ufa chief, started a new policy of saving everywhere. Many critics said that this saving policy, was in part, overdone, going at the expense of quality and revenue. Anyway, Bausback's savings in this year amounted to something around seven million marks.

Financial Position

Nevertheless, the financial position seems to be worse than it was, in spite of the fact that this year's production was far from ambitious and that some of the American revenue for last year's expensive productions ("Variety," "Waltz Dream," etc.) has flown in already. In spite of all this, Ufa's debts to the Deutsche Bank had again mounted up to somewhat around eight million dollars, which, figuring last year's loan from the American partners, as well as the fifteen-million-marks convertible bonds from the year before last, makes Ufa's indebtedness rise up to the imposing figure of somewhat near twenty million dollars. As a matter of fact the yearly interest due on the Ufa debts has surpassed the amount of one and one-half million dollars already.

During the last few days the Board of Directors has decided on a most energetic remedy to get the company out of the crisis. The incorporated capital of the company was reduced by 3:1, viz., from forty-five million marks to fifteen million marks, and it is now going to be replenished by giving each shareholder the option of paying the double amount of his shares value in order to get it restamped. The shares on which this option will not be exercised within a certain period should be taken over by the bank.

The general meeting of the shareholders is scheduled to take place in the early part of January.

Comerford Nation-Wide Chain Sought, Report

M. J. COMERFORD, who has just completed purchase of the Exchange, and is interested with each of the two companies running opposition houses in Binghamton, N. Y., plans to extend his circuit from coast to coast, according to Ned Kornblite, his partner in the Kodeco Co., which has three houses here and theatres at Wilkes-Barre and Scranton.

The Exchange was purchased from Frank A. Kenney who is retiring from the theatre business.

There are at present 115 houses in the Comerford chain, according to Kornblite, who says Comerford soon will extend operations to Detroit, Cleveland and Chicago.

New Use Found for the Moving Picture

The moving picture is gradually becoming an adjunct to the tourist travel agent. At the Central African Exhibition at the Louvre recently, the screen gave some remarkable views of the Saharan roses, while a previous film of the same expedition, entitled "La Croisiere Noire," enjoyed a successful run in Paris and is now being shown in outlying theatres. Recently, the Scandinavian countries have been making use of this film for propaganda purposes. In this connection it is interesting to note that films about Brittany were shown at the Grande Salle des Fetes in Paris recently.

Pathe News Editor to Join Famous, Is Report

Published reports this week indicate that Emanuel Cohen, for many years editor of Pathe News, may join the new short subject department of Famous Players-Lasky. Whether this refers only to the proposed Paramount news weekly, or would include all short subjects, is not made clear. Neither Famous nor Pathe would confirm or deny the report.

Rumanian Concern Completes Its First Production

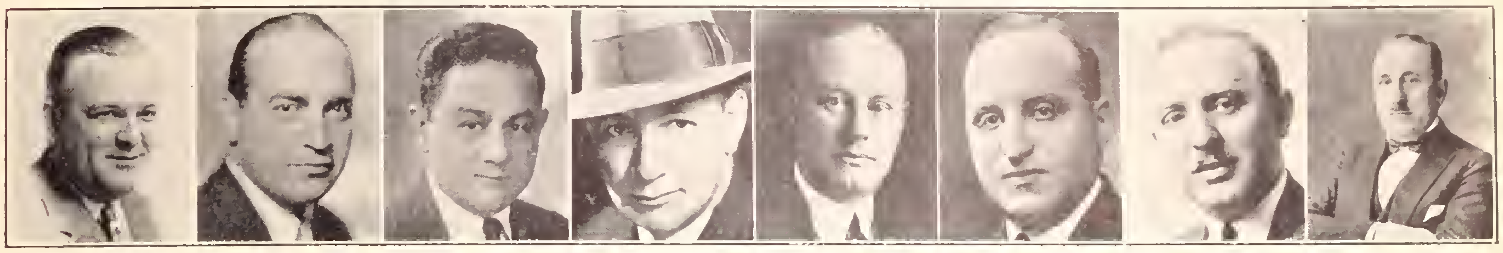
The Mute Art Academy of Bucharest, Rumania, created by the Association des Amis du Cinema (Moving Picture Friends' Association), has completed its first film, entitled "Iades," under the direction of Horia Igirosano, from the scenario of N. N. Serbanesco. The cast is composed entirely of Rumanian actors.

American Firm Installs Tenth Organ in England

A large American concern manufacturing musical instruments has just installed its tenth organ in England, at the Palladiu, Brixton, a suburb of London. Four months were required to install the instrument.

Re-Alignment in F. B. O. Sales Force

Lee Marcus Officially Designated General Sales Manager; Division and Branch Managers in New Territories



Left to right: Claude Penrod, Sidney Katz, Charles Rosenzweig, Lee Marcus, E. J. O'Leary, Jerry Safron, Max Weisfeldt and Cleve Adams

IN line with F.B.O.'s production plans for the coming year, Joseph P. Kennedy announces the first step in preparing their sales forces to handle this movement in the form of re-designating the Division Managers and the Eastern Branch Managers, and either increasing or subdividing their respective supervisory territories.

Lee Marcus is officially designated General Sales Manager, covering the entire United States.

Sidney M. Katz has been appointed Eastern Sales Manager. He will have jurisdiction over F.B.O. branches located at New Haven, Albany, Buffalo, Pittsburgh, Washington, Charlotte, Atlanta and Jacksonville. Mr. Katz joined the F.B.O. organization as a salesman in the New York Exchange in the summer of 1922, and remained there until he worked up to Assistant Manager. Over a year ago he was taken into the Home Office to do special work, and for the past year has been supervising the sales in New Haven, Albany, Buffalo and Washington.

C. E. Penrod will be Central Sales Manager covering the Indianapolis, St. Louis, Oklahoma City, Detroit, Cincinnati, Cleveland and Memphis offices. Penrod is an old-timer in the picture business, his experience going back to the days of General Film. About seven years ago he joined the Fox organization and was rapidly advanced to the position of District Manager. He joined F.B.O. in 1922, having charge of the Cleveland office, and shortly after that was appointed District Manager. He has a host of exhibitor friends in the Central States to whom his new assignment will be a most welcome one.

Cleve Adams will be known as Mid-West Sales Manager, covering the Chicago, Milwaukee, Minneapolis, Sioux Falls, Omaha, Des Moines, New Orleans, Dallas and Kansas City offices. After a long and successful career with Universal Pictures Corporation as salesman, Branch Manager and then District Manager and Assistant Sales Manager, Mr. Adams then cast his lot with F.B.O. in the capacity of Division Manager. Cleve, as he is popularly designated, is one of the most liked men in the Mid-West, with a host of friends from the Canadian border to the Gulf of Mexico. His headquarters will remain in Chicago.

This new alignment brings about the transfer of M. J. Weisfeldt from the Central West to the Pacific Coast. His territory will embrace Denver, Salt Lake City, Seattle, Portland, San Francisco and Los Angeles, and Mr. Weisfeldt will be known as Western Sales Manager. Max Weisfeldt has been in the picture business for ten years, having held some very responsible positions with the Fox organization, including Sales Manager for Great Britain. After his return from England, Mr. Weisfeldt perceived the future of F.B.O., which was a very fast-growing organization at that time, and joined the company as Minneapolis Branch Manager. Shortly afterwards, Harry M. Berman appointed him Division Manager in the Middle West. Mr. Weisfeldt's headquarters will be in San Francisco.

The Eastern Branch Managers are to be designated as territorial Branch Managers. Charles Rosenzweig will be known as New York City Sales Manager with jurisdiction over the entire metropolitan district. Rosenzweig has managed the New York office of F.B.O. since 1922, coming over from the big U. Exchange. He is one of the most popular and well-liked men in the entire metropolitan district.

Jerome Safron, who has been managing the Philadelphia office, has been designated as Eastern Pennsylvania and Southern New Jersey Sales Manager. From point of service, Safron is the oldest employee in the service of the company, having been salesman for the Mutual Film Company in New York City, and continuing with the Robertson-Cole Company and then with F.B.O., having served as Branch Manager and Special Representative. His experience has been legion-wide in the picture business. A few years ago Harry Berman decided to place Safron in charge of the Philadelphia office, and he has made an enviable record there.

Ted O'Leary, at present Boston Branch Manager, will be New England Sales Manager. O'Leary is relatively a newcomer in the picture business, having been one of the leading bond salesmen in the New England States for many years. Realizing the opportunities represented in the picture industry, Mr. O'Leary cast his lot with F.B.O. about a year ago, and has rounded out a very successful selling season in New England.

This change and expansion in territorial supervision again reveals the policy of the executives of Film Booking Offices, namely, to place older employees in the more important positions rather than to go outside of the organization, as is usually done in programs of this kind. This redesignation of territories and duties will permit a greater flexibility and concentration in next season's selling campaign.

J. I. Schnitzer, Senior Vice-President, states that these changes will be effective shortly after the first of the year.

Fraser Declares New Year Will Be Most Prosperous Industry Has Known

WILLIAM R. FRASER, general manager of the Harold Lloyd Corporation, who has just completed an exhaustive analysis of picture and business conditions throughout the world, states that the most productive year in its annals is just around the corner for the motion picture industry. Some of the reasons on which Mr. Fraser bases his prediction are reduction of income taxes, all manufacturers reporting their biggest year and the fact that he expects the next twelve months to bring forth another crop of splendid pictures.

Regarding Europe Mr. Fraser said: "While central Europe is in a state of upheaval at the present time, I look for conditions to be cleared up before long, with but little reaction being felt by American picture producers and distributors. The steadying European financial conditions can have only the most beneficial effect on the export of our product. The agitation in some European quarters against American pictures probably will die of the weight of good pictures against it. European audiences are demanding only the highest grade of pictures now, and if American picture-makers can fill this demand, we need have no worry about the status of our films abroad."

"Tell It to the Marines" Opens

Military Atmosphere for Premiere at Embassy Theatre, New York City

IN the foyer of the Embassy Theatre, Dec. 23, prior to the overture to the first showing of "Tell It to the Marines," Admiral Plunkett, in charge of the Brooklyn Navy Yard, encountered Major-General John A. LeJeune, head of the Marines. "LeJeune," said he, "of all the absurd titles for a picture I have ever heard, this is the worst; just imagine being able to tell anything to the marines?"

The LeJeune reply was inaudible in the laughter that followed, which was unfair and unfortunate, because the marines usually hold their own on land or sea. And yet the comment of the erect, gray-haired sailor was more or less justified, because it was voicing the opinion expressed later in subtitles by the star of the picture whose opening was being celebrated. Lon Chaney, as the hard-boiled sergeant of marines, was experiencing the great difficulty in telling things to his recruits, particularly to William Haines.

With the arrival of Pete Harrison, saluted for some unknown reason by the two lines of Marines on either side of the lobby, the latest Metro-Goldwyn-Meyer special might be regarded as truly started, even though it was some time after that before the first strains of the Marines' marching song, cleverly woven into the overture by Messrs. Axt and Bowes were heard. The opening was characterized by its military atmosphere with gold braid and dark-blue broadcloth much in evidence.

The guest of honor logically was Major-General LeJeune, the man who heads the activities of the much-publicized branch of the service, and which now has a screen play devoted to it. That the more simon-pure naval branch of the service might pay tribute to their brothers-in-arms, came Admiral Plunkett. Two naval bands and a picked detail of Marine Warrant officers escorted General LeJeune. Many other officers of the army, navy and the marine corps lent moral and physical support to the premiere.

Not all the attention of the audience that filled the Embassy Theatre was focussed on the men wearing the uniforms, as celebrities from many other walks in life claimed their own meed of publicity. Among them, were Mae Murray, whose newest picture, "Valencia," was to open a few days later; her husband, Prince David Divani, William Haines, ex-Harvard man and marine; Alice Joyce, Major Bowes, Agnes Christine Johnston, scenarist and her play-writing husband, Frank Dazey, General McCray and Captain Miller.

Seven January M-G-M Releases

Gilbert, Chaney, Gish, Davies, Coogan, Haines-Windsor and McCoy Films

STARTING the new year, Metro-Goldwyn-Mayer will release a January card of seven releases, including "The Scarlet Letter," "Tell It to the Marines," "The Show," "The Red Mill," "Johnny Get Your Haircut," "A Little Journey" and "The Wilderness Road."

On January 8, Lillian Gish's "The Scarlet Letter," with the prestige of a New York run on Broadway behind it, comes to the exhibitor. "The picture was directed by Victor Seastrom, who has to his credit "The Tower of Lies" and "He Who Gets Slapped." It introduces the Swedish star, Lars Hanson, and will probably be shown at the New York Capitol early in January. At this time also there will be released "A Little Journey," an adaptation of Rachel Crother's play, co-featuring Claire Windsor and William Haines. Robert Z. Leonard directed.

"Johnny Get Your Haircut," a Jackie Coogan starring vehicle, the first Coogan release for a considerable period and in which the young star officially grows up, has been set for January 15. Millard Webb directed this from a story by the late Gerald Beaumont. Also booked for release on the same date, is the second Tim McCoy historical Western, "Winners of the Wilderness," a drama of Colonial days. W. S. Vandyke directed Joan Crawford in the leading feminine role and Roy D'Arcy and Louise Lorraine. The release date for "The Red Mill," an elaborate adaptation of the musical play and serialized story, is January 22. The film was directed by William Goodrich. Marion Davies is starred and Owen Moore, George Fawcett and Karl Dane have prominent parts.

On the 28th of the month "The Show" and "Tell It to the Marines" are to be released. The former serves as a vehicle for John Gilbert, whose "Flesh and the Devil" will open at the New York Capitol in the near future. It is a tale of the Hungarian underworld, with Renee Adoree appearing opposite the star. Tod Browning directed. The Lon Chaney vehicle, "Tell It to the Marines," recently had its premiere at the New York Embassy, where it is now playing at $2.00 top. Concerning adventures of the leathernecks, it has William Haines and Eleanor Boardman in Chaney's support. George Hill made the film in co-operation with the U.S. Marines.

Deny Rumored Illness of Syd Chaplin

Stories printed in New York morning newspapers to the effect that Syd Chaplin was seriously ill with influenza and that his new production for Warner Brothers would be delayed in production were denied this week by the New York offices of the company. A telegram from the Coast stated that the comedian had been slightly ill with a severe cold, but that he was fully recovered again and was never in any serious danger. He anticipates starting his "The New Boy" for Warner Bros. just as soon as the story can be adapted.

Ginsberg Leaves for Business Trip to Europe

Henry Ginsberg, president of Sterling Pictures Distributing Corporation, left on Monday night, Dec. 27th, on board the steamship "Olympic," for a business trip of several weeks' duration in Europe.

He will visit all the European exchanges distributing Sterling pictures and perfecting plans for the foreign marketing of future Sterling productions.

His first stop will be London, where he will confer with the executives of Argosy Film Co., Ltd., distributors of Sterling releases throughout Great Britain. In Paris he will confer with Jean Vanderheyden, and also with Roger Weil of Super-Films; in Brussels with officials of Soleil Levant Films; in Amsterdam with the N. V. Universal Film Co., and in Berlin with Helios Films, all of which companies are at present handling the Sterling product. If his time permits, Mr. Ginsberg will visit exchanges in other countries which are now marketing his company's releases.

R. S. Bell Appointed to F. N. Canadian Sales Post

R. S. Bell, formerly First National sales supervisor for the West, has been appointed by Ned Marin, sales manager for the Western division, to the post of Canadian district manager to succeed W. A. Bach, transferred to Europe. Mr. Bell has been filling the position of acting division manager since Mr. Bach's departure. Mr. Bell entered the picture business in 1910 with the Canadian Amusement Company, now the United Amusement Ltd. of Montreal, in the capacity of secretary and manager of the Moulin Rouge, their sole theatre. He was appointed Western sales supervisor for First National in September, 1925, with jurisdiction over Winnipeg, Vancouver and Calgary.

Production to Start on New Rex Feature

Rex, the "Devil Horse" of the screen, has entered into work on his fourth Pathe drama, "The Avenging Stallion." Fred Wood Jackman, director of all of the previous Rex vehicles, will direct this one under the personal supervision of F. Richard Jones. Theodore Von Eltz, Barbara Kent, Oliver Hardy, Jimmy Finlayson and others have been selected for the human cast. The spot where the filming is being done is located approximately twenty-five miles southeast of Moapa, Nev., the site of Hal Roach's Big Horn Ranch. Exceptional photographic shots of natural beauty are promised.

Louis Sherwin Titling "Song of the Dragon"

Robert Kane has engaged Louis Sherwin to write the titles for his navy special, now in the cutting room under the tentative title of "The Song of the Dragon." The producer, Leland Hayward, producing manager of the Kane Enterprises, and Joe Boyle, director of the film, assisted Paul Maschke in the cutting of the picture, which has as its theme the participation of the Navy in the World War. Dorothy Mackaill, Lowell Sherman, Ian Keith, William Collier, Jr. and Lawrence Gray and Jack Ackroyd are the featured players.

Cincinnati Fountain in Legal Entanglements

The Fountain Theatre, Cincinnati, now under construction at Fifth and Vine streets by the Cino Theatres Co., a Keith-Albee-Lisbon-Heidingsfeld organization, has again become involved in legal entanglements, a suit having recently been brought in the United States District Court by the B-G Sandwich Shops, Inc., for $31,000 damages. The sandwich shops charge that excavations for the theatre, adjoining one of the sandwich dispensaries, has weakened the east wall of the room to such an extent that it was necessary to close the business last April, causing a $25,000 loss in profits, and property damage of $6,000. The Fountain Theatre, when completed will have a seating capacity of 3,000, and will be one of the finest houses in the Middle West.

"The Notorious Lady" Title for Hastings' Play

"The Nortorious Lady," is the title chosen by First National for the screen version of "The River," the play by Sir Patrick Hastings, now in production at the First National Burbank studio. Sam E. Rork, the producer, is making "The Notorious Lady" and King Baggot is the director, with Tony Gaudio as the cameraman. Barbara Bedford has the title role and Lewis Stone is the other featured player. Ann Rork heads the supporting cast, which includes Francis McDonald, Earl Metcalf, J. G. Davis and E. H. Calvert.

Paul Hurst Signs First National Contract

Through special arrangement with Charles R. Rogers, First National Pictures has signed Paul Hurst to a long-term contract. Though he was originally a director, Hurst turned to acting recently and received his first screen role in Ken Maynard's "The Overland Stage." The present arrangement was perfected whereby he will appear in First National productions as well as those made by Rogers for First National release.

Neal With Beaudine On "Frisco Sally Levy"

Lex Neal, comedy constructor, has been selected by William Beaudine to aid him in the production of "Frisco Sally Levy" for Metro-Goldwyn-Mayer. Neal was associated with the director for two years during Beaudine's Warner Bros. connection. George Webster will act as the director's first assistant during the picture's filming.

Sam Sax Signs Marguerite De La Motte

Sam Sax has signed Marguerite De La Motte to be featured in Gotham productions. Miss De La Motte is to make her initial appearance under the Gotham banner in "The Final Extra," the original newspaper drama which is scheduled to go into immediate production with Grant Withers as the co-featured player.

Sheehan Goes to West Coast

Fox General Manager to Resume Supervision of Product for the New Season

Winfield R. Sheehan

HAVING finished his business at the Fox home office which included the launching of "What Price Glory," Winfield R. Sheehan, vice-president and general manager of the Fox Company, has returned to the company's West Coast studios, where he will resume supervision of the forthcoming product.

His first work on reaching the Coast will be the supervision of the cutting and editing of "Sunrise" upon which shooting has been practically completed by F. W. Murnan, well-known German director. The director is at present filming on one of the largest sets ever erected at the Fox studio; the set, representing a portion of a large city, is said to be a mile and a half long and a half mile wide.

To be placed in immediate production following Mr. Sheehan's arrival will be "Seventh Heaven," the John Golden stage play which will be directed by Frank Borzage. Janet Gaynor and Charles Farrell will be the featured players in "Seventh Heaven."

Other productions will be the stage play of last year, "Is Zat So?" under the direction of Al Green; "Frozen Justice," a story of the far north by Ejnar Mikkelsen and directed by John Ford; the David Belasco play "The Grand Army Man," for which Philip Klein has prepared the scenario and which will be directed by Victor Schertzinger; "Carmen" to be directed by Raoul Walsh, and in which Dolores Del Rio will have the leading role.

Among the recent purchases by Mr. Sheehan is "Balaoo," a mystery story by the famous French novelist, Gaston Leroux. This story was especially selected for Victor McLaglen because of his work as Captain Flagg in "What Price Glory." The leading role in "Balaoo" will give Mr. McLaglen another rare opportunity to display his unusual talents.

"None but The Brave," a London stage success, was also recently purchased by Mr. Sheehan and will soon go into production under the direction of Harry Beaumont.

P. D. C. Schedules New Product

Lists Group in Release Order Up to July; "King of Kings" Included

PRODUCERS DISTRIBUTING CORPORATION this week announced its line-up of releases for the new year from January to June. It is expected that Cecil B. De Mille's "King of Kings" will have its premiere some time in March at Grauman's new Chinese Theatre in Hollywood.

During this month, four pictures will be released. They are "Jewels of Desire," starring Priscilla Dean, with John Bowers as leading man and directed by Paul Powell; "Fighting Love," starring Jetta Goudal, and directed by Nils Olaf Chrisander. Miss Goudal has Victor Varconi, Henry B. Walthall and Louis Natheaux in support; William Boyd and Elinor Fair will be seen in "Jim the Conqueror," a Peter B. Kyne story directed by George Seitz; the last release is "The Yankee Clipper," produced by Rupert Julian and featuring William Boyd, Elinor Fair, Junior Coghlan, Walter Ling and Julia Faye.

The February releases are headed by "Rubber Tires," produced by Alan Hale, with Harrison Ford and Bessie Love featured in the cast; second is "Nobody's Widow," produced by Donald Crisp, with Leatrice Joy starred and Charles Ray leading man; third is "No Control," featuring Harrison Ford and Phyllis Haver, directed by Scott Sidney.

In March, comes "Turkish Delight," an original story by Irvin S. Cobb, with Julia Faye in the leading role; also "Getting Gertie's Garter," with Marie Prevost starred, and directed by E. Mason Hopper; Charles Ray has the male lead. Three pictures will be released during April, including "Vanity," starring Leatrice Joy, "The Country Doctor," with Rudolph Schildkraut in the title role and "The Night Bride," starring Marie Prevost.

Three pictures are scheduled for May, "The Heart Thief," starring Joseph Schildkraut and "The Little Adventuress," starring Vera Reynolds, included. In June, "White Gold," starring Jetta Goudal and directed by William K. Howard will be released, as will "The Rejuvenation of Aunt Mary," with May Robson and Harrison Ford in the cast. "A Harp in Hock" will be released in July; Rudolph Schildkraut and Junior Coghlan have prominent roles.

F.B.O.'s January Productions

"Her Father Said No" First For New Year; Kennedy Comments on Business

FILM BOOKING OFFICES' intention of starting the new year with a laugh is borne out in the nature of the first production scheduled for release in January "Her Father Said No." This is an original prepared by H. C. Witwer, who has heretofore confined his screen writings to stories for short length comedies. Mary Brian and Danny O'Shea are featured in this production, which was directed by Jack McKeown.

"California or Bust," a George O'Hara verhicle, is the next one due for release in January. This was directed by Phil Rosen with Helen Foster, John Steppling, Johnny Fox and Irving Bacon working in support of George O'Hara. "Cactus Trails" of the Bob Custer group, with Percy Pembroke wielding the megaphone will be released toward the end of the month.

Shortly after, "The Magic Garden" will be released. This production is based on the last novel of the late Gene Stratton-Porter. J. Leo Meehan, the son-in-law of the authoress, directed this F.B.O. Gold Bond. Margaret Morris and Raymond Keane have the principal roles, and are supported by a cast including Charles Clary, William V. Mong, Cesare Gravina, Paulette Duval and Earle McCarthy.

Before the end of the year there will be released one Fred Thomson, one Viola Dana, one Alberta Vaughn and "The Gorilla Hunt," Ben Burbridge's hunting picture. "A Regular Scout," "Home-struck" and "Collegiate" respectively, are the vehicles starring these luminaries.

Joseph P. Kennedy announces with much pleasure that F.B.O. is about to end the most successful year in its history, not only from the standpoint of increased sales, but more important from the standpoint that productions have reached a higher plane than they ever before enjoyed. Through this, the much cherished good-will of the exhibitors has been gained, and with bigger and better productions, it is the sincere aim of F.B.O. to retain that treasure.

Mr. Kennedy further states that next season's product will be made up principally of made-to-order-for-exploitation pictures. The only announcement that can be made at this time of the new season's line-up, is "Windjammers of Gloucester." This picture will be made with the cooperation of the entire fishing industry, not only of the East Coast, but also of the West Coast. Its exploitation possibilities will be unlimited.

Another German Importation Exhibited at Randolph

Following the recent three weeks' run of "The Slums of Paris" at the Randolph Theatre in Chicago, Walter W. Kofeldt, head of the Imported Pictures Corporation, is presenting another imported subject in "On the Boulevard" at the Chicago first-run house. The film opened there for a run on Christmas Day. "On the Boulevard" is described as a light comedy of the Continental order. Lillian Harvey is the featured player. Richard Richberg directed the film which was produced by the Eichberg Film of Berlin.

The Imported Pictures Corporation plans to present to the American public an extensive program of motion pictures made in various European countries.

Three in January From Warner

Six Productions in Preparation; Fazenda's First Star Film Released

WARNER BROS. announce three productions for release during January. They are "Finger Prints," Louise Fazenda's initial starring vehicle, based on a story by Arthur Somers Roche and directed by Lloyd Bacon. Graham Baker and Edward Clark adapted the story. The picture will be released January 1st.

On January 8, "Wolf's Clothing," an Arthur Somers Roche story, which appeared in the Saturday Evening Post, will be released. Monte Blue is starred and Patsy Ruth Miller has the chief feminine role. Roy Del Ruth directed from a scenario by Darryl Francis Zanuck. "Don't Tell the Wife" will be released on January 22. Irene Rich is starred. Rex Taylor wrote the scenario and Paul L. Stein directed.

The New Year finds six new pictures rapidly nearing completion on the Warner Bros. lot in Hollywood. Preparatory work on "A Million Bid," starring Dolores Costello, is now under way. Alan Crosland will direct. Darryl Francis Zanuck, adapted the scenario.

The "Bitter Apples" company has returned from a week's ocean voyage during which day and night scenes were shot aboard the ship. "The Gay Old Bird," starring Louise Fazenda, was started this week. Louise Fazenda enacts the part of a maid, and interiors, depicting the home of a newly married couple, played by John T. Murray and Jane Winton, were shot all week. The production is based on the story by Virginia Dale, and is being directed by Herman Raymaker, from the scenario of Edward Clark.

"What Every Girl Should Know," Patsy Ruth Miller's initial starring vehicle, was started last week. The film is based on an original story by Charles F. Reisner, who is also directing the picture. Ian Keith has been assigned the leading male role opposite Miss Miller.

Rin Tin Tin's next starring vehicle, "Hills of Kentucky" is rapidly nearing completion. The company has been on location all week, shooting Kentucky exteriors. "Hills Of Kentucky" is based on the story "The Untamed Heart," by Dorothy Yost, while the script has been adapted by Edward Clark. Howard Bretherton, recently signed to a long term contract by Warner Bros., is directing.

Finishes Comedy Injections for Wynn Vehicle

After completing his work of injecting "comedy slants" into Ed Wynn's first and, as yet, untitled screen play, now in preparation at the Paramount Long Island studio, Tom Crizer returns to Hollywood to resume work with the Harold Lloyd company. Crizer was brought East several months ago at the instigation of Richard Dix's picture, "The Quarterback," the football scenes of which Crizer directed. He later worked on W. C. Fields' picture, "The Potters," and Dix's latest, "Paradise for Two." He has been collaborating on Wynn's story with Sam Mintz, another comedy expert, and Victor Heerman, who will direct the picture.

Lehr Sailing for Europe in Search for Material

Abraham Lehr, personal representative of Goldwyn, as well as general manager of the affiliated Goldwyn interests, sailed Monday, December 27th, on the White Star Liner "Olympic" for England. Following several weeks in London, Mr. Lehr will proceed on to Paris and Berlin.

"While abroad," Mr. Goldwyn said, "Mr. Lehr will consult with a number of prominent authors regarding future screen material, as well as supervise the London, Paris and Berlin premieres of 'The Winning of Barbara Worth' and 'The Night of Love,' both of which productions are released by United Artists Corporation."

Sax to Inject Showmanship Angles in New Films

Sam Sax, president of Gotham Productions, in addition to supervising production details is also spending fifty per cent of his time on the lot where he is injecting in his pictures the necessary showmanship angles which he believes the exhibitor demands. Time is saved and better understanding and harmony established between representatives of the home office and the production forces by this arrangement, it is claimed. Mr. Sax contemplates remaining in California until March and he will then transfer some of this work to Lou Young, while Mr. Sax returns East.

Morris Safier On Sales Trip Throughout Middle West

Morris Safier, recently appointed chief of Warner Brothers extended run productions special sales department, is journeying through the Middle West where he is closing several deals having to do with the booking of "Don Juan" and "The Better 'Ole," both of which are now released to exhibitors. Mr. Safier is visiting Chicago, Cleveland and adjacent territory.

Jas. Young Finishes Fourth Chadwick First Division

Director James Young, who produced the Chadwick production, "The Bells," starring Lionel Barrymore, this week completed "Driven From Home," the fourth of the Chadwick First Division pictures, which will be released in January. Young will start working on another production shortly.

Airplanes Used for "Wings" Total 120

One hundred and twenty airplanes were used by William Wellman in filming the air battle scenes of the St. Mihiel drive for "Wings," the film story of America's air service in the World War, centered about the plot written by John Monk Saunders.

The air battle picture was taken on location at Leon Springs near San Antonio, Tex. The day the air battle was "shot" three generals of the United States Army were stationed in the 100-foot tower from which Wellman directed the action by radio. Among other guests of the day were a group of publishers and financiers and an admiral of the British Navy.

A captive observation balloon was brought to the center of the battlefield, its basket containing two cameras. Sixteen other cameras, six of which were automatically operated, were stationed at various points, making a battery of 18 cameras which caught every sector of action. No less than 1000 mines were exploded on the battlefield to depict the bursting artillery shells and 100,000 rounds of ammunition were fired by the thousands in the contending infantry forces.

Milton Sills Unit Returns From Production

The Milton Sills company, numbering more than 200 persons, has returned to the Burbank studio after three weeks spent at Laguna Beach, California, where most of the exteriors of the Sills starring vehicle for First National were filmed. Included among the featured players were Mary Astor, Alice White, Arthur Stone and Kate Price. The locale of the story is laid in the Canary Islands and an entire Spanish village was built to supply the atmosphere. A sea wall a quarter of a mile long was also constructed at the foot of the village. The company, directed by John Francis Dillon, is now working on the interiors at Burbank, but expects to return to Laguna in the near future for additional shots.

Charles Ray to Play Lead in "The American"

Charles Ray has been signed to play the leading role in "The American," the first natural vision stereoscopic motion picture to be produced by George K. Spoor and J. Stuart Blackton. "The American" is an adaptation of "The Flag Maker," a story by Jewell Spencer. Marion Constance Blackton is writing the adaptation and continuity. Major Spoor and Conrad A. Luperti will be cameramen for the new stereoscopic cameras.

Betty Compson Starts "The Ladybird" for Chadwick

"The Ladybird," the first of a series of Chadwick productions starring Betty Compson, was started this week at the company's studio on the West Coast. Malcolm MacGregor heads the supporting cast, which includes Sheldon Lewis, Ruth Stonehouse, John Miljan, Joseph Girard, Hank Mann and Leo White. The story of "The Ladybird" was written especially for the star by William Dudley Pelley. John Francis Natteford did the scenario.

Universal Dep'ts Speeding Up

Production, Sales, Theatre, and Presentation Forces Celebrate Firm's 21st Year

Carl Laemmle

THE approaching anniversary of Carl Laemmle's entry into the picture business and the beginning of his 21st year in this field is being celebrated by the various departments of the company by a concerted movement toward greater results for the coming year.

A production budget of $14,500,000 has been named for the new season's product, which, Universal officials say, is almost twice that laid out last year; a sales drive will be started January 23rd and will run until May 7th, and the branch manager in the South, East and West divisions showing the best results for the period will accompany the Universal president to Europe next summer on a vacation trip with all expenses paid. The other members of the three winning exchanges will participate in bonus money to the extent of a total of $2,250.

Production plans include the purchase of "We Americans," and speeding up of production on "Uncle Tom's Cabin" and "The Cat and the Canary"; camera work is rapidly nearing completion on "Alias the Deacon," which Edward Sloman is making; filming will soon be started on "The Claw," an adaptation of Cynthia Stockley's novel, in which Norman Kerry and Claire Windsor will have the leading roles.

On January 17th, Mr. Laemmle will celebrate his sixtieth birthday and as an integral part of the celebration a "Laemmle Sixty Year Dinner" will be given at the Hotel Biltmore, Los Angeles. It will be attended by many well-known people of the industry and especially by a corps of former Laemmle co-workers who now occupy leading positions in the screen world.

The festivities of the evening will include the showing of several films made fifteen years ago or more, among them a two-reel drama starring Mary Pickford which Mr. Laemmle produced in Havana.

Universal's situation is commented upon by Laemmle as follows:

"We are full-grown now. We have firm ground under our feet. Every one in the organization is inspired with the ambition to plant the Universal pennant at the very peak of picture popularity. I am fully aware of the great value and possibilities of this spirit and I am getting behind it with my full resources and energy. Watch Universal speed up and grow as it has never grown before. We have full steam up, the throttle is wide open and the whistle cord is tied down."

K. O. Contest Ends Quarter

December 31 Closing Date; Ten Highest Salesmen Named Soon

THE race for membership in the K.O. Club, First National's honor sales organization, ended its first quarter on December 31 and the ten ranking salesmen, selected from a list of 114, will be named some time this month by the Sales Cabinet of the company, comprising Secretary-Treasurer Samuel Spring, A. W. Smith, Jr., Ned Marin and Ned Depinet. The salesmen selected will be made charter members of the club, which had its inception on October 4.

Eligibility for membership in the club is based on volume of sales, check-up of the accounts playing First National product regularly against possibilities, by an analysis of the number of play dates secured against possibilities and also by the number of specials booked in the salesmen's territory.

A tentative list of twenty salesmen has been selected and from these the ten charter members will be picked. The twenty men and their respective territories, as they stood at the end of the tenth week are as follows: Mitchell, Toronto; Chapman, Detroit; Collins, Detroit; Paynter, Toronto; Walsh, Buffalo; Bibber, Boston; Moffitt, Louisville; Pincus, Buffalo; Morrison, Denver; Cass, Kansas City; Leonard, Philadelphia; Underwood, Pittsburgh; Briggs, Montreal; Ochs, Cleveland; Mansell, Philadelphia; Magann, Boston; Pavone, New Haven; Roosevelt, New York; Busch, Washington; Strachan, Atlanta. The quarter ends with the thirteenth week.

Ufa Star Signed by Famous to Play Opposite Jannings

Lil Dagover, for the last six years the leading feminine star for Ufa, arrived in Los Angeles this week for her first work in American pictures. Miss Dagover, who has been signed to a long-term contract by Paramount, will play opposite Emil Jannings in "The Man Who Forgot God."

Miss Dagover has been seen in this country in many Ufa productions. She was a pupil of Max Rheinhardt and appeared in the latter's Salzburg festivals. She played the title role in "The Captive" in Berlin and Vienna and has worked under the direction of Fritz Lang, Murnau, Ludwig Berger and others.

Fields Signs New Contract With Paramount

Associate Producer William LeBaron at the Long Island studio has signed W. C. Fields to a new Paramount starring contract. Responsible for the new arrangement were the pictures "So's Your Old Man" and "The Potters,' which were shown a few days ago at the studio theatre. Under the terms of the new contract, Fields will begin his next effort in March, a search for a suitable story being made in the meantime.

Will Complete Walsh Film by End of January

The current production starring George Walsh, "His Rise to Fame," will, except for unforeseen delays, be completed in all details by the end of January, Samuel Zierler, president of Excellent Pictures Corporation, states. Supporting the star in the production are Peggy Shaw, Bradley Barker, Mildred Reardon, Martha Petelle, William G. Nally and Ivan Linow.

Tiffany Starts Work on "The Broken Gate"

Work has been started on Tiffany's "The Broken Gate," suggested from the novel of the same name by the late Emerson Hough, author of "The Covered Wagon." A cast of well-known players are being engaged for the principal roles in this Tiffany production.

"When a Man Loves," Barrymore Film Title

JOHN BARRYMORE'S second production for Warner Bros., heretofore known as "Manon Lescaut" and "Manon," has been given the title of "When a Man Loves." This is Barrymore's third vehicle for the Warner Bros., the others being "The Sea Beast" and "Don Juan." Dolores Costello has the chief feminine role. Bess Meredyth made the adaptation and Alan Crosland directed.

The Warners are making preparation for a gala premiere in New York just a few weeks off, the theatre and date to be announced soon. It will mark the third extended run production of Warner Bros. showing on Broadway at the same time.

Date Set for Start of "Poor Nut" Production

JANUARY 15th has been set as the starting date for the filming of "The Poor Nut," the screen version of the Broadway play of the same name, which will be filmed by Jess Smith Productions, Inc., for First National release.

Jack Mulhall has been selected for the title role which was played on the stage by Elliott Nugent. Gertrude Olmstead will have the leading feminine role and Charles Murray will be seen in the role of the chief comedian.

Richard Wallace has been engaged by Jess Smith to direct. Paul Scofield is writing the script. Henry Hobart has been secured to act as supervising director. Smith left New York the day after Christmas for the West Coast to complete the final preparations for the start of filming.

Jos. M. Schenck Publicity Dep't. Reorganized

Following the reorganization of the Joseph M. Schenck publicity and advertising departments, Arthur MacLennan is now in charge of the department. As public relations head for all of the Schenck activities, Mr. MacLennan will represent Mr. Schenck and Mr. Considine and direct the publicity of the artists and directors of United Artists.

Mr. MacLennan, a well-known newspaperman, was for three and a half years publicity director for the late Thomas Ince. He handled the publicity for the Harding campaign in the West and was more recently in charge of publicity during the campaign of Governor-elect Young. He succeeds Harry Brand in the Schenck organization. Mr. Brand is now manager of the Buster Keaton studio. Russell Phelps, assistant publicity director of the Schenck organization during the past two years, will be associated with Mr. MacLennan.

Cunningham Doing "Captain Salvation" Play

Jack Cunningham, author of the screen plays of "The Covered Wagon," "Don Q" and "The Black Pirate," who was recently signed to a long-term Metro-Goldwyn-Mayer contract by Irving G. Thalberg, associate studio executive, has practically completed "Captain Salvation." The picture, which is promised as one of the most elaborate of the Cosmopolitan productions for the new year, is based on the romantic tale by Frederick William Wallace, which is to be serialized soon by one of the strings of American dailies.

Barrie Story to Be Next for Marion Davies

"Quality Street," one of Sir James Barrie's contributions to literature in which Maude Adams appeared, will be Marion Davies' next starring vehicle for Metro-Goldwyn-Mayer to follow "Tillie the Toiler." Sidney Franklin, who directed Miss Davies in "Beverley of Graustark," will handle the direction of the new film, which is promised an elaborate screening.

Five-Year Columbia Contract for Dorothy Howell

Dorothy Howell, who as scenarist of Columbia Pictures, wrote fifteen of the seventeen stories produced under the supervision of Harry Cohn during the past year, has been given a five-year contract by Columbia's vice president and general manager of production.

Crosland and Hollingshead Return to Warner Bros.

Alan Crosland, who directed John Barrymore in his last three pictures, has signed a long-term contract with the Warner Bros. and will direct as his first assignment, "A Million Bid," the Dolores Costello starring picture based on the play by George Cameron. Crosland's assistant, Gordon Hollingshead, returns to Warners with the director. Production on the Costello vehicle is scheduled to begin shortly. The only player signed as yet is Warner Oland. Darryl Francis Zanuck, who is adapting the story, is now with Crosland in San Francisco, where they are the guests of Police Chief Daniel O'Brien and where they are accumulating data for the film, which deals with the underworld and waterfront district of the bay city.

M.-G.-M. Signs Four Featured Within Past Month

The signing of Aileen Pringle to a new long-term contract by Metro-Goldwyn-Mayer marks the fourth featured feminine player to be retained during the past month to appear in that organization's pictures for the new year. These players were, besides Miss Pringle, Renee Adoree, Sally O'Neil and Joan Crawford. The latter two leading women were developed during the past year.

Myron Selznick Joins United Artists Corporation

Myron Selznick, son of Louis J. Selznick, has joined the United Artists organization. He will be first assistant to John W. Considine, Jr., in charge of the Duncan Sisters' unit.

A. C. A. Acquires Rights to Guest Poems

THE American Cinema Association, of which A. J. Moeller is president, announced on December 23rd the acquisition of exclusive world rights to the screen adaptation of the poems of Edgar A. Guest. The negotiations were concluded between the officials of the film company and representatives of the George Matthew Adams Service which controls syndicate rights to the poet's work.

The first of the series will be released on February 1st through the twenty-five changes of the American Cinema Association. These single reel jewels, as they have been called, will embrace a wide and varied range. They will be produced under the direction of Charles L. Glett and photographed by G. Walter Scott.

This announcement comes on the heels of the company's nationalization and the decision to release eighteen Hartford productions this year besides the remaining six on the present schedule.

Winifred Eaton Reeve With M.-G.-M. Scenario Dep't.

Winifred Eaton Reeve, playwright and author of many novels dealing with Japanese life, has joined the scenario department of Metro-Goldwyn-Mayer where her work will consist of writing originals and adapting the work of other authors. Many of Miss Reeve's novels and serials have been published by "Century" and the "Saturday Evening Post" and for three years she was under contract to "Hearst's International." Her "Japanese Nightingale," published by Harper and Bros., has been translated into many tongues and was produced on the stages of France and Germany. Some years ago Miss Reeve won the $10,000 prize offered by the "Chicago Tribune" for the best motion picture scenario submitted in contest. During the last two years she has been associated with Universal as editor, advisor and collaborator.

Butcher's Film Service in Deal With Export & Import

Butcher's Film Service, Ltd., and Export and Import, have concluded contracts whereby the former secures four special Betty Compson productions to be made by Motion Picture Guild and the entire Chadwick program for 1927. The contracts were only just completed and a full announcement is expected at an early date. The Motion Picture Guild pictures are "Joan of Manhattan," "Human Playthings," "Love in a Cottage" and "Temptations of a Salesgirl." The available titles for the Chadwick pictures are "Sunshine of Paradise Alley," "Driven From Home," "Eager Lies," "Bad Little Good Girl," "Life of an Actress," "Merry Wives of New York," "Shamrock and the Rose" and "Ladies of Ease."

About Ready to Start on "The Trail of '98"

With the script at an advanced stage and Klondyke and Alaskan locations already selected, Director Clarence Brown, who has just completed "The Flesh and the Devil," is ready to begin work early next month on "The Trail of '98," the Robert W. Service novel scheduled as one of Metro-Goldwyn-Mayer's specials for 1927.

Brown plans to spend the winter months making interior scenes at the studio but will go to Dawson City with a production unit in time to photograph the spring break-up of the ice-bound Yukon River. Charles Dorian will assist Brown during the production, many of whose scenes will be shot in the ice and snow of the Arctic on the very spots described in the Service story.

Dates Set for Two Columbia Releases

COLUMBIA offerings for the first month of 1927 are "Stolen Pleasures" and "Wandering Girls." The former, released January 5, was directed by Phil Rosen, while Ralph Ince directed the latter, which is released on January 20.

Films executives to portray the leads in "Is Zat So?" George O'Brien and Katherine Perry, chosen by Fox

O'Brien and Perry Leads in "Is Zat So?"

Director Alfred E. Green, who has just completed "The Auctioneer" for Fox Films, has selected George O'Brien and Katherine Perry to portray the principal roles in his new screen assignment, "Is Zat So?" Arthur Housman also has an important role. Announcement as to other members of the cast will follow soon.

"Old Heidelberg" Goes Into Work Under Lubitsch

"Old Heidelberg," Ramon Novarro's starring vehicle in which, it is said, Norma Shearer has been assigned the chief feminine role, was put in work last week, under Ernst Lubitsch's direction. Hundreds of players in the picturesque and brilliant uniforms of the German royal court formed the background for the opening sequences. The director plans to give the story a spectacular presentation throughout. The studio wardrobe department is working overtime on the thousands of costumes that will be required for the film. There have been constructed on the Metro-Goldwyn-Mayer lot complete sections of quaint German villages with replicas of old inns and market places. The support assembled so far includes Jean Hersholt, Chester Conklin and Edward Connelly.

John Mescal, who photographed "So This Is Paris," will be cameraman with Lubitsch. Dr. Erick Locke is unit production manager for the new picture.

Schwerin and Gerson Confer with Columbia Officials

Charles F. Schwerin, Manager of Columbia Pictures' Exchange in Pittsburgh, and Samuel A. Gerson, who succeeds him in that post, were visitors to Broadway this week when they discussed policies and future plans with President Brandt, Treasurer Cohn and Special Representative Magowan.

Mr. Schwerin has become one of Al Lichtman's official family in the United Artists organization in New York. Mr. Gerson has been in the industry for fourteen years as state rights and territorial salesman in the Cleveland territory. He comes to Columbia from the Cleveland exchange of Universal.

Natli Barr, Russian Actress, Leaves for Burbank

Natli Barr, formerly known as Natalie Barrache, Russian actress now under contract to First National Pictures, leaves for the studio at Burbank on January 4, where she will begin work on a picture soon after her arrival.

Technicolor Sequence in Langdon's "Long Pants"

Establishing a precedent in film comedies, Harry Langdon has introduced Technicolor in "Long Pants," his new feature length comedy for First National which was recently completed at the studio in Burbank. This step, which is most unusual in comedy, climaxes weeks of preparation. A battery of special Technicolor cameras was moved into the set during the last week of the production of the Langdon comedy and one entire sequence of the picture was filmed in natural tints. A special setting, elaborately representing a medieval castle, its garden and courtyard, was built for this sequence wherein Langdon and Alma Bennett, one of his five leading ladies, enact scenes blending romance and pathos with comedy. It is understood that the comedian introduced Technicolor into his picture as an experimental measure.

Paramount to Film Original by Ben Hecht

"Underworld," a story by Ben Hecht, a contemporary figure in American literature, is to be made by Paramount into one of the important features of the coming year. The story is Hecht's first original for the screen and it is said that the story of gangsters engaged in the never-ending war against society is drawn from Hecht's personal experiences with which he came in contact during his thirteen years as newspaper man in Chicago, the locale of this Paramount production. Work is to begin about February 15 under the supervision of Hector Turnball. The central figure, the gangster chief, is to be portrayed by Ricardo Cortez, who has just returned from the Long Island studio to Hollywood.

Ford Sterling Signs New Paramount Contract

Ford Sterling, featured comedian in Paramount comedies, this week affixed his name to a new contract whereby he will remain with Famous Players-Lasky for an extended period. His first assignment will be in "Looie the Fourteenth," second only to Wallace Beery, who is to be starred in the title role. At present Sterling is playing a featured part in Beery's first Paramount starring vehicle, "Casey at the Bat."

Walenstein Associated With Henry Ginsberg

HENRY GINSBERG, president of Sterling Pictures Distributing Corporation, has made arrangements by which Irving L. Walenstein becomes affiliated with Sterling Pictures. After spending several weeks in the New York office, Mr. Walenstein will go to Hollywood to consult with the producers of Sterling releases for the purpose of incorporating in the pictures, while they are in the production stage, sales angles which his experience in film exchanges has taught him that exhibitors and the public want in screen entertainment.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIBITORS						
Skyrocket, The	—	9	19	—	60	7,350 Ft.
FAMOUS PLAYERS						
Ace of Cads	—	2	11	1	68	7,786 Ft.
Aloma of the South Seas	—	3	20	3	70	8,514 Ft.
American Venus, The	1	6	28	3	66	7,931 Ft.
Behind the Front	1	2	31	28	82	5,555 Ft.
Blind Goddess, The	—	4	22	7	73	7,249 Ft.
Born to the West	—	4	30	—	66	6,043 Ft.
Campus Flirt, The	—	—	19	9	80	6,702 Ft.
Cat's Pajamas	—	1	10	3	74	5,863 Ft.
Crown of Lies, The	—	8	6	—	53	5,020 Ft.
Dancing Mothers	—	5	26	2	68	7,169 Ft.
Desert Gold	—	5	27	3	68	6,900 Ft.
Diplomacy	3	6	14	—	56	6,950 Ft.
Enchanted Hill, The	—	—	20	4	75	6,326 Ft.
Fascinating Youth	—	1	22	1	70	6,882 Ft.
Fine Manners	—	8	18	—	61	6,435 Ft.
For Heavens Sake	1	11	33	10	69	5,356 Ft.
Forlorn River	—	8	11	1	60	5,990 Ft.
Good and Naughty	—	3	9	2	68	5,503 Ft.
Grand Duchess and the Waiter	—	8	18	9	71	6,314 Ft.
Grass	2	1	7	—	57	6,348 Ft
Hands Up	2	7	32	—	62	5,883 Ft.
Hold That Lion	2	5	15	2	62	5,811 Ft.
It's the Old Army Game	4	7	13	1	55	6,889 Ft.
Kid Boots	—	2	17	1	69	5,650 Ft.
Lady of the Harem	1	4	11	1	59	5,717 Ft.
Let's Get Married	—	—	23	3	73	6,800 Ft.
Lucky Lady, The	—	6	9	—	57	5,942 Ft.
Mannequin	1	8	27	2	64	6,981 Ft.
Mantrap	—	5	17	—	60	6,077 Ft.
Miss Brewster's Millions	1	9	12	—	55	6,457 Ft.
Moana	3	6	12	1	56	6,133 Ft.
Nell Gwyn	2	1	12	2	66	6,741 Ft.
New Klondike	2	13	30	1	60	7,445 Ft.
Padlocked	—	1	20	2	71	6.700 Ft.
Palm Beach Girl, The	—	5	26	5	70	6,918 Ft.
Quarterback	—	—	23	9	78	7,114 Ft.
Rainmaker, The	3	5	21	3	60	6,055 Ft.
Runaway, The	—	6	13	1	63	6,271 Ft.
Say It Again	—	2	19	—	67	7,443 Ft.
Sea Horses	1	13	23	—	58	6,671 Ft.
Show Off, The	1	2	21	1	63	6,195 Ft.
Social Celebrity, A	—	7	17	2	64	6.025 Ft.
Song and Dance Man, The	2	15	14	—	52	6,997 Ft.
Splendid Crime, The	2	9	15	—	56	6,069 Ft.
That Royle Girl	—	12	21	4	64	10,253 Ft.
That's My Baby	1	4	25	3	68	6,805 Ft.
Tin Gods	—	2	19	7	75	8,568 Ft.
Untamed Lady, The	2	11	17	5	62	6,132 Ft.
Variety	1	5	12	10	74	7,804 Ft.
Volcano	1	4	12	—	60	5,467 Ft.
Wanderer, The	5	14	18	8	60	8,173 Ft.
We're in the Navy Now	—	—	5	8	88	5,519 Ft.
Wet Paint	5	6	17	—	55	5,109 Ft.
Womanhandled	—	7	28	7	70	6,765 Ft.
Woman of the World	2	7	11	4	62	6,353 Ft.
You'd Be Surprised	3	8	8	—	52	5,994 Ft.
You Never Know Women	—	5	15	—	63	6,064 Ft.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
FILM BOOKING OFFICES						
Arizona Streak	—	3	8	2	68	4,640 Ft.
Beyond the Rockies	—	1	13	1	70	4,851 Ft.
Bigger Than Barnum's	1	7	11	2	60	5,391 Ft.
Blue Streak, The	—	2	7	3	73	4,950 Ft.
Born to Battle	1	—	17	—	67	5,100 Ft.
Cowboy Cop, The	—	2	7	1	67	4.385 Ft.
Cowboy Musketeer, The	1	1	13	—	65	4,500 Ft.
Dead Line, The	—	1	9	—	67	5,000 Ft.
Flaming Waters	3	12	14	4	56	6,591 Ft.
Hands Across the Border	—	2	26	3	71	5,367 Ft.
Isle of Retribution	2	2	13	3	67	6.388 Ft.
King of the Turf	3	6	16	2	60	6,210 Ft.
Kosher Kitty Kelly	1	2	7	1	63	6,103 Ft.
Laddie	1	2	17	—	65	6,931 Ft.
Lone Hand Saunders	—	—	9	3	78	5,447 Ft.
Midnight Flyer, The	—	9	26	9	70	6,200 Ft.
Non-Stop Flight, The	2	4	11	1	59	5,650 Ft.
One Minute to Play	—	2	18	6	75	7,713 Ft.
Prince of Pep	—	2	7	1	67	4,911 Ft.
Queen O' Diamonds	—	4	8	—	60	5,129 Ft.
Tough Guy, The	—	5	23	11	74	5,454 Ft.
Two Gun Man	—	—	17	6	78	5,139 Ft.
When Love Grows Cold	3	12	7	—	47	6,500 Ft.
Wild to Go	—	—	10	—	70	4,750 Ft.
FIRST NATIONAL						
Amateur Gentleman, The	1	2	9	2	66	7.791 Ft.
Bluebeards Seven Wives	—	8	22	2	65	7,774 Ft.
Brown Derby, The	—	3	14	4	71	6,700 Ft.
Dancer of Paris	1	4	18	2	66	6,220 Ft.
Duchess of Buffalo, The	—	2	10	1	68	6,940 Ft.
Ella Cinders	—	3	16	7	75	6,540 Ft.
Far Cry, The	2	5	22	—	61	6,868 Ft.
Girl from Montmartre, The	—	8	15	—	60	6,700 Ft.
Great Deception, The	—	1	9	1	70	5,855 Ft.
Greater Glory, The	—	2	6	3	73	9,710 Ft.
Her Second Chance	1	4	8	3	65	6,420 Ft.
High Steppers	—	4	9	—	61	6,136 Ft.
Infatuation	3	5	13	—	56	5,794 Ft.
Into Her Kingdom	1	3	11	1	63	5,855 Ft.
Irene	—	2	27	19	81	8.400 Ft.
It Must Be Love	—	4	10	1	64	6,848 Ft.
Joanna	1	5	16	5	68	7,900 Ft.
Just Suppose	2	7	15	2	60	6,270 Ft.
Kiki	—	4	16	8	74	8,299 Ft.
Mlle. Modiste	—	1	25	1	70	6,230 Ft.
Memory Lane	—	4	20	4	70	6,825 Ft.
Men of Steel	—	—	12	4	78	9,153 Ft.
Mismates	—	3	8	—	62	6,905 Ft.
Miss Nobody	—	2	11	3	72	6,859 Ft.
Old Loves and New	—	6	10	—	59	7,423 Ft.
Pals First	—	4	9	—	61	6,834 Ft.
Puppets	—	3	12	—	64	7,486 Ft.
Rainbow Riley	—	8	23	1	64	6.400 Ft.
Ranson's Folly	3	5	13	—	56	7,322 Ft.
Reckless Lady	—	7	12	1	61	7,336 Ft.
Savage, The	—	4	15	1	66	6,275 Ft.
Senor Daredevil	—	2	11	5	75	6,402 Ft.
Splendid Road, The	1	7	22	2	64	7,646 Ft.
Sporting Lover, The	1	4	8	1	60	6,446 Ft.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Strong Man, The	—	1	8	1	70	6,882 Ft.
Subway Sadie	—	1	12	1	70	6,727 Ft.
Sweet Daddies	1	—	13	5	75	6,562 Ft.
Syncopating Sue	—	4	9	—	61	6,770 Ft.
Too Much Money	1	9	10	1	56	7,600 Ft.
Tramp, Tramp, Tramp	1	2	14	3	69	5,831 Ft.
Wilderness Woman, The	—	7	14	2	63	7,533 Ft.
Wise Guy, The	—	1	10	1	70	7,775 Ft.
FOX						
Ancient Mariner, The	5	6	4	—	41	5,548 Ft.
Black Paradise	—	—	14	—	70	4,962 Ft.
Blue Eagle, The	1	2	6	1	62	6,200 Ft.
Cowboy and the Countess	—	3	13	2	68	5,000 Ft.
Desert's Price	—	3	5	4	73	5,709 Ft.
Dixie Merchant, The	—	4	9	—	61	5,126 Ft.
Family Upstairs, The	—	2	10	2	70	5,971 Ft.
Fighting Buckaroo, The	—	5	7	—	58	5,096 Ft.
Fig Leaves	—	3	8	3	70	6,498 Ft.
First Year, The	1	4	11	1	62	5,038 Ft.
Flying Horseman, The	—	—	13	1	72	4,971 Ft.
Gentle Cyclone, The	1	1	11	—	64	4,825 Ft.
Gilded Butterfly, The	—	5	8	—	56	6,202 Ft.
Golden Strain, The	1	7	14	2	62	5,989 Ft.
Great K. & A. Robbery, The	—	1	8	2	73	4,800 Ft.
Hard Boiled	—	1	14	1	70	5,680 Ft.
Johnstown Flood, The	—	5	15	5	70	6,357 Ft.
Man Four Square, A	2	—	14	1	65	4,744 Ft.
Marriage License	1	1	8	—	62	7,168 Ft.
More Pay—Less Work	—	2	7	1	67	6,027 Ft.
My Own Pal	—	2	23	1	69	6,058 Ft.
No Man's Gold	—	—	12	3	76	5,745 Ft.
Palace of Pleasure	1	6	11	—	57	5,467 Ft.
Road to Glory, The	—	1	13	1	70	6,038 Ft.
Rustling for Cupid	1	2	11	—	62	4,835 Ft.
Sandy	2	9	18	3	61	7,850 Ft.
Shamrock Handicap, The	—	—	11	1	79	5,866 Ft.
Siberia	—	2	7	1	63	6,950 Ft.
Silver Treasure, The	1	1	9	—	63	5,386 Ft.
Three Bad Men	—	—	12	6	80	8,710 Ft.
Tony Runs Wild	1	2	9	4	71	5,477 Ft.
Wages for Wives	3	3	8	2	59	6,352 Ft.
When the Door Opened	5	7	14	—	52	6,515 Ft.
Womanpower	1	1	12	1	67	6,240 Ft.
Yankee Senor, The	3	3	16	—	59	4,902 Ft.
Yellow Fingers	1	3	9	—	59	5,594 Ft.
METRO-GOLDWYN-MAYER						
Auction Block	2	13	19	2	59	6,239 Ft.
Barrier, The	1	3	25	3	68	6,480 Ft.
Battling Butler	—	5	15	3	67	6,970 Ft.
Beverly of Graustark	—	2	37	3	71	6,977 Ft.
Black Bird, The	1	3	26	9	73	6,688 Ft.
Blarney	7	4	5	—	41	6,169 Ft.
Boy Friend, The	3	1	10	—	57	5,584 Ft.
Brown of Harvard	2	2	26	18	78	7,941 Ft.
Dance Madness	—	9	18	2	63	6,393 Ft.
Devil's Circus, The	—	6	24	4	68	6,750 Ft.
Don't	—	3	13	1	66	6,000 Ft.
Exquisite Sinner, The	1	9	8	—	52	5,844 Ft.
Gay Deceiver, The	2	3	5	1	55	6,624 Ft.
His Secretary	—	4	23	11	76	6,433 Ft.
Ibanez' Torrent	2	7	15	3	62	6,769 Ft.
La Boheme	1	2	14	4	70	8,781 Ft.
Lovey Mary	—	3	14	1	67	6,167 Ft.
Mare Nostrum	—	2	12	2	70	11,000 Ft.
Masked Bride, The	—	8	17	2	63	5,699 Ft.
Mike	1	9	34	10	70	6,755 Ft.
Monte Carlo	1	8	16	—	58	6,512 Ft.
Paris	2	4	11	—	57	5,580 Ft.
Road to Mandalay, The	1	2	22	7	93	6,551 Ft.
Sally, Irene and Mary	—	7	24	6	69	5,564 Ft.
Soul Mates	4	12	11	1	51	6,000 Ft.
Temptress, The	—	2	10	7	78	8,221 Ft.
Time, the Comedian	1	9	8	—	52	4,757 Ft.
Waltz Dream, The	3	—	13	1	63	7,322 Ft.
Waning Sex, The	—	1	17	1	70	6,025 Ft.
PATHE						
Devil Horse, The	1	—	11	1	68	5,853 Ft.
PROD. DIST. CORP.						
Bachelor Brides	1	2	9	—	61	6,612 Ft.
Braveheart	1	4	8	7	72	7,225 Ft.
Danger Girl, The	—	7	5	—	53	5,647 Ft.
Eve's Leaves	1	3	6	2	63	6,750 Ft.
Fifth Avenue	1	3	7	—	57	5,503 Ft.

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Forbidden Waters	2	4	4	—	48	5,335 Ft.
Gigolo	—	4	7	1	63	7,295 Ft.
Last Frontier, The	—	5	7	—	58	7,800 Ft.
Madame Behave	2	5	12	7	68	5,415 Ft.
Made for Love	2	10	2	—	41	6,703 Ft.
Man from Red Gulch	—	5	5	—	55	5,437 Ft.
Million Dollar Handicap, The	1	7	14	5	66	6,095 Ft.
Paris at Midnight	—	3	10	1	66	6,995 Ft.
Prince of Pilsen, The	2	2	10	2	64	6,600 Ft.
Red Dice	1	2	15	1	66	7,257 Ft.
Rocking Moon	1	2	15	1	66	6,013 Ft.
Silence	2	2	9	2	63	7,518 Ft.
Steel Preferred	5	5	14	9	66	6,717 Ft.
Three Faces East	4	5	19	6	65	7,419 Ft.
Unknown Soldier, The	—	1	18	12	81	7,979 Ft.
Up in Mabel's Room	—	1	14	11	82	6,345 Ft.
Volga Boatman, The	—	2	23	26	83	10,050 Ft.
Whispering Smith	—	2	18	—	67	6,155 Ft.
Wild Oats Lane	1	3	7	1	61	6,900 Ft.
Young April	—	2	8	—	64	6,858 Ft.
STATE RIGHTS						
Phantom of the Forest, The	1	1	8	—	62	5,700 Ft.
UNITED ARTISTS						
Bat, The	—	1	19	10	77	8,219 Ft.
Black Pirate, The	1	6	15	11	73	8,200 Ft.
Partners Again	2	5	9	2	59	6,562 Ft.
Son of the Sheik, The	—	1	18	20	85	6,685 Ft.
Sparrows	2	7	9	1	55	7,763 Ft.
Stella Dallas	1	2	16	7	74	10,157 Ft.
Tumbleweeds	2	4	20	7	70	7,254 Ft.
UNIVERSAL						
Arizona Sweepstakes, The	1	6	18	2	64	5,418 Ft.
Beautiful Cheat, The	7	1	14	—	53	6,583 Ft.
Blue Blazes	—	1	14	—	68	4,659 Ft.
Chasing Trouble	2	4	5	—	50	4,858 Ft.
Chip of the Flying U	—	1	16	4	74	6,596 Ft.
Cohens and Kellys, The	—	3	19	20	82	7,774 Ft.
Combat, The	—	4	10	—	61	6,714 Ft.
Demon, The	—	2	9	—	65	4,539 Ft.
Desperate Game, The	—	2	7	5	76	4,400 Ft.
Fighting Peacemaker, The	1	2	7	—	59	4,292 Ft.
Flaming Frontier, The	1	3	12	8	74	8,829 Ft.
Goose Woman, The	—	6	17	9	73	7,500 Ft.
His People	1	4	14	13	77	8,983 Ft.
Home Maker, The	6	7	4	—	40	7,755 Ft.
Little Giant, The	3	6	9	—	52	6,929 Ft.
Love Thief, The	1	5	5	—	52	6,822 Ft.
Man in the Saddle, The	2	4	7	1	56	5,492 Ft.
Midnight Sun, The	—	4	8	2	66	8,767 Ft.
My Old Dutch	2	3	6	—	53	7,750 Ft.
Old Soak, The	—	—	10	1	73	7,445 Ft.
Phantom Bullet, The	—	4	11	1	65	6,148 Ft.
Poker Faces	1	—	9	3	73	7,808 Ft.
Rolling Home	1	1	11	5	74	6,993 Ft.
Six Shooting Romance	—	2	15	—	66	4,869 Ft.
Skinner's Dress Suit	3	7	16	4	62	7,025 Ft.
Sky High Corral	—	2	7	1	67	4,871 Ft
Stella Maris	—	2	12	1	68	5,786 Ft.
Still Alarm, The	—	4	17	4	70	7,406 Ft.
Take it from Me	4	3	7	4	61	6,649 Ft.
Triple Action	1	4	5	—	53	4,800 Ft.
Two Fisted Jones	3	4	5	1	51	4,555 Ft.
Under Western Skies	—	3	16	3	70	6,452 Ft.
Watch Your Wife	—	6	5	—	54	6,980 Ft.
Western Pluck	1	3	5	3	66	4,207 Ft.
What Happened to Jones	1	6	19	6	68	6,726 Ft.
WARNER BROS.						
Across the Pacific	—	1	11	2	72	6,954 Ft.
Bride of the Storm	—	2	12	1	68	6,800 Ft.
Cave Man	1	2	11	1	65	6,843 Ft.
Fighting Edge, The	2	2	19	2	66	6,369 Ft.
Footloose Widows	—	2	7	1	67	7,163 Ft.
Hell Bent For Heaven	1	1	10	1	66	6,578 Ft.
Hero of the Big Snows	1	3	10	—	60	4,745 Ft.
His Jazz Bride	3	3	7	2	58	6,420 Ft.
Hogan's Alley	1	4	11	2	64	6,062 Ft.
Lady Windermere's Fan	1	3	11	4	69	7,612 Ft.
Man Upstairs, The	1	4	7	1	59	6,251 Ft.
Night Cry, The	—	1	20	3	73	6,300 Ft.
Oh! What a Nurse	1	2	13	2	67	6,987 Ft.
Pleasure Buyers, The	3	7	9	1	54	7,131 Ft.
Sea Beast, The	—	1	12	10	82	9,950 Ft.
So This is Paris	2	2	6	1	58	6,135 Ft.
Why Girls Go Back Home	1	2	7	—	59	5,262 Ft.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

AT LIBERTY—Live wire picture theatre manager. Six years with Broadway house. Excellent references. Box 711, Motion Picture News, New York City.

WANTED: Yong man for publicity work in high class theatre in southern city with population of fifty thousand; policy of theatre Keith vaudeville and pictures; applicants must have personality, aggressiveness and experience; also best of references as to character and ability; answers confidential. Address UFC, Motion Picture News, New York City.

RAFFLES with John Barrymore good used or new print wanted. Will pay reasonable price. Box 90, Motion Picture News, New York City.

FOR RENT—Building 66x132, easily remodeled into movie theatre, centrally located in Omaha. Long term lease, low rental to responsible tenant. N. P. Dodge & Company, 2042 Harney, Omaha, Nebraska.

ORGANIST — Northern states. Only theatres with first-class organs, wanting first-class organ work need apply. Fair salary expected. Finest references. Address Box 35, Motion Picture News, New York City.

FEATURE ORGANIST—wishes steady position. Ten years playing; four years factory experience. Selected large library. Play any make organ. No "Photoplayer's" tricks and novelty features. Good salary expected. If you need "Organist" who fully understands your musical needs, wire, write Frank C. Howard, Colorado Theatre, Denver, Colorado.

Equipment For Sale

FOR SALE — Fotoplayer completely rebuilt like new guaranteed for one year. A real buy. H. J. Milliman & Co., 518 W. Third St., Des Moines, Iowa.

FOR SALE—Chair backs and bottoms can match yours new and used. Prices right. Write Box 330 H. P. Sta., Des Moines, Iowa.

CLOTH BANNERS: $1.40, 3 x 10 feet, 3 colors, any copy up to ten words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th St., Kansas City, Mo.

FOR SALE — Lacking warehouse space compels rebuilt Wurlitzers, Seeburgs, Reproducos and Fotoplayer organs. No reasonable offer refused. Write immediately for full particulars. A. R., Motion Picture News, 845 S. Wabash Ave., Chicago, Ill.

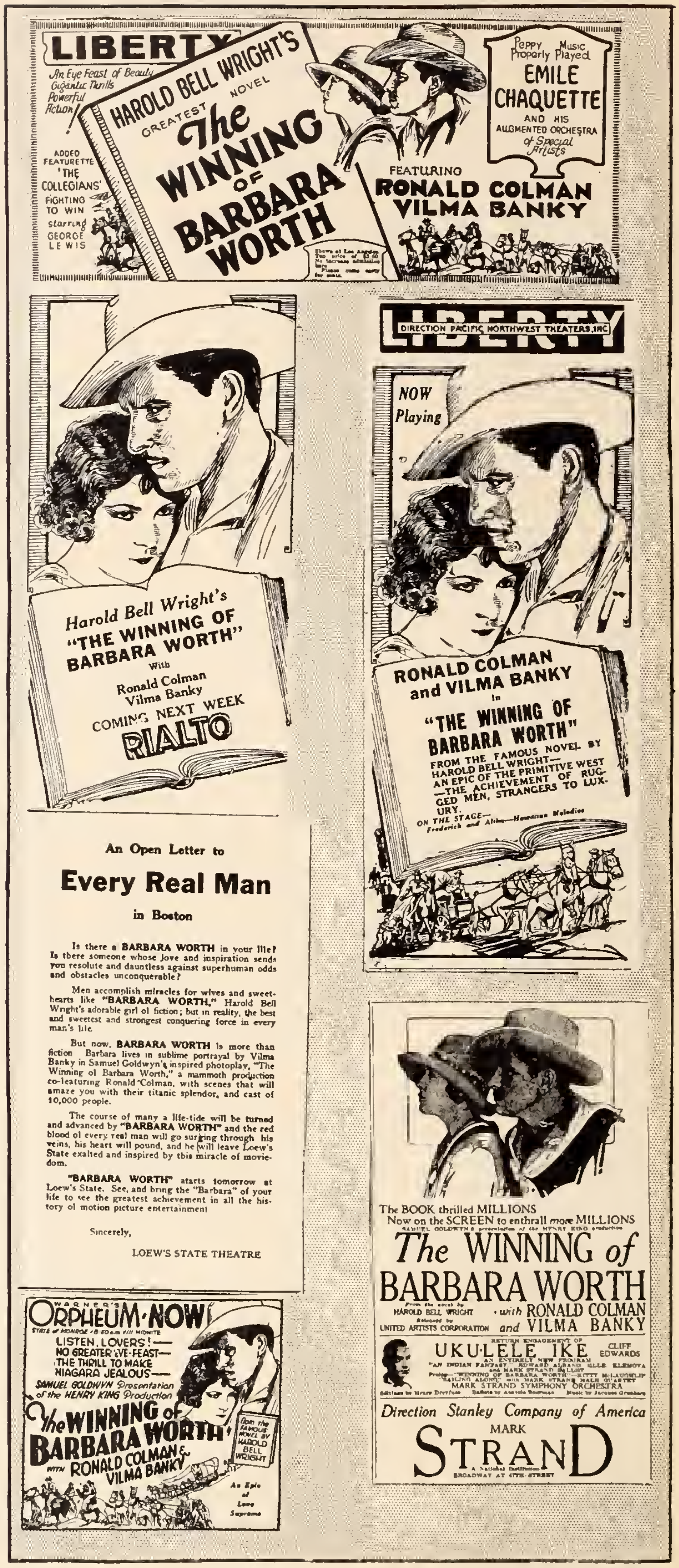
FOR SALE: 300 opera chairs, two Powers machines, screen, wall fans, ticket machines, ticket chopper, etc. Will sell cheap. Address Box 830, Motion Picture News, New York City.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—550 Barrell back upholstered chairs; two Powers machines; late G. E. Mazda lamp equipment; exhaust fans, etc. John Blum, 156 West 50th St., New York.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensarcs, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.


LIBERTY
An Eye Feast of Beauty
Gigantic Thrills
Powerful Action!
HAROLD BELL WRIGHT'S GREATEST NOVEL
The WINNING OF BARBARA WORTH
ADDED FEATURETTE 'THE COLLEGIANS' FIGHTING TO WIN starring GEORGE LEWIS
Peppy Music Properly Played
EMILE CHAQUETTE AND HIS AUGMENTED ORCHESTRA of Special Artists
FEATURING RONALD COLMAN VILMA BANKY
Harold Bell Wright's "THE WINNING OF BARBARA WORTH" With Ronald Colman Vilma Banky
COMING NEXT WEEK
RIALTO
LIBERTY
DIRECTION PACIFIC NORTHWEST THEATERS, INC
NOW Playing
RONALD COLMAN and VILMA BANKY in "THE WINNING OF BARBARA WORTH"
FROM THE FAMOUS NOVEL BY HAROLD BELL WRIGHT—AN EPIC OF THE PRIMITIVE WEST —THE ACHIEVEMENT OF RUGGED MEN, STRANGERS TO LUXURY.
ON THE STAGE—
WARNER'S ORPHEUM·NOW
LISTEN, LOVERS!—
NO GREATER EYE-FEAST—
THE THRILL TO MAKE
NIAGARA JEALOUS—
SAMUEL GOLDWYN Presentation of the HENRY KING Production
The WINNING of BARBARA WORTH
WITH RONALD COLMAN & VILMA BANKY
from the FAMOUS NOVEL BY HAROLD BELL WRIGHT
The BOOK thrilled MILLIONS
Now on the SCREEN to enthrall more MILLIONS
The WINNING of BARBARA WORTH
HAROLD BELL WRIGHT
with RONALD COLMAN and VILMA BANKY
UNITED ARTISTS CORPORATION
UKU·LELE IKE
CLIFF EDWARDS
MARK STRAND SYMPHONY ORCHESTRA
Direction Stanley Company of America
MARK STRAND

An Open Letter to

Every Real Man

in Boston

Is there a **BARBARA WORTH** in your life? Is there someone whose love and inspiration sends you resolute and dauntless against superhuman odds and obstacles unconquerable?

Men accomplish miracles for wives and sweethearts like **"BARBARA WORTH,"** Harold Bell Wright's adorable girl of fiction; but in reality, the best and sweetest and strongest conquering force in every man's life.

But now, **BARBARA WORTH** is more than fiction. Barbara lives in sublime portrayal by Vilma Banky in Samuel Goldwyn's inspired photoplay, "The Winning of Barbara Worth," a mammoth production co-featuring Ronald Colman, with scenes that will amaze you with their titanic splendor, and cast of 10,000 people.

The course of many a life-tide will be turned and advanced by **"BARBARA WORTH"** and the red blood of every real man will go surging through his veins, his heart will pound, and he will leave Loew's State exalted and inspired by this miracle of moviedom.

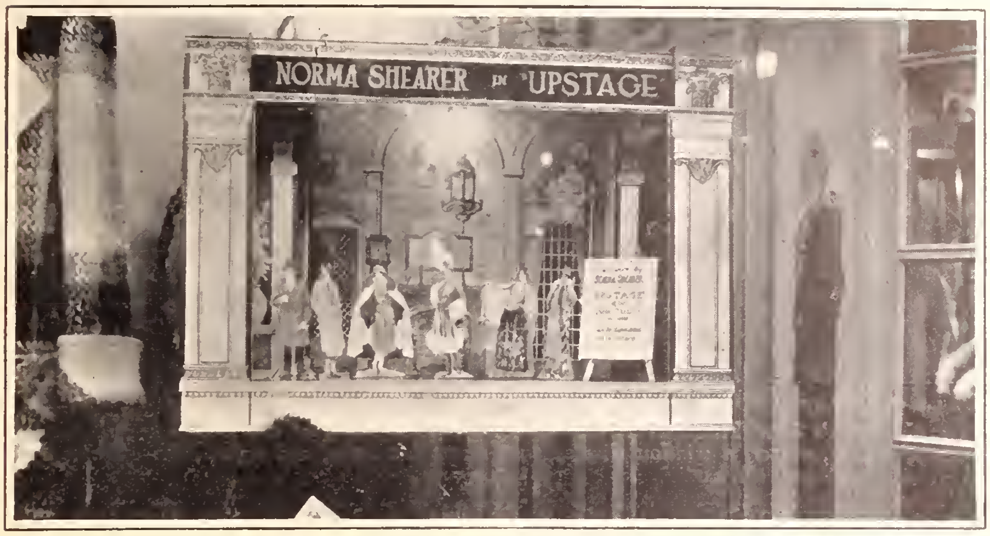
"BARBARA WORTH" starts tomorrow at Loew's State. See, and bring the "Barbara" of your life to see the greatest achievement in all the history of motion picture entertainment

Sincerely,

LOEW'S STATE THEATRE

Reproductions of newspaper displays which featured the campaigns of exhibitors in various sections of the country in behalf of "The Winning of Barbara Worth" (United Artists). As an advance display selling author, title and stars, that of the Rialto in Tacoma, Wash., leads the others shown here. The reproductions were used by the following theatres: Liberty, Seattle; Strand, Brooklyn; Orpheum, Chicago; Rialto, Tacoma; Liberty, Kansas City, and Loew's State, Boston.

Exhibitors Service Bureau



An attractive shadow box featured "Upstage" (Metro-Goldwyn-Mayer) in the window display of a clothing store in Dallas. The tie-up was arranged by Manager Harry Van Demark and exploited "Upstage" at the Queen Theatre. The miniature figures of Norma Shearer displaying fashionable gowns were cut-outs from stills

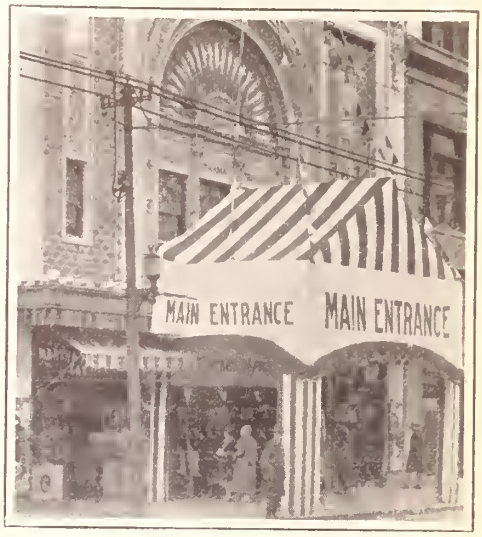
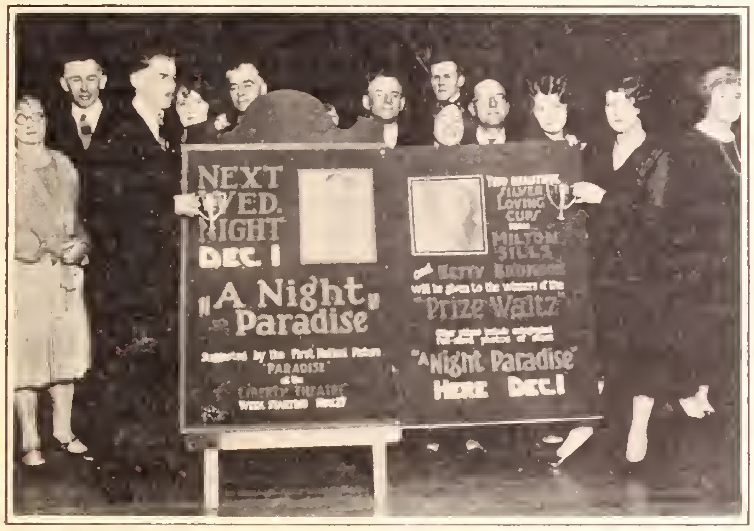
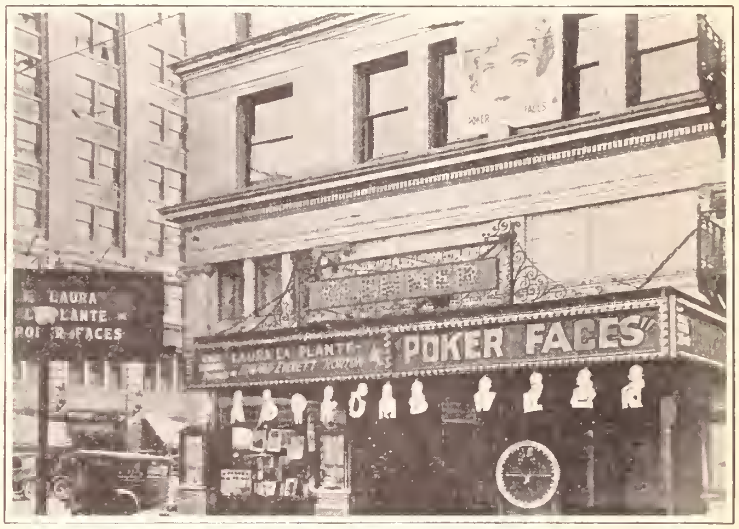


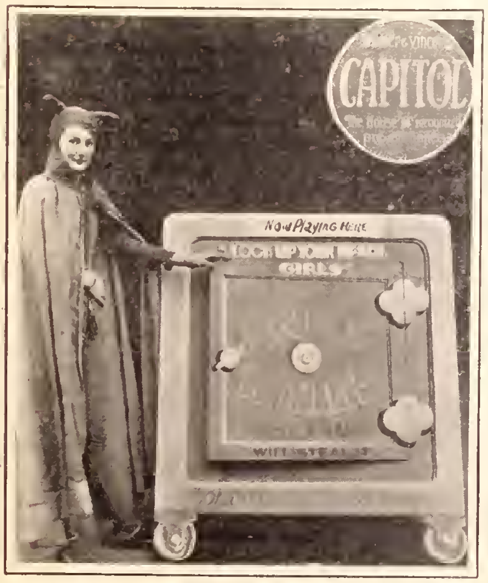
Photo above shows the frontal display which exploited the showing of "Spangles" (Universal) at the Liberty Theatre in Kansas City



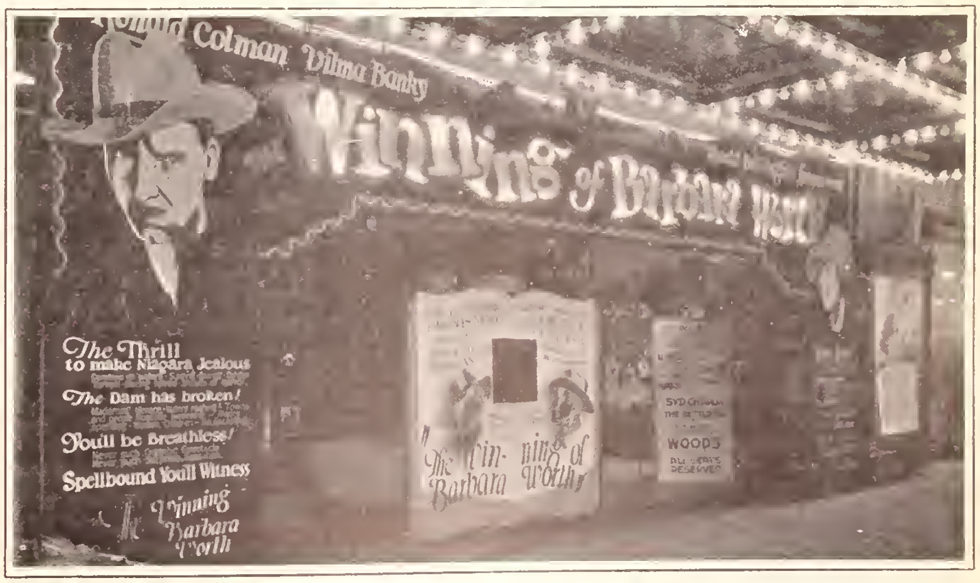
One feature of the extensive campaign exploiting First National's "Paradise" at the Liberty Theatre in Seattle is illustrated above. A leading ballroom featured a "night in Paradise ball" at which there were prizes for the best dancers from the stars of the picture



The Clemmer Theatre, Spokane, recently celebrated a "Snookums Week" in honor of "The Newlyweds and Their Baby" comedies. Photo above shows the marquee display featuring the short subject and Universal's "Poker Faces." Cut-out letters, bearing figures of the famous cartoon baby, spelled out "Snookums Week"



An ingenious lobby stunt used at the Capitol Theatre in Reading, Pa., to exploit First National's "The Prince of Tempters"


Ronald Colman Vilma Banky
Winning of Barbara Worth
The Thrill to make Niagara Jealous
The Dam has broken!
You'll be Breathless!
Spellbound You'll Witness
The Winning of Barbara Worth
The Winning of Barbara Worth
WOODS
ALL SEATS RESERVED

The elaborate and compelling frontal display which Manager Max Slot designed for his extended engagement of "The Winning of Barbara Worth" (United Artists) at the Orpheum Theatre in Chicago. Clever lighting and color arrangement feature the display, which was constructed by the Theatrical Poster Company of Chicago

The papier-maché hat used as an exploitation accessory for "Tin Hats" (Metro-Goldwyn-Mayer) proved the biggest single item of the campaign staged for that picture in Los Angeles, where it played at the Loew's State Theatre. The photos above show some of the tie-ups arranged with the assistance of these accessories. At the left newsboys wear 'em, center, a window display in a smart hat store, and right, even a traffic cop dons a "tin hat"

Use Pathe News Reels in Current Events Course

Action of Boston Educators Opens New Avenue of Exploitation for Topicals

USE of the motion picture news reel in conjunction with current events courses at schools opens a new and valuable avenue of exploitation of this unit of every motion picture theatre program, according to showmen who have commented on the action of the Boston School Board in introducing Pathe News into 40 schools in that city.

Pronouncement by Frederick W. Swan, chairman of the visual education committee of the Boston School Board, that the experiment which was started October 4, has proved so satisfactory that it will without doubt be extended, brings into closer relation than ever the motion picture theatre and the educational institutions of cities and towns throughout the country.

The experiment attracted widespread notice in Boston, the newspapers there observing the innovation with the greatest interest, and it is said educators in all parts of the country are watching the results of this visual educational course. The news reels are specially edited and submitted to a fireproofing process in accordance with State laws regarding the use of films in school buildings.

Describing the experiment and the opinions of officials regarding the use of news reels in connection with current events courses, the Christian Science Monitor, published in Boston, says:

"With the use of the news reel the lessons have been transferred from the classrooms to the assembly halls and instead of being handled 40 different ways by as many teachers, they are handled in one way by one teacher, which to Mr. Swan is an obvious advantage. Reports in which the reels are used, state that they have proven satisfactory," Mr. Swan says. "Although the same children may have seen the pictures before at the theatre, they view them from a different angle when shown in the school. From entertainment they become gripping things of real importance touching their own affairs, and pointing out some of the things they have learned at school."

The Boston Traveler, on November 27, quoted Mr. Swan as follows:

"This is one thing that had to come," said Mr. Swan of the teaching of Current Events by motion pictures. "Lantern slides were never sufficient. Current Events were an all-important subject, and this is the only way to teach them.

"Class teachers have been criticized for letting a personal element creep into their instruction, and this is the most unbiased way of presenting the world before the eyes of our school children."

Mrs. Elizabeth Richey Dessez, head of the Educational Department of Pathe, who has had much to do with the development of the Current Events course and other pictures suitable for school use, was in Boston recently in connection with the Boston school experiment.

Stewart Stages Track Meet in Front of Theatre

For a whole week, street traffic had been denied the block on which the Sterling Theatre, Greeley, Colo., was located, because the street had undergone a resurfacing of new asphalt.

Realizing the street surface would be sufficiently hard for pedestrians by Saturday, Manager G. R. Stewart obtained permission from city officials to stage a track meet on Saturday night when "A Lost Lady" played at the Sterling. Stewart then set out to enlist the merchants on the block in a tie-up that resulted in the drawing of a big crowd.

The events including the 100-yard dash, three-legged race, wheelbarrow race, potato race for ladies, fat man's race, and others were run off between seven and eight o'clock P. M. Each merchant on the block donated a prize in addition to paying their pro-rata share of a large newspaper ad announcing the track meet and prizes.

Straight Pictures Policy at Roosevelt Theatre

The Roosevelt Theatre in Chicago began its new policy of straight pictures at continuous showings from 9 A.M. until midnight, with a change of program twice weekly, on Sunday and Thursday. This plan is designed to meet the requirements of that portion of the theatre-going public, which desire to get in and out quickly, that is see a good movie without stage shows or elaborate musical accompaniment. The pictures will be current program features from all producing companies. The admission price will be below that charged at present; it is probable that forty cents will be the figure fixed. "The Prisoner of the Storm," a House Peters feature, will be the first of the pictures shown under the new policy.

Rural List Covered for "The Canadian"

Manager G. R. Stewart of the Sterling Theatre in Greeley, Colo., realized the possibilities of "The Canadian" as an attraction of special interest to farmers and directed a mail campaign to them, by sending cards to the entire rural delivery box holder in the Greeley district.

The cards featured copy which developed the interest of farmers in the Canadian farming angle of the picture. In addition to this advertising effort, Stewart distributed by house to house canvass 1,000 envelopes, each containing a half teaspoonful of wheat. The outside of the envelope carried a picture of Meighan and billing for the theatre.

"Scarlet Letter" Slides Used in Church Lecture

A lecture, illustrated with slides from the motion picture version of Nathaniel Hawthorne's, "The Scarlet Letter," was delivered recently by Doctor Patterson in the Church of Our Father, Brooklyn, N. Y. The incident, besides showing how great a part pictures play in contemporary life, suggests that exhibitors exploiting this photoplay may give their showing added interest among church groups by inducing some clergyman of their city to mention its moral and religious, although non-sectarian, appeal from his pulpit.

Bank Ties-Up With "Stella Dallas" Ad

Offers to Loan the Price of Ticket on Advice of C. Perrin

THERE may be nothing unusual about a bank loaning money, but Manager C. T. Perrin of the new Colorado Theatre, Pueblo, Colo., induced the bank to loan money to persons who couldn't afford to pay for a theatre ticket when "Stella Dallas" played the Colorado.

One of the ads inserted in the local newspapers by Manager Perrin read as follows: "If I were Mr. McGovern, vice-president of the Southern Colorado Bank, I would loan the money to any one who could not see 'Stella Dallas' because of lack of funds."

On the opening day of the picture, the bank ran a ten-inch ad stating the bank would be glad to loan the money to anyone wanting to see "Stella Dallas," because they were of the belief that it was an exceptional photoplay.

The bank's ad helped to establish in the minds of the readers that if the bank would loan money to see a certain picture, it must be better than the usual run of pictures.

Colleen's Costume Supplies Buttons for Herald

Manager T. Y. Walker gave out 200 small novelty cards to help advertise "Twinkletoes" when that film showed at the Noble Theatre, Anniston, Ala.

Each novelty card had a button attached and the following copy, "Keep this as a Reminder of Colleen Moore in 'Twinkletoes.' One of Miss Moore's costumes has more than 3,500 buttons on it."

The cards went like "hot-cakes," so eager were the people to get something for nothing.

The fleet of cars ballyhooing "Skinner's Dress Suit" at the Tivoli Theatre, Chattanooga, as a result of a tie-up effected by Manager Rogers with a dry cleaning establishment

Baby Carriage Garage New Theatre Service Feature

THE problem of what mothers can do with their baby perambulators when they take the youngsters to the movies has been solved by James K. Bowen in the construction of his New Pergola Theatre, which was formally opened at 28 North Ninth Street, Allentown, Pa., on the evening of December 6. It was disclosed that in the construction of the theatre a compartment in the basement was set aside for parking baby coaches, bikes and kindred vehicles. This basement compartment is reached by a ramp built on a gradual incline which makes it easy for mothers to push the baby coaches down or up it. The entrance to the ramp is just off the lobby and close to the main entrance to the theatre. In the basement there is ample room for several hundred baby coaches. Bicycles also may be parked there. The theatre manager, D. Ellsworth Knorr, has given the public assurance that while mothers are taking in a show with their children their property will be perfectly safe.

An innovation in a theatre-department store tie-up was inaugurated in Atlanta last week with the parcel check service given by Loew's Palace and the new Bry's for the convenience of Yuletide shoppers. A check room is maintained at the theatre to which parcels can be sent from Bry's store. The purchaser tells the clerk, "Check the packages to the Palace" and receives a check which, when presented to the Palace check room after the show, draws the package.

Co-Eds Parade to Showing of "Collegians"

A parade of fifteen cars, supplied by a local dealer, threaded its way through the busy thoroughfares of Detroit and drew up in front of the Broadway Strand Theatre, where the occupants of the motors were bound to see an episode of "The Collegians," as a result of an effective tie-up arranged between the theatre and the automobile agency. The automobiles were heavily bannered with advertising for the theatre, the picture and the motor agency.

The banners on the cars announced that co-eds of the freshman class at the College of the City of Detroit welcome "The Collegians" to the Broadway Strand. Each of the cars was filled with the fairest of the freshman class, each charming specimen wearing one of the little green "peanut" hats borrowed from a freshman boy friend.

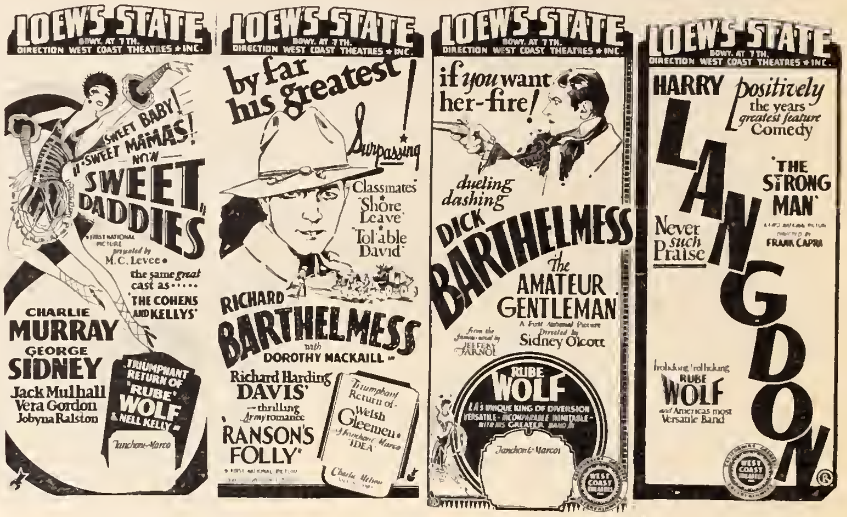
Display frames similar to the one shown above were placed on every job in and around Sandusky in which structural steel was being used when George Schade presented First National's "Men of Steel" at the Sandusky house which bears his name

The New Idea In Newspaper Ads

Personality and "Advanced Spirit" of Art Work Factors in Seat Selling Displays for Theatres

By ROBERT COLLIER

Publicity Director, West Coast Theatres, Inc.



Another group of West Coast Theatres, Inc., newspaper displays showing the compelling effects which characterize the layouts. The ads for "Sweet Daddies," "Ranson's Folly," "The Amateur Gentleman" and "The Strong Man," First National pictures, were in two-column measure

UNDOUBTEDLY one of the most salient features in connection with the past year of motion picture entertainment is the remarkable evolution of film merchandising through its most vital outlet:—i.e., newspaper advertising.

In line with the rapid advancement made in every branch of the picture industry, exemplified by the almost flawless technique found in all departments related to the completion of motion picture production, are the equally rapid strides made by leading exhibitors throughout the Nation in the intensification and diversification of "New Thought and Idea" newspaper advertising.

The general trend of the times is perhaps more clearly illustrated through the press mediums of the city of Los Angeles, the producing hub of the film world and where maximum newspaper advertising space has always been a prevailing vogue. The combined motion picture advertising space carried in Los Angeles papers over any period of time is known to surpass that of any other key city in the United States and the world at large.

West Coast Theatres, Inc., the largest intra-state theatrical circuit in the world, with general headquarters in Los Angeles, have been nationally complimented for keeping apace in the matter of "New Idea" motion picture advertising.

Art Department

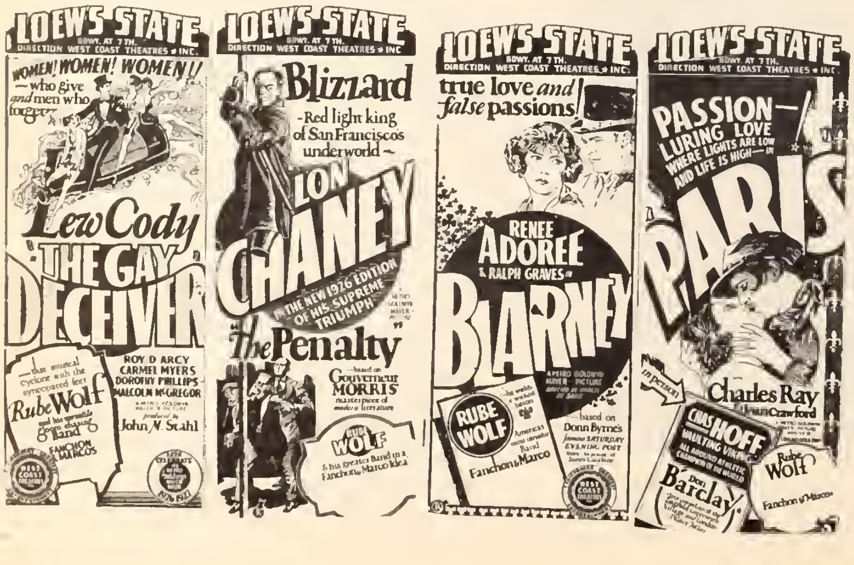
Under the direction of A. M. Bowles, General Manager of this gigantic chain of cinema palaces which reaches from Seattle to San Diego, an art department of unusual distinction and merit was instituted with Hubbard G. Robinson, nationally-famed artist, at its head. This department has been in operation approximately two and one-half years, but its influence today is one of the acknowledged factors in serving as a criterion for Pacific Coast motion picture newspaper advertising. The entire Southern chain of West Coast Theatres, Inc., comprised of some 125 theatres, is handled through this comprehensive and alert department. Newspaper ads, lobby material of all descriptions, art posters, pastels and cut-outs receive the personal attention of Mr. A. M. Bowles through his Art Director, Hubbard Robinson. It is believed that nowhere in the United States is there a more efficient and talented art department than that maintained by West Coast Theatres, Inc.

Strength of Layouts

Indicative of the intensification and diversification of newspaper advertising conceived and executed by the Art Department of West Coast Theatres, Inc., the accompanying layouts tersely illustrate examples of newspaper ad proofs, largely responsible for the consistent popularity enjoyed by Loew's State Theatre, Los Angeles, and subsequent follow-ups of other major houses of the extensive West Coast Southern chain.

The fact which characterizes the present high stage of West Coast newspaper advertising is the fact that their Art Director, Hubbard Robinson, under the personal supervision of A. M. Bowles, has incontestably exercised in ethical combinations all the established traditions of newspaper advertising, as for grace, harmony, strength, contract and the use of stirring, stimulating and interest-compelling seat-selling catchlines. It may be particularly noticed that the layouts other than being a harmonious pleasure for the eye become a geometrical and architectural combination of decorative art presenting to the public an ensemble of work marked by the same character of ultra-modernism in such scant use throughout American art centers. The work of Robinson has been consistently marked by his strong tendencies to forego traditional influence by injecting an eccentric personality or "advanced spirit" in all his creations. His newspaper layouts are noted for their striking originality in general form and composition and for his inherent commercial sales ability in creating ads that compel and demand attention. Variation in form, according to the temperament of the artist, finds adequate expression in the accompanying motion picture newspaper ads.

The Art Department of West Coast Theatres, Inc., has consistently received the laudation of such eminent celebrities as Joseph Schenck, Norma and Constance Talmadge, Elinor Glyn, Colleen Moore, Harry Langdon, John McCormick and the late Rudolph Valentino.


LOEW'S STATE
BDWY. AT 7TH.
DIRECTION WEST COAST THEATRES ★ INC.
WOMEN! WOMEN! WOMEN!!
—who give and men who forget
Lew Cody
"THE GAY DECEIVER"
ROY D'ARCY
CARMEL MYERS
DOROTHY PHILLIPS
MALCOLM McGREGOR
produced by John M. Stahl
—that musical cyclone with the syncopated feet
Rube Wolf
and his versatile gloom chasing Band
FANCHON & MARCOS
1926 1927
LOEW'S STATE
BDWY. AT 7TH.
DIRECTION WEST COAST THEATRES ★ INC.
Blizzard
-Red light king of San Francisco's underworld~
LON CHANEY
IN THE NEW 1926 EDITION OF HIS SUPREME TRIUMPH
"The Penalty"
—based on Gouverneur MORRIS' masterpiece of modern literature
RUBE WOLF
& his Greater Band in a Fanchon & Marco Idea
LOEW'S STATE
BDWY. AT 7TH.
DIRECTION WEST COAST THEATRES ★ INC.
true love and false passions!
RENEE ADOREE
& RALPH GRAVES in
BLARNEY
A METRO GOLDWYN MAYER PICTURE
—based on Donn Byrne's famous SATURDAY EVENING POST story
RUBE WOLF
Americas most versatile Band
Fanchon & Marco
WEST COAST
LOEW'S STATE
BDWY. AT 7TH.
DIRECTION WEST COAST THEATRES ★ INC.
PASSION—LURING LOVE WHERE LIGHTS ARE LOW AND LIFE IS HIGH—IN
PARIS
Charles Ray
Joan Crawford
in person
CHAS HOFF
ALL AROUND ATHLETIC CHAMPION OF THE WORLD
Don Barclay
Rube Wolf
Fanchon & Marco

Vigorous display and the strength of their selling points are features of the newspaper ads for West Coast Theatres, Inc. Above are shown reproductions of ads for "The Gay Deceiver," "The Penalty," "Paris" and "Blarney," Metro-Goldwyn-Mayer productions

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Puts Doughboys on Wheels as "Tin Hats" Ballyhoo

Bicycle riding is not only good exercise and sometimes a pleasure and a convenience, but it also serves as a street ballyhoo when properly handled. This is what Manager Ed. Harrison used to exploit "Tin Hats" when that film showed at the Rialto Theatre, Lincoln, Neb.

Three men wearing army uniforms, tin hats, and carrying full packs and rifles rode about Lincoln on bicycles for three days in advance of showing of the picture.

The first two days the men carried no signs to enlighten the public as to what it all meant, but on the third day they wore on their backs signs which read: "Tin Hats—Rialto—Next Week."

Short-Subjects and Serials

International Presents "Thrills of 1926"

IN the current issues of International News, Number 104, spectacular motion pictures of important events during the year just closing are shown under the head of "The greatest thrills of 1926."

Among the happenings picturized are those showing the rescue of the crew of the sinking steamship "Antinoe" by the crew of the American liner, "Roosevelt"; the eruption of Mauna Loa in the Hawaiian group; the flights over the North Pole of Byrd in the Josephine Ford, his Fokker plane, and of Amundsen in the dirigible, the Norge; the powder explosion at the naval arsenal in New Jersey last summer which resulted in a loss of $100,000,000; the salvaging of the submarine S-51, lost off Block Island; the disastrous attempt of Captain Rene Fonck on his New York-to-Paris flight by airplane; the Florida tornado disaster and other outstanding newsreel "thrills."

National Screen Service Has Laugh Month Trailer

National Screen Service, Inc., nationwide distributors of trailers and announcements, is cooperating in making a success of Laugh Month. This firm has created a trailer that is conceived and executed in keeping with the comedy spirit of January. The trailer may be secured by writing direct to any of the National Screen Service offices, located at: 130 West 46th Street, New York City; 845 So. Wabash Avenue, Chicago, Illinois; 1922 So. Vermont Avenue, Los Angeles, California.

Subscribers may obtain the trailer without cost, while the nominal price of $1.00 will be charged non-subscribers.

C. & C. Production Chief Preparing Future Product

William Brotherhood, production manager of Cranfield and Clarke, Inc., of New York, is at present in Toronto on his way to Trenton, to make preparations for the forthcoming product and the proposed new British company. His trip will be preparatory in nature and he will bring with him all the plans for erection of sets for coming productions.

Vera Steadman Opposite Dooley in Educat. Comedy

Vera Steadman will appear opposite Billy Dooley in a new Educational two-reel comedy to be directed by William Watson, who has directed all of the Educational-Billy Dooley comedies. Several novel twists in the story are promised by Hal Conklin, of the Christie scenario staff, who designed the plot.

Educat'ls Laugh Month Films

Best of Company's Product Released in January; All Stars Are Represented

EDUCATIONAL'S releases during Laugh Month will number vehicles from practically every star and featured player who distribute their product through this agency. In addition to the pictures released during December, exhibitors should have a representative line-up of short subjects for exhibition during this period, say Educational officials.

"Wild and Woozy," a Jimmie Adams comedy directed by Harold Beaudine, will be the first release of this month. "High Sea Blues," in which Al St. John is starred under direction of Stephen Roberts, will be marketed at the same time.

Following these two will be "Funny Face," starring "Big Boy," the three-year-old leading man. This is one of the Juvenile series directed by Charles Lamont and produced under the supervision of Jack White. Next is "Howy Duke," a Lupino Lane stellar comedy, directed by Norman Taurog who also wrote the story. Neal Burns' latest is "Break Away," the Christie comedy for the month in which the star is directed by Harold Beaudine.

Edna Marion and George Davis are featured in "Busy Lizzie," the second Mermaid comedy of the month. Lloyd Hamilton's latest comedy is "Peaceful Oscar," directed by William Goodrich. Three Cameo comedies are also included in the Laugh Month releases. They are "Hot Cookies," featuring George Davis; "Dear Season," featuring Bud Duncan and "High Spirits," featuring John Sinclair.

Three Life Cartoon Comedies and two Felix the Cat animated cartoons form laugh features for the month in one-reel form. "The Peaceful City," "Mike Wins a Medal," and "Soft Soap," are the Life Cartoons, while "Felix the Cat Dines and Pines," and Felix the Cat in "Pedigreedy," are the two new animated comedy subjects from the Pat Sullivan Studios.

"A Cluster of Kings," Lyman H. Howe's Hodge-Podge subject for the month, also is suited for a Laugh Month program because of the clever and humorous touches given to what otherwise might be serious subject matter.

Other subjects which will be relased include one subject each in the Curiosities series series, one in the Bruce Scenic Novelty series and the usual Kinograms news reel, released twice weekly. "Steamer Day," "Tropical Twilight," is the new Bruce subject, while "Highlights" is the title of the Curiosities release.

Rock Inaugurates Production Program

Joe Rock returned to Los Angeles this week, following a sojourn of one month in the East. Coincident with the producer's return he will inaugurate an intensive production program which will be carried through until next summer. He made arrangements during his visit in New York for the distribution of a total of forty pictures to be filmed during 1927. Half of this number will be comedies.

Money Makers for 1927

NOW READY FOR INDEPENDENT EXCHANGES

A Series of 10-2 Reel
ADVENTURE STORIES

The Fortune Hunters
with
Kenneth McDonald
and Clara Horton

A Series of 2 Reel
INTERNATIONAL DETECTIVE STORIES
with
LIGHTNIN'
(The famous police dog)
and
Eileen Sedgwick
in the stellar role

Released by SUN PICTURES CORP.
220 WEST 42nd STREET - - - - - NEW YORK

Pathe's January Nine Schedule

Mack Sennett and Hal Roach Comedies Head List of Short Subject Offerings

THE second week of Laugh Month finds Pathe offering a Hal Roach comedy starring Charley Chase, a Mack Sennett “Smith Family” comedy, and the usual one reel subjects, “Sink or Swim” an Aesop's Fable, Topics of the Day, “Rollin' Along,” a Sportlight, Pathe Review, Pathe News and a two-reel chapter of “The House Without a Key.”

“Smith's Pets,” is the title of the Mack Sennett comedy in which Raymond McKee, Ruth Hiatt and Baby Mary Ann Jackson are featured. Alf Goulding directed. “Many Scrappy Returns” is the title of the Roach two-reeler in which the star is supported by a well-known cast. James Parrott directed under the supervision of F. Richard Jones.

“Sink or Swim” is the current Aesop's Film Fables offering of animated cartoon comedies. The week's Sportlight, “Rollin' Along” assembles the wheel devices since the first days of the bicycle; the rolling thrillers of the past in contrast with the modern racing, with and without a motor-pace. Some of the champions who still draw great crowds are portrayed.

“The Spotted Menace” is the current chapter (Number 8) of the mystery serial, “The House Without a Key” co-starring Allene Ray and Walter Miller. The story was adapted by Frank Leon Smith from the Saturday Evening Post story by Earl Derr Biggers and directed by Spencer Bennet.

Topics of the Day No. 2 offers the latest wit and humor assembled from the four corners of the earth. In Pathe Review No. 2 some fascinating subjects are presented—“Sky Painting,” the beauty of the skies as seen by a camera artist; “Satisfying France's Sweet Tooth;” The source of France's sugar supply—a Pathecolor unit showing natives harvesting the sugar cane fields of the West Indies; “Fashions of 1927,” the forecasts of Irene Castle, America's best dressed woman. Pathe News Numbers 6 and 7 offer topical scenes of last minute world events.

Sennett Pathe Units Busy on New Two-Reel Comedies

Three Mack Sennett production companies are now at work at the Los Angeles studio and others are set to start very soon on new comedies for Pathe release. Madeline Hurlock and Eddie Quillan are being featured in a comedy of college life. Earl Rodney is directing them and their support comes from Ruth Taylor, Barney Hellum and William Searby. The Smith Family, Raymond McKee, Ruth Hiatt and Mary Ann Jackson, are still encountering difficulties in one form or another, this time in a candy store. Ben Turpin is making another small town comedy with Peggy Montgomery, his leading lady. Supporting roles are portrayed by Sunshine Hart, Irving Bacon and William McCall. Ralph Cedar is directing.

Sun Pict. Releasing Series of Ten Two-Reelers

Sun Pictures Corporation through Sam Efrus announces that a series of ten two-reel productions, known as “The Fortune Hunters” and featuring Kenneth McDonald and Clara Horton, has been completed and is ready for immediate distribution to independent exchanges. Each of the pictures is a story complete in itself. There are also on hand a series of two-reel international detective stories featuring Eileen Sedgwick and “Lightning,” the police dog.

“Smith's Picnic,” New Mack Sennett Farce for Pathe

Another domestic comedy of the Smiths, the screen family whose members, Raymond McKee, Ruth Hiatt and little Mary Ann Jackson, are to be seen in the Mack Sennett marital farces released by Pathe, is “Smith's Picnic.” In this current comedy is also a bevy of bathing girls, selected by Sennett.

Chas. Chase Santa Claus in Pathe Holiday Comedy

Charley Chase impersonates old St. Nicholas in his current Hal Roach-Pathe comedy, “There Ain't No Santa Claus.” Eugenia Gilbert appears as Charley's leading lady and Noah Young, Mickey Bennett and Kay Deslys are members of the supporting cast. James Parrott directed.

Comedy stills from the Pathe two-reeler, “Smith's Picnic”

Sterns' “Laugh Month” Offer

Twenty-one Comedies Ready for Release; Prints in “U” Exchanges

STERN BROTHERS offer for release during Laugh Month twenty-one two-reel comedies which ordinarily would be marketed from January to May but which the company has completed for release during January in order that exhibitors may get the full benefit of showing these films during the national laugh period. Prints of these pictures are now in the Universal exchanges.

Included in the group announced are “By George,” “George Runs Wild,” and “Backward George” of the “Let George Do It” series adapted from the George McManus cartoons; Sid Saylor plays the name role. Six comedies of the “Excuse Maker” series are offered; they are “What'll You Have?” “What's Your Hurry?” “Some More Excuses,” “Be My Wife,” “She's My Cousin” and “Keeping His Word.” Charles King and a number of pretty girls are seen in this series.

The five Buster Brown comedies available for Laugh Month are “Buster's Picnic,” “Buster's Sleigh Ride,” “Buster's Dark Mystery,” “Lookout Buster” and “Buster Don't Forget.” The four “Newlyweds and Their Baby” comedies, with baby Snookums, supported by Ethlyne Clair and Sid Saylor, are “Snookums' Playmate,” “The Newlyweds Build,” “Snookums Disappears” and “Fishing Snookums.”

The three “What Happened to Jane” comedies for Laugh Month are “Jane's Flirtation,” “Thanks For the Boatride” and “Jane's Honeymoon.”

In addition to the new releases offered by the Stern Brothers, there are many more two-reelers of these several series, already released this fall and early winter. There are at least four of each series available during Laugh Month. Included in this list is the holiday picture “Snookums' Merry Christmas.”

Burns, Duffy and Joyce in “Break Away”

Neal Burns, Jack Duffy and Natalie Joyce have just completed a new Christie comedy for Educational release under the direction of Harold Beaudine. It has been titled “Break Away.” A specially selected beauty chorus enhances several of the theatrical episodes, it is said.

Geo. Davis and Edna Marion Complete “Busy Lizzie”

George Davis and Edna Marion have completed production work on “Busy Lizzie,” a new Educational comedy. A large cast of supporting players aids in the fun-making.

National Laugh Month Now Under Way

Everything Possible Being Done to Sell Idea to the Public; Newspapers and Radio Broadcasting Stations Cooperate

WITH hundreds of theatres throughout the country participating in the National Laugh Month celebration by advertising Laugh Month in general, and their short subjects in particular, this season's Laugh Month is off to a flying start! Beginning this week and for the remainder of January the country, as far as theatres, newspapers and radio are concerned, is and will be blanketed with comedy and the gospel of Laugh Month.

Laugh Month has been and is being sold to the public 100%, and it behooves every showman with box-office ambitions to climb aboard the band wagon that is parading for him. He can cash in now or any other time in January on the tremendous amount of publicity that is being given Laugh Month.

Here are some of the things that have been done to sell Laugh Month to the public so that the exhibitor may benefit: King Features Syndicate, the largest newspaper syndicate in the country, supplying almost 1,000 of the biggest dailies in the country with comic strips, have sent out material in mat form to every one of their clients. One of the mats is a half-page ad on "Bringing Up Father" and Laugh Month. This already has appeared in many big newspapers, and it probably will appear in your city soon. King Features also sent a letter to every managing editor on its list calling his attention to the advantages of boosting Laugh Month.

Humorous incidents from the Fox Imperial comedy, "Madame Dynamite"

Mirth-provoking highlights from "Cool Off," an Educational Christie comedy release

The National Laugh Month Committee has sent a clip sheet containing stories and editorials on Laugh Month to every daily newspaper in the country. This clip sheet also contained proofs of fifteen Laugh Month illustrations that will be furnished to newspaper without charge.

Every newspaper comic-strip artist and every newspaper columnist in the country has been sent a personal letter regarding Laugh Month, and many have signified their intention of devoting one or more of their strips or columns to spreading the gospel of Laugh Month. For instance, C. W. Kahles, who draws "Hairbreadth Harry" for the Philadelphia Public Ledger Syndicate, serving over a hundred newspapers, will devote every one of his strips during the third week in January to Laugh Month. "Dib," creator of "Danny Dingle," for King Features, will devote his strips of January 5th and 6th to Laugh Month. This is just a sample of the early returns.

The movie fan publications will carry special Laugh Month layouts and stories in their issues on sale during January. They are devoting big space to the idea. Among the publications lined up are Photoplay, Motion Picture Classic, Screenland, Film Fun, Cinema Arts and several others. The N. Y. Times Mid-Week Pictorial, a periodical with a nation-wide circulation, is carrying a two-page layout on Laugh Month.

Nine national radio broadcasting stations will broadcast special Laugh Month programs. This number will probably be swelled to twenty stations when returns from the entire country are in—a number which means blanket coverage of the radio listeners of the United States. The stations that already have made preparations for special Laugh Month broadcasts are WHN, Loew's State Theatre, New York; WMCA, McAlpin Hotel, New York; WRNY, Hotel Roosevelt, New York; WOR, L. Bamberger & Co., Newark, N.J.; WPAP, Palisade Amusement Park, Palisade, N.J.; MBCN, Southtown Economist, Chicago; WIP, Gimbel Brothers, Philadelphia; WGHB, Chamber of Commerce, Clearwater, Fla., and KFNF, Henry Field Seed Co., Shenandoah, Iowa.

Regional committees composed of the branch manager and salesmen of every exchange handling short subjects have been formed and are working in every key city in the country. These committees are doing everything possible in their power to put the idea over in their local territories and are ready to help any exhibitor who wants to participate.

Laugh Month press sheets are in the hands of every theatre manager in the country. The pages of the press sheet are cram-jam full of ideas by use of which the biggest cinema palace in the land or the smallest show house in the smallest town can swell its box-office receipts. A full line of accessories, such as banners, three-sheets, one-sheets, pennants, slides, buttons, trailers, window cards, etc., are available. Laugh Month mats will be sent without cost to any exhibitor requesting them. The cuts are furnished at cost.

Everything possible has been done for the exhibitor. It's up to him NOW to sweep the tide towards his own box-office.

Resume of Current News Weeklies

KINOGRAMS, NO. 5249: Washington—Oil jury acquits Fall and Doheny on conspiracy charge; Minneapolis—Fastest ice boats in country turn out for first practice spins of season; Glacier, B.C.—With famous Swiss as guide, girl climbers brave 8,000-foot glacier; Auray, France—Nation presents tablet to town commemorating visit of Benjamin Franklin, first U.S. Ambassador to France, 150 years ago; New York—Sixteen more famous Tiller dancing girls arrive to invade American chorus ranks; New York—Mrs. Peral Hinshaw, winner of movie essay out of 700,000, sails on world tour as her reward; Philadelphia—Sesqui camels are purchased by zoo and are taken to new home; Fredericksburg, Va.—Tomb of Washington's mother, Mary, is decorated by order of Queen of Roumania; San Diego, Cal.—Spitfire VI hangs up two new world's records in thrilling motorboat race; New York—Huge task of handling Christmas mail in G.P.O. is shown at its height.

KINOGRAMS, NO. 5250: Amritsar, India—Holy Diwali Day brings great hordes of sikhs to special services at Golden Temple; Philadelphia—Water tank falls and cuts big factory in half, killing four; New York—Gene Tunney plays Santa and helps pack toys for Salvation Army; New York—Largest bell in America, made for Philadelphia department store, arrives from England; New York—Motorcycle police don Sam Brown belts and use armored machines in war on bandits; Giverny, France—"Tiger" Clemenceau, over eighty, walks to cemetery at funeral of his friend, Monet, famous artist; New York—Red ball goes up in New York and expert skaters do their stuff; Chicago—Persian cat show produces finest feline specimens in country; Los Angeles—Society teams on coast clash in thrilling polo game.

KINOGRAMS, NO. 5251: St. Louis—Rogers Hornsby is traded to Giants for Frisch and Ring; Belgrade, Jugoslavia—Impressive ceremony is held as bodies of General Putnik and other war heroes are returned from France; New York—Rural New Yorkers, eastern bowling champions, train for bowling congress in Peoria; Philadelphia—Biggest bell in America arrives from England and is hoisted to department store tower as memorial to founder—Philadelphia—Zoo keeper trains new kangaroo arrivals from Australia to do clever jumping tricks; Opalocka, Fla.—Florida holds its first bathing beauty parade to celebrate opening of new swimming pool; Red Bank, N.J.—First ice-boat race of season is won by Say When in ten-mile contest for Commodore Cup.

KINOGRAMS, NO. 5252: San Antonio, Texas—Five huge amphibian army airplanes start on 20,000-mile hop around South America; Shanghai, China—Cantonese troops save family of Russian refugees from death at hands of rebels; Washington—President and Cabinet attend special Christmas services and Mrs. Coolidge aids Salvation Army poor; Middleboro, Mass.—Only elk farm in America is started by farmer to meet demand for delicate meat; Miami Beach, Fla.—Swimming is made compulsory part of high school girl training with daily exercises on beach; Yokohama, Japan—Youthful Nipponese adopt American methods as top-spinning becomes latest boys' fad; Seattle, Wash.—*"Tusitala,"* last remaining full-rigged ship in U.S. Marine, sails to Baltimore with cargo of lumber; Kenova, W.Va.—Floods weaken huge span across Sandy River and bridge falls into swollen current; Los Angeles—Tremendous reception is given Will Rogers by motion picture stars when famous cowboy wit is inaugurated as Mayor of Beverly Hills.

INTERNATIONAL NEWSREEL, NO. 103: Hilton, N.Y.—Celebrate 200 years of happy married life; Niagara Falls, N.Y.—Record snow fall adds new beauty to Niagara; Chicago, Ill.—Queens of tabbyland picked for New Year; Athens, Greece—Greek army swears to uphold new government; New York City—Ogden H. Hammond, American Ambassador to Spain, returns with his wife, for a brief holiday; Maryville, Mo.—Here's an interesting glimpse of Charles H. Grakelow, Grand Exalted Ruler of the Elks; San Francisco, Cal.—Golden Gate sees first oriental grid battle; Richmond, Va.—Clergy of Old Dominion honor new leader; Berlin, Germany—Exciting sulky races lure German turf fans; New York City—Marine Corps combat team in thrilling bayonet "battle"; Los Angeles, Cal.—Salt Lake City, Utah—Santa up-to-date discards reindeer for airplane.

INTERNATIONAL NEWSREEL, NO. 104: Red Bank, N.J.—Speediest ice boats in first race of season; Miami, Fla.—Winter bathing queens seek crown; Bessemer, Ala.—Dixie grid champs seek Pacific honors; Kansas City, Mo.—Masonic nobles dedicate million-dollar temple; Philadelphia, Pa.—Mammoth English noise-maker arrives in Quaker City; Chicago, Ill.—Birdland opera stars in melody contest; Detroit, Mich.—Leading Detroiters turn newsies to aid Santa; Paris, France—Latest Paris fashions in blue-blooded pups; South Jacksonville, Fla.—Moving day for army of alligators; Baltimore, Md.—New auto device makes parking easy anywhere; International Newsreel presents greatest thrills of 1926—Commander Richard E. Byrd takes Old Glory to top of world; Expedition led by Captain Roald Amundsen and Lincoln Ellsworth complete aerial conquest of Pole; liner Roosevelt rescues sinking freighter Antinoe's crew in raging storm; U.S.S. America burns at her dock while undergoing repairs; Men of U.S. Navy salvage submarine S51, lost with all her crew; Greatest of powder explosions in Naval Arsenal in New Jersey; Most devastating tornado causes appalling ruin in Florida; Non-stop flight between New York and Paris ends in tragedy when Captain Rene Fonck's plane goes up in flames; Tremendous eruption of Mauna Loa volcano spreads appalling destruction through Hawaiian countryside.

INTERNATIONAL NEWSREEL, NO. 1: Tokio, Japan—Mikado of Japan dies at early age of 46; Rockmart, Ga.—Southern flyers in disastrous smash-up; New York City—Noted folk as Santa's aids help make Christmas merry; Washington, D.C.—Chief Justice Taft acts as Kris Kringle's agent for his tiny granddaughter; Pompano, Florida—Thousands flock to opening contests and get excitement aplenty; Chicago, Ill.—Ice speedsters race in season's first meet; Philadelphia, Pa.—Quaker City fans happy as Eddie Collins returns; Augusta, Ga.—Home town backs "Ty" Cobb accused in ball scandal; Brooklyn, N.Y.—Old Nick understudied stork and delivered ten babies at one hospital on Christmas Day; San Antonio, Texas—U.S. planes hop off on Pan-American flight; In the Rockies—Huge new plows cut way through snow-bound roads; Baltimore, Md.—Wire-walker trains above yawning street chasms.

FOX NEWS, VOL. 8, NO. 24: San Diego, Cal.—New world's record is set as speedboats race for Elgin Cup in national championships; Washington, D.C.—Ex-Secretary Albert B. Fall and Edward L. Doheny, acquitted in oil inquiry, congratulate each other; Miami, Fla.—All hands turn to the task of re-launching many ships cast far ashore by tropical windstorm; Philadelphia, Pa.—No place to go with Sesqui closed, 3 camels from Sahara decide to move to the City Zoo; Pebble Beach, Cal.—Nation's foremost stars of links compete for open golf title on course along Pacific Ocean; Atlanta, Ga.—25,000 school children march in a parade that opens drive to raise million to advertise city; San Antonio, Tex.—$1,600,000 Olmos Dam, constructed to prevent a recurrence of floods, is completed and dedicated; Northern Ontario—Canadian snows are so deep children can't go to school—so school goes to them, on wheels; Mexico—Prussian Prince Henry, seldom filmed, is a guest at the German Embassy. New York University, N.Y.—Co-eds send Yuletide kisses by mail to their sweethearts; Alaska—Thrilling round-up of vast reindeer herd.

FOX NEWS, VOL. 8, NO. 25: Washington, D.C.—Capital's first cold snap transforms Lincoln Memorial Lagoon into a skating rink for kids; In day's news—Judge Landis elected baseball czar for next seven years, at $65,000 a year; Santiago, Cuba; Many Americans attend dedication of monument commemorating battle of San Juan Hill in 1893; Giverny, France—Claude Monet, great painter, is buried—and Cleumenceau, his life-long friend, is chief mourner; New York City—Thousands of dolls from every state in Union are gathered to be given to children of Japan; Rome, Italy—Vatican Mosaic School filmed for first time; Chicago, Ill.—Back-fence tabbies are excluded as aristocrats of feline world compete in national championship; St. Moritz—Fashionable throng from Europe and U.S. flock to Swiss mountain resort for winter sport season.

FOX NEWS, VOL. 8, NO. 26: San Antonio, Texas—Five giant air service planes start on 18,000-mile good-will trip to 20 Pan-American nations; Miami, Fla.—What well-dressed girls will wear in 1927 on Southern beaches is shown in fashion parade; Northampton—Smith College students try hand at "roughing it" in mid-winter excursion to snow-clad mountains; New York City—A glimpse into studio of Leon Gordch, famous in America and Europe for his society portraits; Chasm of Montserrat—Inaccessible region in Spanish Pyrenees is at last surveyed from air; Louisiana—Ditches to drain east swamp lands are dug by dynamite charges, set in long line and exploded; Colorado—Many thousands of wild jack-rabbits, pests of prairie, are caught in big drive by farmers; how a musical comedy chorus is rehearsed.

PATHE NEWS, NO. 1: Washington, D.C.—House Naval Committee approves measure recommending $140,000,000 expenditure for strengthening of defense force; Johannesburg, So. Africa—All the city's youngsters club together for a grand garden party; New York City—Gene Tunney aids Santa Claus; Chicago, Ill.—Crowned baseball czar again; Milo, Me.—Hold joint golden wedding celebration; Bucharest, Roumania—Roumanian clergy "bless the water" for the coming year; Manchester, N.H.—They must be training to swim to the Pole; New York City—33 lose lives when boat sinks in Hudson River; Los Angeles, Cal.—Gas while you wait; In the air—Navy's intrepid birdmen vie in formation flying; Kelso, Wash.—Lumberjacks find giant charges of high explosives will root out toughest snags; Austin, Tex.—Celebrate "Safety Week" with monster parade; West Plains, Mo.—Ozark's Chamber of Commerce holds convention; Richmond, Va.—Install new Catholic bishop.

Opinions on Current Productions

MacMillan in Greenland—Kent and Rice

(Pathe Review No. 52—One Reel)

THIS is an excellent Pathe review. First it includes some excellent shots by Paul C. Warren, of Chicago, mate of the schooner *Sachem*, of Commander Donald MacMillan's expedition to Greenland. It shows details from the New England start to the arrival at the northern destination. They are at all times interesting records of the trip and characterized by excellent photography and choice of subjects shown.

Kent, England, is a Pathecolor picture of the first established kingdom of the Saxons. In the southeastern part of England it offers rare opportunity for a discriminating photographer to get mighty beautiful pictures and the Pathe cameraman is such a one. His results are bound to please the movie-goer who loves thoroughly artistic pictures.

"Laboring for Life" shows how rice is grown to support the lives of China's three hundred and fifty million people. Human life and labor being cheap, naturally machinery is not employed. This picture shows the cultivation of rice to its harvesting and preparation for the table.—PAUL THOMPSON.

"Where Friendship Ceases"

(Pathe-Aesop Fable—One Reel)

MICE and then mice; they over-run the December 26th Fable. And the victims are Tom the cat and Farmer Al. First they put the cat out of business, then attack Al. He chases them through water pipes, in and out of bureau drawers, upstairs, downstairs, all over the house. Finally, as a sort of crowning insult, they fasten some twine to his leg, with the other end attached to a flivver. But the twine leads in and out of banisters around tree trunks, etc., so that when the auto starts, poor old Al is busy traveling at top speed on a course that would make jealous the creators of the average scenic railway. Reported last seen going over an adjoining hill top at top speed, but bound to report back for the next Fables issue.

One thing about these animated cartoons must arouse admiration and that is the ingenuity that the creating artists must possess to make fifty-two of these a year and never repeat. Some are more entertaining than others, but the average is remarkably high and it is rarely that you do not get something out of them. —PAUL THOMPSON.

"Many Scrappy Returns"

(Pathe-Hal Roach—Chase Comedy—Two Reels)

(Reviewed by Paul Thompson)

THE whole trouble started when Eugene Palette and his screen wife, Anita Garvin, went to the home of their film-in-laws, Charley Chase and Eugenia Gilbert. If they had not started a quarrel just as the four were sitting down to dinner and broken up the party it never would have happened. In this case "it" is not Elinor Glyn's definition of personality or what have you. Rather it means the fight that followed in the other house and the mixup with the two maids. But it was in the stars and so presumably had to happen. When the Chase dinner was ruined he and Eugenia determined to stage a quarrel in the other house just to shame their host and hostess. That might have been alright if Eugene Palette had not been philandering with the French maid who had a jealous husband-chef. Charley got the blame for it all until the very end and it looked as though the divorce mills would have to grind overtime until the thing was finally straightened out.

The latter part of the farce made one think of the old French farces usually domestic in nature with innumerable doors through which various characters enter and disappear with uncanny skill in just missing each other. It is an unusnally ambitious two-reeler and has many quite amusing situations. James Parrott directed under F. Richard Jones' supervision. In addition to the four players mentioned above, the aesthetic and effete Bull Montana, Amber Normand and Valentina Zimini lend their histrionic assistance.

"Smith's Pets"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

THE moral of this one of the "The Jimmy Smiths" series seemingly is do not attempt to live in a house with a baby, dog and pet pig: that is if there are neighbors within hearing distance. It was not entirely the fault of Jimmy (Raymond McKee) because a rural uncle had sent the young porker as a gift, and being soft-hearted naturally Jimmy had to bring the pig up. But with the baby and the dog it was almost too much and as the landlord was a grouch anyway no wonder they had to move out. If you do not think that a trio of responsibilities such as enumerated above can cause trouble you should see where Director Alf Goulding has devised enough situations to keep several families in trouble.

The latter half of the picture at the railroad station en route to the ancestral home of the pig is enough to disrupt any self-respecting railroad and this particular movie one unquestionably goes into the hands of the receiver. But not before it has paid several dividends in laughs. Raymond McKee, Ruth Hiatt and Baby Mary Ann Jackson as a typically American family naturally continue to co-star. One reason they are so amusing is because they represent everybody's neighbors or everybody himself.

"Travels in Toyland"

(Fox Variety—One Reel)

SURELY a most appropriate and timely release is this, dealing with the making of toys in Germany. First, a long row of different types of dolls is shown, then the various steps in the manufacture of these. How they are put together, painted, wigs attached, hair bobbed, etc., etc. As in Nuremberg, the famed toy-city, it is not factory manufacture in the sense of machines, but rather the employment of individual workmen and women. In many cases the work is done in homes and then assembled in one factory. To children of every age, and that includes all of us, from birth to death, this sort of picture must appeal. For fitting finale scenes what would be a show window with groupings of mechanical dolls doing various things are photographed. It is quite true that the subject of this Fox Variety is not new but, on the other hand, it is a never-failing source of interest and surprise.—PAUL THOMPSON.

"A Sport Calendar"

(Bray-Novelty—One Reel)

GRANTLAND RICE and J. L. Hawkinson had better look to their laurels. Here is a series of pictures showing the various sports at every season of the year. Starting in the north with tobogganning in January, the cameraman hies himself south for the sports of the winter traveler. And so on through each of the twelve months. The shots selected are good and make a decided appeal. The inclusion of this short subject in any program cannot fail to score because it is different and all-comprehensive.—PAUL THOMPSON.

"Even Up"

(Bray-Fistical Culture—Two Reels)

(Reviewed by Paul Thompson)

HERE is provided one of the most complete melanges, potpourri or combination of many college pictures possible within the two-reel limit and the result is quite satisfying. Again it is the last-minute-to-play proposition with the hero coming through and delivering to the obvious satisfaction of not only the celluloid spectators from his own college but of that wider and bigger audience of moving picture fans. The whole thing has been done times without number before but rarely on such comparatively few feet of film and the condensation helps quite a bit. Lewis Sargent is featured as the Freshman who is not to be denied his place in the football sun and the sun of the fair Wanda Wiley's screen affections. His superman football playing ability is rather more legitimate than is usually true of these cinema football heroes because he comes to this particular college having made a lasting name on the gridiron at his prep school. William Henry Cook so has it in his story, and Joseph Basil, the adaptor and title-writer, has honored Cook's premise.

Before he can win the game, however, the gods have decreed that he must be kidnapped on a motorcycle and imprisoned in the fraternity house of the rival college. From this he escapes by the chimney, reversing Santa Claus' route and mounting the motorcycle after he has vanquished two of his captors. He gets in the game but is knocked stiff. The amazingly penetrating voice of the sirenic Wanda in the stands brings him back to life and the game. Final score naturally is in favor of Washington College, Lew's alma mater. Lew and Wanda, Henry Roquemore and Alice Belcher "are among those present."

Albert Herman wielded the megaphone.

"The Musical Parrot"

(Pathe-Fables—One Reel)

FARMER AL is transported from his usual habitat, a bucolic setting, and set down in a pool parlor where he is playing billiards with his pet cat, Tom. I do not wish to be hypercritical, but I do feel most strongly that the mentality of the majority of animated cartoon characters would be more apt to be limited to pool of the two-and-a-half-cents-a-cue variety. It would be more consistent just as one might expect to find Felix playing dominoes rather than chess. The billiard game is not on the level anyway, as the cat substitutes a billiard ball which is hollow and contains an insect which makes accurate shooting by the farmer impossible. A lovelorn parrot with his screeches makes playing difficult at best. The parrot, still in his gilded cage, is thrown out of the window and joins forces with the monkey of a mendicant musician. Then ensues the pursuit.

Start your New Year right (this is released January, 1927) and see this one. You will be amused.—PAUL THOMPSON.

"Anything Once"

(Pathe-Hal Roach-Mabel Normand Comedy—Three Reels)

(Reviewed by Paul Thompson)

ONCE more the effervescent Mabel Normand as the star of a Hal Roach comedy. Again a poor slavey, this time the clothes-presser for a tailor. Delivering a fancy dress which she has practically ruined to a wealthy widow aiming at an alliance with an impecunious European prince, Mabel decides, on the rejection of the dress, to attend the party herself. She does, and captures the heart and hand of the princeling. The latter, on seeing his proposed fiancee, whose re-made and lifted face has fallen and gone to pot through anger, decides that his prime minister can offer up himself on his country's altar and marry the wreck for the promised money. As for him, he will do in screenland what Lew Cody decided to do in real life; make Mabel his bride.

The comedy is remarkable for the well-known names of players listed. Starting with the star, this includes James Finlayson, Max Davidson, Theodore Von Eltz, Gustav von Seffertitz, Nora Hayden and Leo White. Hal Yeates directed under Richard Jones' supervision. To show how elaborate the piece is, even the costumer is mentioned by name. That is because of the set where the ball is staged at which the prince and Mabel fall with and for each other.

It is not as clever as her more recent vehicles but despite a comparative paucity of new ideas proves to be fairly good entertainment.

"The Lost Soul"

(Universal-Bluebird—One Reel)

HERE is an ingenious idea that is quite cleverly carried out. It is not that it is so strikingly new or original, but it differs so from the ordinary run of so-called comedies that it is worthy of comment. Charles Puffy, Universal's corpulent comedian, and Elsie Tarron are the featured players as man and wife. Harry Sweet directed. Two young married people are in the throes of a senseless quarrel. Puffy appears in the guise of a spirit or ghost. He tells them the tale of his own marital mishaps. How he and his wife, preparing for a party, quarrel and his threatened attempt at suicide. His wife thinking him dead, telephones to the "other man" and explains that now they can be married. Then Puffy unintentionally does kill himself. He comes to the young couple to tell the sad tale and point a moral about the stupidity of quarreling. They take the lesson to heart and are reconciled.

It is a simple story but quite well done. The double exposure process of course, creates the visible yet shadowy figure of the fat comedian telling his story. Then the full strength film of the tale he is telling. Francis Corby directed the piece, which is scheduled for January 19th release.—PAUL THOMPSON.

"Hop Along"

(Universal-Bluebird—One Reel)

THIS is a simple little tale of how Arthur Lake was told by his professor that he could not go to a masquerade party, did go, and returned to find the professor sitting up waiting for him. What could be more naive? The answer is nothing. We do not even know whether Arthur was expelled or what happened to him. All we do know is that he went as a Scotchman wearing kilts, got his knees all covered with ink stains and was a target for the bean shooter of the girl's playful young brother. As the talented and beauteous Ethel Barrymore has so feelingly said so many times: "That is all there is; there isn't any more." At least there is no danger of the brain fag that Ibsen and some of the other Scandinavian or Russian dramatists such as Tchekov cause in our trying to follow their clinical-room analysis of social disorders. And for this we may, I presume, be grateful to Director George Summerville and whoever assumes the responsibility for the story. It is an airy trifle and as such, difficult for a heavy-handed critic to comment on. Sufficient that Arthur Lake is a convincingly youthful Freshman.—PAUL THOMPSON.

"The Bathing Suitor"

(Fox Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

OF course I cannot conceive of a Hebraic bathing-suit manufacturer being caught with a stock of out-moded, old-fashioned bathing suits on his hands. But if you do not accept this premise there will be no picture, for it all tells of how these are unloaded. The son dresses up as a woman cop and threatens all the one-piece darlings with arrest if they do not substitute long sleeves and skirts. Having the only store on the beach with such garments the answer is obvious. It hardly needs such an object lesson to impress on the mind of the average man of today the advantages of modern bathing suits (for women) over those worn one or two decades ago. But there is the advantage of seeing several samples of the new to drive home even more effectually the lesson to be taught.

Franklyn Ardell and J. Walter Rubens teamed up for the story and scenario. They are responsible for the sequence where an Irish buyer of bathing suits is nearly seduced into buying by being gorged with corn beef and cabbage by the wily manufacturer and his son. But alas, the plot goes wrong. Who gets the credit or blame for the bathing beach scenes with the pursuit of the son who put over the scare the program says not. Possibly Directors Zion Meyers and Gene Forde working under George E. Marshall's supervision. To Assistant Director (think of it, four men for the two reels!) Max Gold must go the credit for the love interest. What Cameraman William Williams did except turn the crank is also left in doubt.

The cast: George Harris, Barbara Luddy, William Engle, Frederick Sullivan, Lou Stern. Directors, authors, etc. (see above). Two Reels—released January 9.

"The Dude Desperado"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

FRED GILMAN makes his first appearance in golf knickers and causes a bit of a shock to his moving picture admirers and followers. But this is not for long because not many feet of film have been unwound before we find him again in chaps on a horse instead of in a smart automobile and doing his usual hard and fast riding to the succor of the harassed heroine. The father of the girl had told him he might consider a proposal for her hand if he could make good running the paternal ranch. The first thing out of the box he is held up by the bad man of the neighborhood, made to change clothes with the villain and surrender his car for the horse of the desperado. Then, being mistaken for this cutthroat, he is compelled to establish his own identity, rescue the heroine and capture the villain before all's well with the world. As this having taken place before Christmas it meant the right kind of Yuletide for Fred Gilman, Universal, Paul Gulick, Henry Bate and others interested in Mustang comedies.

The public must wait until January 29th before they are privileged to see Gilman do his stuff.

"By George"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

THERE has probably been no one of the series of "Let George Do It" in which there was more justification for the title than this particular release. Sid Taylor, who is featured, certainly is permitted to "do it," do it being playing the role of chef, butler, ladies' maid and chauffeur. The family of his sweetheart are ambitious socially which accounts for "George" (or Sid) being compelled to assume the rôle of so many servants. The most embarrassing of all is, as a supposed maid, when he is called in to assist one of the feminine guests undress. Fortunately he is rescued by the daughter of the house in time to spare him and us greater embarassment. When the villain elopes with the girl Sid profits by the multiplicity of his duties because he is the chauffeur on the car of the elopers and consequently can and does thwart this plot. It ended as it should with the crooked suitor in the hands of the police and hero and heroine en route to the minister. Presumably they were happily married and lived ever after. If the marriage proved to be the bore so many do, it seemed "forever after" anyway.

Francis Corby directed the comedy, which will be released January 26.

"Sure Fire"

(Educational - Vernon Comedies — Two Reels)

(Reviewed by Paul Thompson)

BOBBY VERNON in pursuit of his girl is compelled to follow her to France and then to Italy, all this to the great disgust of her father who is trying to lose him, but naturally to the satisfaction of the girl herself. Many and varied are the experiences of the comedian before the end of this Christie comedy. The real excitement comes in the land of Mussolini where Bobby is captured by a band of highwaymen whom he later captures almost single-handed and turns over to the authorities. One ingenious scene is where these bandits are buried in a sand bank so that their capture is comparatively easy, the sand being piled up by the wheels of the car stuck in the sand.

For a two-reel offering a lot of care and expense have been gone to for results. The settings and costumes are unusually lavish. Earle Rodney has directed the star and the following players: Frances Lee, Andy Clyde, Billy Fletcher, and William Irving. Rodney was an actor in Christie comedies and because of his ability and grasp of the moving picture game was given the opportunity to wield the megaphone in this, his first production. Seemingly the promotion was justified. We may look for more Vernon comedies under his direction with a certain equanimity judging by his maiden effort.

"Balloon Tired"

(Educational-Life Cartoon—One Reel)

ALWAYS rivals until the end of time Mike, the hero, and High-Hat Harold, the villain, this time find their rivalry in an automobile race. Not content to gamble on the comparative merits of their cars and their respective driving ability, what does the villain do the night before the race but give Mike's car a few hypodermic injections? Mike discovers this but succeeds in bringing his automobile back to life with an antidote of milk. Then the race. Early in this contest one of his balloon tires becomes dislodged and Mike has to pursue and recapture it on a bicycle. In the meantime the kid manages to get out on the track, dodge the speeding racers, climb into Mike's car, which up to now seems to have been radio-controlled, and win the race. Needless to state Mike has replaced the missing tire, regained his seat in the car and claims Myrtle's hand as a result of the kid's cleverness and gets it.

Difficult as the task is in an already crowded field of animated cartoons it looks as though this series under the sponsorship of the weekly humorous magazine, Life, were making a place for itself.—PAUL THOMPSON.

"Sink or Swim"

(Pathe-Fables—One Reel)

THIS one of the Aesop's Fables is a tale of the sea, of daring and heroism worthy of the late Joseph Conrad, that master teller of sea tales. All the jungle seemingly has determined to go bathing, which means no privacy for the love-making of Milton Mouse and his adored Nita. Hence the broad bosom of the ocean is sought for their tete-a-tete, water-wings bearing up the timid girl friend. A shark punctures these and then it is a question of heroic rescue on the part of Milton and the co-operating life-guard. Before the finale is reached there is a duel to the death between Milton and a sword fish in which, needless to state, the fish loses. And then to land and that fabled "happy ever after" state supposedly symbolic of matrimony whether of mice or men.

It is an unusually ingenious and amusing one of the series that has made movie history.—PAUL THOMPSON.

One Hour of Love

But Not of the Elinor Glyn Brand

(Reviewed by Paul Thompson)

IT is dangerous business making stalwart young construction engineers fall in love with you just to satisfy your vanity because you may fall yourself and also be penalized when he seeks revenge for his humiliation. Consequently it is fair to assume that Jaqueline Logan will never pull that trick again even if movie-wise it did turn out all right. It looked for a while as though Robert Frazer would have to marry her anyway to "make an honest woman" of her after she had spent the night in his quarters. But, as it proved, he had surrendered his luxurious home to her and sought refuge in his office from which the dam building operations were conducted. That helped a lot, because marriages of convenience do not leave a pleasant taste in a moviegoer's mouth and after all Jaqueline was a good girl, only a bit spoiled and wilful. She was peeved because Robert, being the overlord on her father's property, had seen fit to lay down the law to her and determined to make him propose with her three chums as witnesses to the proposal. Naturally Robert was sore. He drove them out into the rain and then began one of those hectic neck-kissing assaults that theoretically at least could have only one ending.

It is a simple ingenuous tale that is well acted for the most part by quite a good company, with good photography.

The Cast: Jaqueline Logan, Robert Frazer, Montagu Love, Taylor Holmes, Duane Thompson, Mildred Harris, Hazel Keener, William Austin, Henry Sedley, Billy Bletcher. Director, Robert Florey. Scenario, Sarah Y. Mason.

THEME: Spoiled society girl makes her father's construction superintendent propose but falls in love with him

PRODUCTION HIGHLIGHTS: Construction of dam background; torrential flood and rescue of villain by hero. Jaqueline Logan's performance.

EXPLOITATION ANGLES: Well-known names in cast. Comedy as well as drama interest.

DRAWING POWER: Good.

Length, 6,500 feet. Released January 15, 1927.
Produced and distributed by Tiffany Productions, Inc.

Scenes from F.B.O.'s "Her Father Said No," a screen story by H. C. Witwer

An old melodrama of by-gone days comes to the screen dressed up and modern. It is the Fox Films release, "Bertha," the Sewing Machine Girl"

Loco Luck

Wherein Man-Dog-Horse Team-Work Wins Out

(Reviewed by Paul Thompson)

ART ACORD working on an oil derrick! No, it can't be true. It is though, but not for long, because the demands of Alvin J. Neitz's story, "The Eyes Have It," made into a movie by Isadore Bernstein, puts him back into his more familiar chaps before many feet of film have been unwound. That is as it should be, for otherwise how could we adapt ourselves to a Western hero for six reels wearing the dungarees or overalls of an oilfield worker? And then, too, where would his dog and horse fit in a commercial thing like an oil field? That much used and justly highly regarded commercial and industrial asset plays its part, however, because on the homestead of the girl in question oil has been found which will make them all wealthy. The money which Art won in the cross-country race, disconcerting and discomforting the villain, was important but only temporarily; the oil find was the all-important thing and its discovery by the hero was much more important than anything else that took place in the story.

Not a pretentious Blue Streak Western but fillled with action and hard riding, especially the actual race, even if it did seem to go on forever.

The Cast: Art Acord (star), Fay Wray, Aggie Herring, William A. Steele, Al Jennings, George Grandee, George Kesterson, George Marion. Director, Cliff Smith. Author, Alvin J. Neitz. Adaptor, Isadore Bernstein. Scenarist, Doris Malloy. Camerman, Eddie Linden.

THEME: Ex-cowpuncher-oil worker wins cross-country race, discovers oil on property of his true love and generally routs villain.

PRODUCTION HIGHLIGHTS: Cross-country race. Oil country atmosphere.

EXPLOITATION ANGLES: Unusual cast of players. Simplicity, yet holding power of story.

DRAWING POWER: Fairly good.

Length, 4,827 feet. Released January 23, 1927.
Produced and distributed by Universal.

Bertha the Sewing Machine Girl

Out of the Mauve Decade Comes a Thriller

(Reviewed by Paul Thompson)

YEARS ago almost without number a series of ten-twenty-thirty thrillers from the pen of a German-American, Theodore Kremer, made a fortune for a theatrical firm named, Sullivan, Harris and Woods. Kremer and Sullivan are dead; Sam Harris and A. H. Woods are two of the most successful and prolific of Broadway managers. Among the aforementioned thrillers which made a fortune for those concerned with the production was "Bertha the Sewing Machine Girl." And now after all these years, through the agency of William Fox, comes this picturization of the melodrama with the inevitable "and the villain still pursued her" theme. With the advent of the modern couturier of Paris and Fifth or Park Avenue with the pulchritudinous models, one of the foremost of which the ex-Third Avenue sewing machine girl becomes, the picture possibilities of the play far transcend those of the original Bowery melodrama.

The piece is filled with an interesting sequence of well-selected and well-photographed episodes and scenes from the sweat shop of the beginning through the fashion show, the country night club scenes and the motor boat and train race with the private yacht that leads to the finale. All concerned have done meritorious work and the piece should score anywhere.

The Cast: Madge Bellamy (featured), Allan Simpson, Sally Phipps, Paul Nicholson, Anita Garvin, Farrell MacDonald, Ethel Wales, Arthur Housman, Harry Bailey. Director, Irving Cummings. Author, Theodore Kremer. Scenarist, Gertrude Orr.

THEME: Melodramatic story of sweatshop girl who rises to affluence.

PRODUCTION HIGHLIGHTS: Sustained interest of story. Bellamy and other players' acting. Good photographic settings of typical New York story.

EXPLOITATION ANGLES: Elemental love story a la Laura Jean Libbey of poor girl, seducing villain and rich man hero.

DRAWING POWER: Good.

Produced and distributed by Fox Film Company.
Length, 5,242 feet. Released December 19, 1926.

Depicted herewith are sequences from the Tiffany production, "One Hour of Love"

Her Father Said No

So He Gave Up His Chance for the Title

(Reviewed by Paul Thompson)

HERE is an H. C. Witwer pugilistic, physical-culture picture that I recommend. It is filled with amusing and convincing situations and well acted by the principals and the lesser players. And obeisance to Danny O'Shea for his interpretation of the prize fighter who gives up the profession with the lightweight title in sight because he loves the girl whose father disapproves of prize-fighting. Instead the pugilist opens a sort of Freddie Welsh, Summit, New Jersey, health-farm and gets his revenge there by putting father and the society "boy friend" through all the rigors of such an establishment and any one who has ever played an engagement at Welsh's place or that of Muldoon or Bill Brown knows just how strenuous such a regime can be. In the end, naturally, Danny gets Mary O'Brien because her father can't help himself. But then I think he will find that the O'Sheas make good son-in-laws and Mary seems happy s why should he or we worry?

Here is an amusing, well-told story that practically never flags in interest though it might possibly be cut a bit in the physical-culture, rest-farm sequences.

The Cast: Mary Brian, Danny O'Shea, Al Cooke, Kit Guard, John Steppling, Frankie Darro, Gene Stone, Betty Francis. Director, Jack McKeon. Story, H. C. Witwer. Continuity, Al Boasberg (he also did the titles). Cameraman, Lyman Broening.

THEME: Prize fighter who gives up profession to win society girl. Manages health-farm where he revenges himself (physically) on opposing father.

PRODUCTION HIGHLIGHTS: Many. Convincing prize fight atmosphere of training camp and actual bout, idea of girls getting story on radio (shots show actual fight) health-farm scenes, etc, etc.

EXPLOITATION ANGLES: Witwer has popularity (with public). Good, clean prize-fight story, also a human interest yarn with adoption of boy waif and the love story itself.

DRAWING POWER: Should be excellent.

Produced and released by F.B.O.
Length, 6,908 feet. Released March 27, 1927.

Scenes from "Loco Luck," a Universal production

Butterflies in the Rain

They Try to "Frame" Laura La Plante

(Reviewed by Paul Thompson)

ANDREW SOUTAR'S story plays as though it had been the result of reading the works of Michael Arlen, for here again we encounter "these charming people" who are so integral a part of not only English but of American society. Laura La Plante, member of the English aristocracy, with extremely modern ideas in regard to marriage and relationship between the sexes, largely a result of the world war, is the heroine. She falls in love with her neighbor (James Kirkwood), who comes from an entirely different stratum of society. She leaves him at the end of a month's honeymoon, not that she is not in love with him, but because it is the smart, sophisticated thing to do. A trip with some "rotter" free-love friends to Spain is her excuse.

It is an interesting story and well told by actors and director with the camera-man playing an important role. Not that it can be regarded as exalted literature or possessed of any lasting qualities, but it does hold the spectator from start to finish.

The Cast: Laura La Plante, James Kirkwood, Dorothy Cummings, Robert Ober, Oscar Beregi, Dorothy Stokes, Edwards Davis, Edward Lockhart, James Anderson, Clarence Thompson, Rose Burdick, Robert Bolder, Ruby LaFayette, George Periolet, Grace Gordon. Director, Edward Sloman. Author, Andrew Soutar. Scenarist, Charles Kenyon. Cameraman, Gilbert Warrenton.

THEME: Comedy drama of aristocrat with radical ideas in regard to marriage and her alliance with man from different social sphere who sacrifices everything for her and saves her for a reconciliation and happy outcome.

PRODUCTION HIGHLIGHTS: Society drama with human appeal. Good acting, good photography.

EXPLOITATION ANGLES: Play up "How the other half lives" and loves or doesn't. The great mass of people are interested in that phase of life.

DRAWING POWER: Good.

Produced and distributed by Universal Pictures Corp. Footage, 7,319. Released February 6, 1926.

Highlights from "Desert Valley," a Fox Films offering of the Western type

Dramatic highlights from Metro-Goldwyn-Mayer's "Valencia"

Jim the Conqueror

William Boyd More Than Justifies the Title

(Reviewed by Paul Thompson)

HERE is good entertainment. It is not the most intellectual or high-brow variety, but a simple story of a man and a girl well acted by the featured players, William Boyd and Elinor Fair, and their support, including good old villainous Tully Marshall and equally despicable Tom Santschi. Peter B. Kyne is responsible for the story which Will M. Ritchey has adapted for the screen. It is one version of the age-old Montague and Capulet tale of a Romeo whose father is a sheep-ranch owner shot by the uncle of the Juliet, the latter inheriting the cattle-ranch adjacent to Romeo's property. Twice they meet in Italy when they are making the "grand tour" but they are just glimpses of each other; enough, however, for them to fall in love. Then at a Long Island shore resort they actually do meet.

As said before, it is the simplest kind of story, but it is interesting and well done. For a matter of fact, it is better done than most of the recent Metropolitan Pictures releases. Some mighty good camera shots characterize the piece, not only the two Italian episodes, the fashionable hotel and bathing beach sequence, but in practically all the western desert pictures. The latter are what one expects rather from scenic or travelogue films where nature is supposedly starring without any humanity in the support. The romance of the two leading characters is refreshing and convincing. While the piece drags a bit half-way through, there is so much that is good that this is negligible.

The Cast: William Boyd and Elinor Fair (both featured), Walter Long, Tully Marshall, Tom Santschi, Marcelle Corday. Director, George B. Seitz. Author, Peter B. Kyne. Adaptor, Will M. Ritchey. Photographer, Hal Rosson.

THEME: Love story between man and girl whose families are embroiled in a cattle-sheep war.

PRODUCTION HIGHLIGHTS: Beautiful backgrounds. Charm of love story. Good acting of whole cast.

EXPLOITATION ANGLES: Peter B. Kyne's national reputation as a story teller.

DRAWING POWER: Should be excellent.

Length, 5,324 feet. Released January 17, 1927. Presented by John C. Flinn. Produced by Metropolitan Pictures Corp. Distributed by P.D.C.

Valencia

Slight and Hardly Up to the Mark

(Reviewed by Laurence Reid)

THE new entry of Mae Murray's has a sort of mythical kingdom flavor about it, but in order to carry it away from the realm of fancy its sponsors have given it a Spanish setting. As a story to hold one in a tight embrace it falls wide of the mark—for there is scarcely any narrative. What little appears, touches upon a triangle with a Castilian gob and a Governor having it out for the love stakes.

The star has the role of a dancing-girl—a role which calls upon the blonde Mae to indulge in plenty of frolicsome capers. What else develops has to do with the bad Governor placing a monkey-wrench in the romantic machinery so that the sweethearts will register despair before the happy ending.

With the picture handicapped through a weak plot, most of the interest falls upon the backgrounds and other technical details. Mae Murray and Lloyd Hughes act spiritedly. The subtitles hinder rather than help the action and characters.

The Cast: Mae Murray, Lloyd Hughes, Roy D'Arcy, Max Barwyn, Michael Vavitch, Michael Visaroff. Director, Dmitri Buchowetzki.

THEME: Romantic drama involving a triangle between a street girl, a sailor and a governor—with the latter coming off second best.

PRODUCTION HIGHLIGHTS: The star's spirited performance. The separation of the couple. The ship atmosphere. The backgrounds. The general production values.

EXPLOITATION ANGLES: Capitalize upon the famous song, using it as musical background. Play up Mae Murray's dancing ability. Bill as romantic drama of Spain.

DRAWING POWER: Title has tremendous pulling power. A generous display of stills should tease them. O.K. for average houses everywhere.

Produced and distributed by Metro-Goldwyn. Length, six reels. Released December, 1926.

A few of the highlights from Universal's "Butterflies in the Rain"

Suspenseful episodes in the Producers Distributing Corporation release, "Jim the Conqueror"

Desert Valley

In Which Buck Jones "Shoots the Works"

(Reviewed by Paul Thompson)

BUCK JONES, being sorry for the cattle that lacked water, did the obvious thing. They were not his cattle nor was it his water but knowing that a bullet from his forty-five would penetrate the water pipe that crossed the desert he altruistically shot a hole in the aforesaid pipe. Result: water for the parched cattle and trouble for himself and J. W. Johnston, father (in the picture) of Virginia Brown Faire, who was fighting the grasping, villainous Malcolm Waite. He was a villain alright, because he not only wanted to crush her father, but corral the daughter also.

Before this happened, however, there was much doing. Buck is jailed, locks his captor in the cell, rescues the girl in a sand-storm, outwits the Sheriff and his deputies, climbs many roofs, stages a fight in a wagon with the villain which carries on indefinitely

There is a lot of humor from the start, with Buck stealing some savory pies just cooked and put to cool by Virginia's maid; tieing the hands of a deputy sheriff, placing the unfortunate on his (Buck's) own horse, Silver, and setting him loose with the posse in pursuit under the impression he is the sought-for jail-breaker and general trouble causer. Exhibitors or movie fans will not go wrong on this Buck Jones offering.

The Cast: Buck Jones (starred), Virginia Brown Faire, Malcolm Waite, J. W. Johnston, Charles Brinley, Eugene Pallette. Director, Scott R. Dunlap. Novel by Jackson Gregory. Scenario by Randall Faye.

THEME: Itinerant cowboy who secures water from grasping monopolist for cattlemen and wins hand of the daughter of the ringleader of latter.

PRODUCTION HIGHLIGHTS: Mojave Desert backgrounds. Buck Jones' acrobatic performance. Novel theme. Not much suspense but a good thriller.

EXPLOITATION ANGLES: Buck Jones' fame. Good melodramatic story.

DRAWING POWER: Good for Western fans.

Length, 4,731 feet. Released December 26, 1926. Produced and distributed by Fox Film Company.

The Silent Rider

Hoot Gibson in Entertaining Western

(Reviewed by Paul Thompson)

JUST why this Universal-Jewel takes the title it does I cannot imagine. But that is neither here nor there inasmuch as the picture based on the story, "The Red Headed Husband," by Katherine Newlin Burt, provides the star with an entertaining vehicle. "Red-head" would have been a much more appropriate name inasmuch as the heroine, Blanche Mehaffey, announces on her arrival at the ranch that she is looking for a husband who has red hair. Because of her attractiveness and the condition imposed, every cowboy and ranch hand endeavors to overcome the handicap Nature has imposed upon him and in some way approximate her condition. Hoot even tries henna to get the desired result. And all this time what the girl meant was she was looking for a recreant husband with a burnished thatch. She finds him and their child but being the villain he is promptly out of the picture and her life, so Hoot at the finish is in a position to take over a ready-made family. And I do not blame him.

It is an entertaining tale of the West and because it has a slightly different twist should score. Hoot is good. Blanche likewise, as are Otis Harlan and the others. Lynn Reynolds has done a good job directing Joseph Franklin Poland's continuity

The Cast: Hoot Gibson (starred), Blanche Mehaffey, Ethan Laidlaw, Otis Harlan, Wendell Phillips Franklin, Arthur Morrison, Nora Cecil, Dick LaReno, Lon Poff, Dick LeStrange. Director, Lynn Reynolds. Continuity and titles, Joseph Franklin Poland. Story by Katherine Newland Burt.

THEME: Cowboy (Hoot) unjustly accused of train robbery, exonerates self, wins heroine who is married to villain (conveniently killed) and mother of boy protegee of Hoot.

PRODUCTION HIGHLIGHTS: Ingenious twist to story. Conquest of ranch by the good-looking heroine-waitress. Finale round-up of villain and his gang by hero and sheriff's posse.

EXPLOITATION ANGLES: Hoot's popularity. The kid angle. Effective scenic backgrounds. Clean, interesting, plausible story.

DRAWING POWER: Excellent if worth is made known.

Produced and distributed by Universal Pictures Corp.
Length 5,808. Released January 2, 1927.

Comic high spots in "The Timid Terror," an F.B.O. release

Scenes from "Twinkletoes," First National's screen version of a story of London's Limehouse by Thomas Burke

Rough and Ready

Jack Hoxie Strikes Oil for Universal

(Reviewed by Paul Thompson)

ANOTHER western! While the tendency is to dismiss a picture with classifying it thus and saying that, of course, there is neither novelty of plot nor characterization to justify the expenditure of many words in regard to the offering, yet that is manifestly unfair. When a reviewer or theatre-goer stops to consider how few are basic plots for all plays or stories, how much more limited are the writers and producers of a type picture such as a western?

So in this piece in which Jack Hoxie stars, we have again the honest, hard-riding cowboy, the ranch owner threatened with the loss of his ranch through the machinations of the villain who not only hides his cattle so an adequate mortgage cannot be raised but also keeps secret the discovery of invaluable oil wells on the property; then the inevitable daughter of the distressed owner who is rescued at various times by the hero, falls in love with him and in turn is loved by him. For comedy relief, add the rough but honest-hearted pal of the hero with his love affair with the effete, eastern girl friend of the heroine.

"Rough and Ready" is like many of its predecessors, neither better nor worse; not characterized by any startling originality of acting, direction or photography. It will serve to while away an hour.

The Cast: Jack Hoxie (star), Ena Gregory, Jack Pratt, William Steele, Monte Montague, Clark Comstock, Marin Sais, Bert DeMarc. Director, Al Rogell. Story by Gardner Bradford. Continuity, William Lester.

THEME: "Rough and Ready" cowboy saving father of girl from villains trying to steal his cattle and oil deposits on ranch.

PRODUCTION HIGHLIGHTS: Hoxie's riding. His convincing attitude of roughness toward the "girl." Good photographic backgrounds for the action.

EXPLOITATION ANGLES: Hoxie popularity. Clean, convincing love-story with thrills.

DRAWING POWER: Good in program houses.

Produced and distributed by Universal.
Length, 4,409 feet. Released January 9, 1927.

Twinkletoes

Moving and Colorful—A Good Bet for Star

(Reviewed by Laurence Reid)

IT isn't very difficult selecting material for Colleen Moore. She has the charm and the necessary spirit to invest any role with sufficient color. Her latest, an adaptation of one of Thomas Burke's Limehouse stories, appears to be right up her street. It has personality and pathos and humor—and while it offers its faults, one of which is a poor ending, the picture, nevertheless, succeeds in clicking very well.

It's a story of the slums and care has been taken not to make it too realistic. Which is something of an error insofar as being faithful to Limehouse is concerned. Yet it has its Burke flavor. His heroines must love fiercely and not too well; they must taste sorrow and despair. And so Miss Moore does her dances, has Limehouse on its collective feet shouting for her—develops an affair with a married pugilist of Poplar before there is a happy ending. It presents the star with a well-rounded characterization —and she makes the most of it. Her support, consisting of Kenneth Harlan, Lucien Littlefield, Warner Oland and Tully Marshall is good. Its backgrounds are excellent.

The Cast: Colleen Moore, Kenneth Harlan, Tully Marshall, Gladys Brockwell, Lucien Littlefield, Warner Oland, John Philip Kolb, Julanne Johnston, William McDonald. Director, Charles Brabin.

THEME: Melodrama of Limehouse—with young girl having her trials and sorrows before she finds happiness.

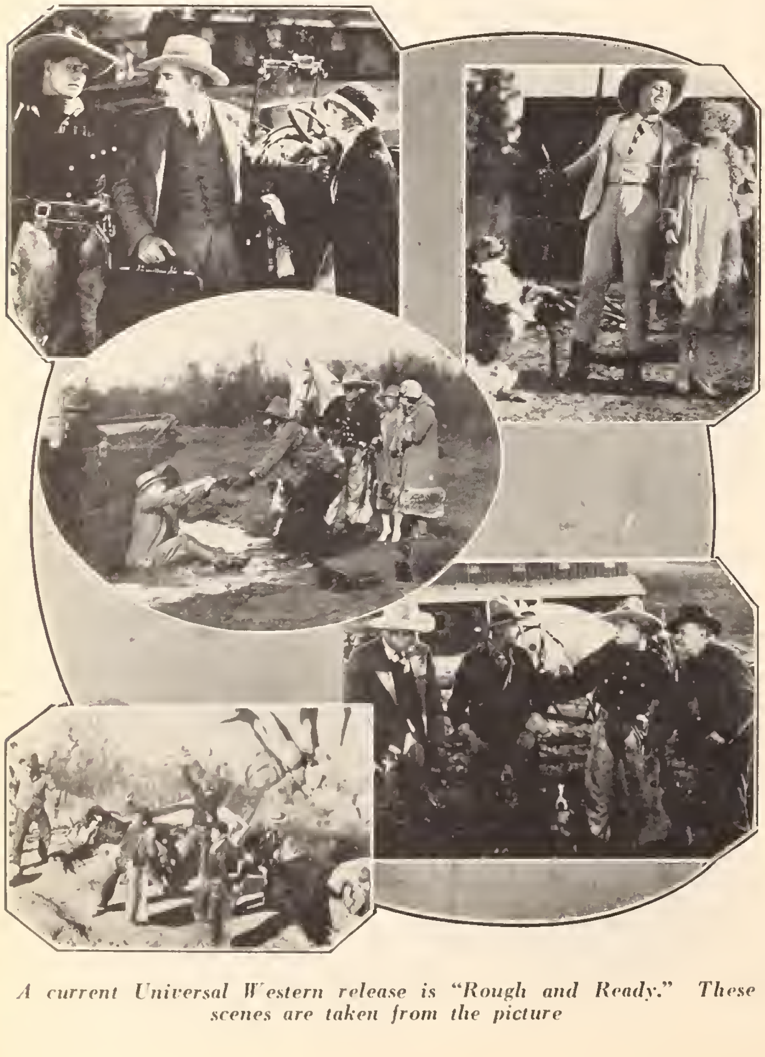
PRODUCTION HIGHLIGHTS: The fine performance by star. The good support by well-balanced cast. The dancing episodes. The Limehouse backgrounds and atmosphere. The incident. The romance. The suspense.

EXPLOITATION ANGLES: Use plenty of stills of star in her various costumes. Play up her name and the others. Bill as interesting film of Limehouse. Tease the titles. Stage atmospheric prologue if the size of your theatre warrants it.

DRAWING POWER: Suitable for all first-runs and other types of house. Star and title of picture will draw them.

Produced and distributed by First National.
Length, six reels. Released December, 1926.

A quartet of stills from "The Silent Rider," a Universal Western



A current Universal Western release is "Rough and Ready." These scenes are taken from the picture

The Timid Terror

O'Hara Gets His Nerve Back and the Job

(Reviewed by Paul Thompson)

IT needed the loss of his job and the threatened loss of his girl to wake up George O'Hara and start him really going. And how he did travel once this awakening had come. He not only violated all speed laws getting his browbeating boss to the station to catch the train for Cleveland, but every other social and economic law by telling the self-same boss where he got off. Then for a climax to board the fast-moving Twentieth Century Limited and not only get his job with the firm back but the promotion to a managership to which he aspired. He was a fast worker when he got started, but like his Ford taxi-gift he needed cranking to really get going.

George O'Hara has a likable screen personality and it is regretable that this vehicle is in some curious way unsatisfactory. The idea is an amusing one but from my own viewpoint its possibilities are not realized.

There are several quite ingenious touches such as O'Hara's inheriting from a newly-become-rich taxicab friend the latter's car. How he rips off the meter and uses it as his longed-for automobile with quite natural mistakes of it being taken still for a public conveyance; his two experiences at the country club, one when he is snubbed by all the club attendants and secondly when he comes back filled with resentment and sureness of self. Yet the piece leave the spectator dissatisfied; it does not hold you nor does it ever quite get over and you are unhappy because you feel that it should have.

The Cast: George O'Hara (Star), Edith Yorke, Doris Hill, Rex Lease, George Nichols, Dot Farley. Director, Del Andrews. Screen play by Gerald C. Duffy. Story by Walter A. Sinclair.

THEME: Awakening of young clerk to demand and secure preferment ability entitled him to.

PRODUCTION HIGHLIGHTS: Star's convincing type study. Automobile ride in which the regeneration is accomplished.

EXPLOITATION ANGLES: Simple everyday story with the personality of O'Hara accentuated.

DRAWING POWER: Good.

Produced and distributed by F. B. O.
Length, 4,872 feet. Released January 9, 1927.

Redheads Preferred

And as Usual She Represents Trouble

(Reviewed by Paul Thompson)

RUNNING true to form, this particular redhead, Marjorie Daw, even if it is only a wig, creates trouble. But then with a precedent by such illustrious ladies as Cleopatra, Helen of Troy, Zaza, DuBarry, et al., this Tiffany production is merely consistent. To get to the reason at once and have it over with, Theo Von Eltz goes to a masquerade with the out-of-town buyer, Raymond Hitchcock, whose signing the contract depends on his being entertained. This necessitates deceiving the bridal Marjorie Daw. But with one of the amazing coincidences peculiar to movies, Marjorie is a school-girl friend of the philandering Vivien Oakland, Hitchcock's "lady friend." Learning that her husband is going on the party she puts on the red wig that supplies the title. Add the jealous wife of Hitchcock, Cissy Fitzgerald, of the wink, and an equally jealous husband for Vivien Oakland, Charles A. Post, and we are all set. You unquestionably can figure out the complications and the solution for yourself.

Hitchcock, reminiscent of his musical-comedy days, has the all-important role as the out-of-town buyer with a desire to cut loose, the sort of man for whom Mayor Walker paternally closed the night-clubs at three a.m. Amusing mannerisms that date back easily a quarter of a century and that fit most snugly into the movie characterization.

The Cast: Raymond Hitchcock, Marjorie Daw, Theo Von Eltz, Cissy Fitzgerald, Vivien Oakland, Charles A. Post, Leon Holmes, Geraldine Leslie. Director, Allan Dale. Story by Douglas Bronston.

THEME: Domestic farce-comedy. Philandering husbands who get in wrong; the hero quite innocently through trying to get a contract signed by his customer.

PRODUCTION HIGHLIGHTS: Hitchcock's comedy scenes. The masquerade ball. Good cast of principals.

EXPLOITATION ANGLES: Hitchcock's fame as musical-comedy star. Laugh-possibilities of piece.

DRAWING POWER: Fairly good for program showing.

Produced and distributed by Tiffany Productions, Inc. Length, 5,300 feet. Released January 1, 1927.

A varied assortment of shots from "Sin Cargo," a Tiffany production

Interesting camera angles depicting the drama to be found in "Tell It to the Marines," a Metro-Goldwyn-Mayer special

Bad Man's Bluff

Buffalo Bill, Jr., Does His Stuff Again

(Reviewed by Paul Thompson)

PAUL BRYAN, the author of this story, proves that Shakespeare is absolutely wrong, for there is a great deal in a name. Buffalo Bill, Jr., was christened "Zane Castleton" when he came into the moving-picture world and as such was betrothed to Molly Malone, alias "Alice Hardy." Their parents had some fool idea that regardless of any predilections or ideas they might have when they grew up, they should marry each other. As it turned out this was alright, but it was a long gamble. Moreover, the guardian of the girl to get the property, or for some such devilish reason, had the second villain, the "Bad Man" of the plot, take that same name and pose as the predestined bridegroom. They might have gotten away with it if the actor with the historic name of Buffalo Bill had not come along in his flivver to spoil it all. You see, when his father died, everything but the unsalable flivver was gotten rid of to try to satisfy the creditors.

"Bad Man's Bluff" will do what other similar, inexpensive productions have for producer Lester F. Scott, Jr., and that is make money. It understandably lacks characterization or any real depth of emotional or intellectual appeal but why should it have such handicaps?

The Cast: Buffalo Bill, Jr., Molly Malone, Frank Whitson, Robert McKenzie, Wilbur McGaugh, Grace Wood. Director, Alvin J. Neitz. Story by Paul Bryan. Continuity by Betty Burbridge.

THEME: Usual heroic rescue by poor but honest cowboy of harassed heroine, rich in cattle and lands and love (for the hero) from dastardly, moustached villain, with young love triumphing in the end.

PRODUCTION HIGHLIGHTS: Hard to discover.

EXPLOITATION ANGLES: Buffalo Bill, Jr.'s growing popularity in this sort of piece.

DRAWING POWER: Good in neighborhood houses.

Presented by Lester F. Scott, Jr. Produced by Action Pictures, Inc. Distributed by Associated Exhibitors through Pathe. Length, 4,441 feet. Released December 26, 1926.

Tell It to the Marines

—And Hard-boiled Chaney Does That Thing

(Reviewed by Paul Thompson)

THE sea-soldiers or land-sailors landed alright and, without knowing about subsequent box-office statements, I imagine "they have the situation well in hand." They should, if they have not. Here is a picture that easily shares with "Old Ironsides," "Faust" and "The Fire Brigade" the distinction of being one of "the pictures," not only of the month but the season. No matter what its propaganda intent, an intent that brought the thorough co-operation of the government in the filming of the story, the result is a straight-from-the-shoulder tale that never flags in interest and is as well done as any picture of recent months within my ken.

Credit for the result must go several ways. George Hill did an admirable piece of directing (surely here is the happiest augury for worth-while things from his megaphone), Lon Chaney, make-upless, contributes to his amazing portrait gallery one of the most effective studies imaginable in the hard-boiled sergeant of Marines who damns, yet really loves, the never-ceasing line-up of rookies, and William Haines in a well-nigh perfect characterization of the fresh "smart alec" recruit "made" by the service. Eleanor Boardman's role as the navy nurse is one making few demands on her ability so there is little but the damning "adequate" to attach to her performance.

The Cast: Lon Chaney, William Haines, Eleanor Boardman, Eddie Gribbon, Carmel Myers, Warner Oland, Mitchell Lewis, Frank Currier, Maurice Kains. Director, George Hill. Author, E. Richard Schayer. Editor, Blanche Sewell.

THEME: Life of the Marine Corps. Love story of a recruit and a sergeant for nurse in the service.

PRODUCTION HIGHLIGHTS: Many. Convincing story well told, directed, acted, photographed. Shots on battleship worthy "Potemkin." In Tondo and China, graphic thrilling melodrama pictures of best type.

EXPLOITATION ANGLES: Chaney's fame. Marines' ditto. Not only a thrilling but instructive picture.

DRAWING POWER: Should be splendid.

Length, 8,800 feet. Released December 23, 1926.

Produced and distributed by Metro-Goldwyn-Mayer.

Action stills from the Pathe Western release, "Bad Man's Bluff"

Highlights from "Redheads Preferred," a Tiffany presentation

Sin Cargo

A Sea Story Not in the Conrad Manner

(Reviewed by Paul Thompson)

MELODRAMA galore is provided in this Tiffany picture by Leete Renick Brown. And I am bound to say that it is good melodrama that holds you and has you guessing to the very end. The moral, if moral there be, seemingly is do not ship a cargo of jazz-mad fox-trotting blondes (or other colors at choice) with their boy-friends.

It all happened because the hero, with that trusting nature and simplicity of soul characteristic of sailors, brought in a Chinese idol filled with pearls for his boss, the brother of his beloved. Caught with the goods by the customs men, the hero pays the penalty because he cannot explain with any degree of satisfaction how the pearls happened to be there. Loss of his license as navigator, a five-thousand-dollar fine, and naturally he takes the first job he can get, on the villain's sea-going auxiliary loaded down with liquor, women and a radio. Thus he is in a position to rescue the heroine who has agreed to surrender to the villain's importunities (without benefit of clergy) to save her careless, check-signing brother from going to jail. Brother makes amends by blowing up the yacht.

It is a wild tale but well directed and acted and does appeal as most melodramas do.

The Cast: Shirley Mason, Robert Frazer, Earl Metcalfe, Lawford Davidson, Gertrude Astor, Pat Harmon, William R. Walling, Billy Cinders, James Mack, K. Nambu. Director, Louis J. Gasnier. Scenario by John Frances Natteford. Story, Leete Rennick Browne.

THEME: Villainy of the jazz age versus the rugged honesty of a sailor.

PRODUCTION HIGHLIGHTS: Sea shots. Shirley Mason's acting. Melodramatic suspense. Jazz revels on private yacht.

EXPLOITATION ANGLES: Play up melodramatic angles of smuggling, simple love story, good acting and good photographic background. The cast also provides you with something worth playing up strongly.

DRAWING POWER: good.

Produced and distributed by Tiffany Productions.

Length, 6,100 feet. Released December 1, 1926.

Studio Briefs

An O. Henry comedy of two reels, "Roses and Romance," is now going into production at the West Coast studio of Fox Films. Carol Lincoln and Leslie Fenton have the leads under the direction of Jess Robbins.

Buck Jones begins work soon on "Whispering Sage," a story of the desert by Harry St. Clair Drago and Joseph Noel. The scenario for this new Fox Films drama was written by Harold Shumate.

The cast of "A Kiss in a Taxi," Bebe Daniels' next starring comedy for Paramount, has been augmented by the addition of Eulalie Jenson. Rose Burdick and Elwyn Raffeot have also been engaged for parts in the picture which Clarence Badger is directing. Douglas Gilmore and Chester Conklin head Miss Daniels' supporting cast.

A second story written for Tom Mix by Adela Rogers St. Johns, entitled "The Broncho Twister," was put into work this week at the Fox Films West Coast studio under the direction of O. O. Dull, who is directing from John Stone's scenario. Appearing opposite the cowboy star in this Western is Helene Costello, and others in the cast are Dorothy Kitchen, George Irving, Doris Lloyd, Paul Nicholson, Malcolm Waite and Jack Pennick.

J. G. Blystone is directing his thirty-ninth production for Fox Films at the West Coast studio in "Ankles Preferred," a story by James Hamilton in which the leading roles are portrayed by Madge Bellamy and Lawrence Gray. Others in the cast are J. Farrell MacDonald, Barry Norton, Marjorie Beebe and Allan Forrest.

August Tollaire, who was seen in "What Price Glory," has been cast by Paramount in "Looie the Fourteenth," in which Wallace Beery will be starred. James Cruze will direct this picture, which is slated to go into work on January 3.

Olive Borden, Margaret Livingston and Earle Foxe are preparing to start working immediately on "The Secret Studio," a Hazel Livingston story which Harry Beaumont will direct for Fox Films from a script by Randall H. Faye.

"Bachelor Baby," a new comedy which Frank R. Strayer has just finished directing at the Columbia Hollywood studio, has Harry Meyers, Helene Chadwick and Midget Gustav as the principal fun-makers. It was adapted from the Garrett Fort story, "Too Many Keys."

In Norma Talmadge's forthcoming "Camille," which is now being produced by Joseph M. Schenck for First National, the star will wear Parisan gowns of the most gorgeous character. Especially elaborate and beautiful, it is said, will be robes worn in the boudoir scenes now being filmed. As the picture, based on the story by Alexander Dumas, is to be thoroughly modern in this screen version Miss Talmadge is enabled to garb herself with the very latest modes from the French capital. Fred Niblo is directing her.

John St. Polis, character actor, has been assigned one of the chief supporting roles in "Too Many Crooks," the Paramount feature which will herald the return of Mildred Davis to the screen.

Max Davidson and Lester Barnard have been signed by Harry Cohn, general manager of production for Columbia Pictures, for parts in "Business Before Pleasure." Pat O'Malley and Virginia Browne Faire are the featured players.

More than one thousand extras appear in F. B. O.'s "Tarzan and the Golden Lion," from Edgar Rice Burroughs' story, directed by J. P. McGowan and starring James Pierce. The cast of this pretentious production, one of the most important on the company's schedule for the current year, includes Edna Murphy, Dorothy Dunbar, D'Arcy Corrigan and Fred Peters.

A one-time contender for the lightweight boxing championship, Eddie Diggine by name, has a small part in Marie Prevost's latest Metropolitan production, "Getting Gertie's Garter."

Appearing with Johnny Hines in "All Aboard," his forthcoming feature comedy for First National, are Sojin, the Chinese character actor, and Anna May Wong, another Oriental. Edna Murphy plays the leading feminine role in this production and others include Frank Hagney, Babe London, James Leonard and Charles Reed.

Harry Crocker, of the San Francisco family of that name, has been assigned by Metro-Goldwyn-Mayer the prominent role of Pennington Fish in "Tillie the Toiler," the Marion Davies vehicle. This role was recently vacated by Ralph Forbes because of a part he is playing in Lon Chaney's "Mr. Wu."

The title of Alberta Vaughn's next feature for F. B. O. has been changed from "Fast and Furious" to "Follow Your Hunch." David Kirkland will handle the megaphone and Garnet Weston is now occupied with the continuity. It was expected that the picture would be put into work this week, but Miss Vaughn's sickness and other unavoidable delays has necessitated postponing the production until after the holidays. Director Kirkland finished the final cutting of "Uneasy Payments" at the F. B. O. Studio last week. The new Vaughn picture is his first under his recent contract with F. B. O.

Responsible for the titles of "Twinkletoes," Colleen Moore's current McCormick production, is Morton Blumenstock, formerly associated with the publicity and advertising departments of First National in New York. This is his first official titling assignment since joining the staff at Burbank several months ago.

J. Leo Meehan is now midway in production on "Mother," directed by Mr. Meehan with Belle Bennett in the title role. In the supporting cast are Crauford Kent, William Bakewell, Joyce Coad, Sam Allen and Mabel Julienne Scott.

Frank R. Strayer, who is under a long-term contract with Columbia Pictures, has been lent to Famous Players-Lasky to direct Clara Bow.

The latest to join the staff of Cecil B. De Mille for "The King of Kings," Jeanie Macpherson's pictorial story of Christ, is Curt Rehfield, formerly first assistant to Rex Ingram. He is associated with Frank Urson and William Cowan in the handling of the crowd scenes of the De Mille special.

"Hello Bill," the Elks special picture which in all probability will be renamed, is rapidly rounding into shape for production. Camera work is expected to start in the very near future at the F. B. O. lot under the direction of Ralph Ince.

The most recent stellar name to be added to the cast of "The King of Kings," is that of Vera Reynolds, who will appear in the Hill of Calvary sequences. The date for the starting of "The Little Adventuress," Miss Reynolds' next starring vehicle, has been re-set in consequence.

J. Stuart Blackton has engaged Ward Crane for a featured role in "The American," the first natural vision screen drama, in which Charles Ray has the leading role. Other well-known players of the cast will be announced shortly. Marion Constance Blackton is writing the continuity and adaptation of the story, which is taken from Jewell Spencer's "The Flag Maker." Major Spoor and Conrad Luperti will be the cameramen for the new stereoscopic cameras. William Adams will handle the Bell and Howell cameras, aside from the men on the natural vision cameras.

Doris Hill, sixteen years old and titian haired, has been chosen to play the leading feminine role in Raymond Griffith's forthcoming starring vehicle, "All Women Are Beautiful." Miss Hill stepped before the camera for the first time a mere six months ago.

The role of father in "Soundings," the Paramount screen translation of the A. Hamilton Gibbs best-seller, will be portrayed by Norman Trevor. Lois Moran will come to Hollywood to play the feminine lead. The production is to be put into work on February 1. Joseph Jackson did the screen treatment.

George Siegmann will play the role of "The Walrus," a denizen of the underworld, in "Too Many Crooks," The Paramount feature wherein Mildred Davis will once again appear on the silver sheet.

James Hall, a former Broadway musical comedy player, has been chosen to play opposite Betty Bronson in her first Paramount starring piece, "Ritzy," a story by Elinor Glyn.

Harry Cohn, general manager of production for Columbia Pictures, has signed Max Davidson and Lester Bernard for parts in "Pleasure Before Business," a comedy with Irish-Jewish atmosphere, featuring Pat O'Malley and Virginia Browne Faire.

Regional News from Correspondents

New York & New Jersey

APPROXIMATELY eighteen thousand seats, apportioned among from twelve to fourteen new theatres, were added to the ever-increasing list of motion picture houses in the New York and New Jersey zone over the Christmas holidays. Most of these were given a short description in last week's issue of this publication, and as practically all the information came from the National Theatre Supply Company, the equipment concern largely instrumental in furnishing supplies, the figures must be considered authentic. We take it that Joe Hornstein and all of his capable staff had a busy time covering these dozen or so new houses where perfect first-night projection means so much to a theatre owner ready to launch a standard of entertainment in a new neighborhood.

Now that the city of Irvington, N.J., so much in the public eye for the past few weeks on account of the blue law disturbance, is apparently reconciled to Sunday amusement in the form of motion pictures it was to be supposed that similar attempts would be made for a wide-open Sunday in other New Jersey communities where the laws are enforced.

According to all reports Paterson, N.J., will witness its first Sunday show on January 2nd. This, according to further reports, will undoubtedly be followed by some more Monday morning stories in the local newspapers, so certain members of the film trade seem to think.

It is reported that the Fabian-Stanley organization has taken over Morris Kitay's Rivoli Theatre in Paterson. The Rivoli is one of the finer type of houses, having cost around the $500,000 mark when built.

Word has reached the trade that a new theatre circuit has extensive operations under way in several sections of New Jersey. The name of the firm is the Unison Amusement Company and it is composed of Messrs. Sobelson, Unger and Thompson, and Louis Heiman, the latter formerly of the Empire Theatre at Rahway.

Unison will open their new El Mora Theatre on February 15th and also took over the Lincoln Theatre, Newark, on December 27. The Lincoln is a modern neighborhood house, formerly owned by Dan Mate. One of the features of the El Mora's first night will be dancing in the foyer before and after the performance.

In addition to the above, Unison will break ground January 5th for their new "Betsytown" Theatre in Elizabeth. (We hear that Eddie Carroll is responsible for that name.) They also will get under way a new 1800-seat house, the Ritz, in Bayonne. Theatre properties recently reported acquired by Unison include a site at Irvington, and two pieces of property in the suburbs of Newark. Besides having a house under way in Linden, they also own and operate the West End and Empire theatres in Bayonne.

In connection with the following correct list of theatres which were brought together by the merger of Chrisedge Theatres, Inc., and D'Stamatis Brothers holdings in Brooklyn, it is interesting to note that Matty Chrystmos, of the former, and the two D'Stamatis boys started in the exhibition end of the business fifteen years ago. After a breach of seven years they are again operating as a circuit.

Chrisedge theatre properties include the Parkhill, 1,700 seats; the Broadway, 700 seats; the Orpheum, 1,700, and the Cameo, of about 800 seats. All these are in Yonkers. In the Bronx, there is the Bronxville, seating around 1,700; the Interboro, a 2,000-seat house, and the Rosedale, seating 1,700. In connection with the Bronxville house, it is said that Bronxville society takes over that house once a week for a special bill.

Chrisedge also has two other houses under construction; one at 234th Street and White Plains Avenue, called the Wakefield, which will be devoted to vaudeville and pictures and be ready for business about January 15th, and the other, the Castle Hill, to be completed during September, 1927. Both are 2,000-seat theatres.

In addition to these holdings, Matty Chrystmos is also reported to have a controlling interest in three small houses in Yonkers, the Model, Riverdale and American.

The D'Stamatis houses in Brooklyn include the Apollo, Classic, Mapleton and Parkway. It is also said that Gus and George D'Stamatis also hold a fifty per cent. interest in the three Cocalis houses in Elizabeth, the Strand, Royal and Gayety, all recently reported as pending in a deal between Cocalis and the Fabian-Stanley organization.

From all reports, the exchange managers and salesmen in all the local offices were more than good to each other at Christmas time. Most of the exchanges wore, and still wear their holiday dress; business is said to be picking up from the pre-Christmas lull and everybody's happy with expectations for a prosperous year. Incidentally, in extending this department's New Year's greetings to all exhibitors and exchange men in this zone, the writer also wishes to thank the several who have contributed the news items.

Many executives at the Pathe Exchange this week: Pat Campbell, Eastern Division Manager; his assistant, Charles Henchel, and Feature Sales Manager E. A. Eschman. All of them in over the holidays.

Two theatres in uptown New York are reported as changing hands: The Consolidated Amusement's Ritz, at 180th Street, Bronx, an 1,800-seat house, has been sold to Julius Joelson and the Hudson Theatre, 157th and Amsterdam Avenue, formerly owned by "Mike" Kikorian, has been taken over by J. M. Karesh.

Over in Brooklyn the Miracle Theatre, 752 Meserole Avenue, formerly operated by James Brothers, has been purchased by Berman, who owns the Hub and Pantheon theatres in the Bronx. Jack Steinhauer, connected with the Pantheon as assistant manager, will take charge of the Miracle.

Another house to change, over in Brooklyn, is the Bay Theatre, 2401 Bath Avenue, Bensonhurst. A. Weinberg, who at one time operated the Nostrand Theatre, 657 Nostrand Avenue, is the new owner.

A Brooklyn house reported as perhaps definitely closed is the Review, at New Lots and Sheffield avenues. Ever since the boiler blew up in this house the doors have been closed. The owners, Lowenthal and partner, are reported as reopening the Blake Theatre, Blake Avenue, Brooklyn.

The Universal Theatre Corporation's theatre project at New Utrecht Avenue and 46th Street, delayed somewhat on account of changes in plans, is again under way. This house, when completed, will be one of the finest of the modern neighborhood theatres. Plans were drawn by John Eberson, Chicago architect, famous for his "atmospheric" type theatres.

Milt Kronacher, Pathe salesman, again remembered his friends with an appropriate Christmas gift. This time Milt donated a magazine-type pencil.

The employees of the local Educational Exchange presented Manager Arthur Greenblatt with a handsome English traveling bag.

There is a report to the effect that the city of Asbury Park will sponsor the erection of a million-dollar amusement pier which will operate all season and contain a 2,800-seat motion picture theatre.

The St. James Theatre, a Walter Reade house in Asbury Park, has increased its seating capacity by an additional one thousand seats and will reopen after the first of the year with a picture and vaudeville program.

Al Moley, of the firm of Moley and Seider, who are supplying novelty acts to local neighborhood houses, is much concerned over the New York Giants trading Frankie Frisch. Again, Al says, McGraw did not consult him on the deal.

Canada

A SPECIAL tribute was paid by the Rotary Club of Ottawa, Ont., to J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, for the splendid community spirit shown by Mr. Franklin in looking after the entertainment of 1,600 crippled children and orphans of the city in a special show the Saturday before Christmas. At the subsequent Rotary meeting, three cheers were given for Mr. Franklin and his staff and Mr. Franklin gave a speech in reply. The incident was given considerable play in the local newspapers.

Before leaving Winnipeg, Manitoba, for Vancouver, B.C., Mrs. Thomas, wife of H. M. Thomas, western division manager of Famous Players Canadian Corp., was responsible for the presentation of a big Christmas pantomime with many adult and child performers at the Capitol Theatre, Winnipeg, during the holiday season. Mr. Thomas has been transferred to Vancouver to take charge of the Capitol there which had been managed for the past five years by the late Ralph Ruffner.

Orpheum Circuit, Inc., is building a large theatre in Vancouver, B.C., it is officially announced. The house alone will cost $539,000, without interior decorating or electrical fixtures, and the site has cost $200,000 besides. The theatre, which will seat more than 3,000, is to be located at Seymour and Granville streets, in the heart of the city. Joseph Finn, C. C. Hamilton and Marcus Priteca, representing the Orpheum organization, were in Vancouver to arrange details.

When the 16th session of the Canadian Parliament was formally opened in the Houses of Parliament at Ottawa, moving pictures were taken of the ceremony within the House of Commons for the first time on record. The inside views, as well as various outside shots of the Guard of Honor, Royal salute and other details, were taken by Canadian Government moving picture cameramen under the personal direction of Frank Badgley, assistant to the director of the Government studio.

P. J. Nolan, owner of the Rex and Columbia theatres, suburban houses of Ottawa, Ont., has experienced considerable headway with the Columbia Theatre since he took it over some months ago. Special attention to film bookings and the presentation of amateur and community divertissements have helped greatly to build up new patronage at the Columbia.

Seattle

D. C. MILLWARD of the Western Film Exchange, a state right office in this city, last week announced that he had been selected as the director of a Seattle and Pacific Northwest Distribution branch for the Tiffany Productions, Inc. At the same time came the announcement of the selection of Howard G. Mapes as manager in the Portland district. The local office is located at 2014 Third Avenue, and the Oregon branch at 449 Glisan Street.

Frank Edwards, manager of the Winter Garden Theatre, and H. W. Bruen, general manager of the suburban houses owned by Pacific Theatres, Inc., returned from New York last week with the confirmation of the reported sale of the Pacific chain of Seattle houses to Universal, as recently announced. Mr. Edwards will remain in his position of managing director of the Winter Garden, the only downtown house included in the sale, and Mr. Bruen retains the general management of the entire chain, including ten suburban houses.

George Lester of the King Theatre, Toronto, Canada, is doing the writing while Jim Foy of First National's Toronto exchange "stands by"

Reports were current on Film Row last week to the effect that the coming of 1927 will see the establishment of a new Film Row in the vicinity of Second Avenue and Battery Street. The new site, as reported, is about four blocks north of the present Row, in a less widely built up territory of the retail district. It is rumored that United Artists, Warner Brothers and Film Booking Offices will pioneer the movement in March or April, although no leases have been signed as yet.

Harold Horne, former managing director of the Fifth Avenue Theatre, has recently formed a new theatrical publicity and advertising bureau, according to announcements made last week, and will specialize in the preparation of advertising and publicity for motion picture houses. His group at present handles the work for the Fifth Avenue Theatre and other Pacific Northwest, Inc., houses, and plans to branch out over the entire Northwest territory.

Jack Cohen, formerly associated with the Universal office, has returned to his former stand on the sales staff at Manager A. H. Huot's local Film Booking Office exchange. He will cover the Washington territory for Mr. Huot.

And at Universal, Manager Matt Aparton has added the Beale Brothers, Jimmy and Charlie, to his sales organization. Jimmy was formerly Pathe man in the Salt Lake City district, and Charlie has been connected with the local F. B. O. exchange for some months past.

Leroy V. Johnson, for the last several years manager of the Liberty Theatre in this city, resigned that position last week when the house was closed for renovating by the Pacific Northwest Theatres, Inc. Shortly after, he announced that he was now a junior partner in the Jensen-VonHerberg chain, at present holding several suburban houses in this territory. He will maintain offices for the present in the Majestic Theatre building, pending the announcement of future plans by the J. & V. group.

A. J. Sullivan, assistant manager of Ben Fish's local Metro-Goldwyn-Mayer exchange, left last week for Alaska, aboard the S. S. *Alameda* on a business trip for his company.

Harry C. Arthur, Jr., president and general manager of the Pacific Northwest Theatres, Inc., returned to his office in the Liberty Theatre building last week, after a trip of several weeks duration in California. On his way to this city, he had a brief visit with the Pacific Northwest managers in Portland.

Bob Monaghan, booker at Manager William Ballantine's Fox exchange, returned last week from his vacation, achieving the distinction of having the latest "summer" vacation of anyone on the local Film Row. During his absence the books were handled by Jockey Carruthers.

Tampa

WITH the kind permission of the Editor of the MOTION PICTURE NEWS, this writer wishes to thank his good friends, and readers of this column, who have assisted him with news items during the past year, and to extend to them his sincere good wishes for the New Year.

Deserving of special mention are the following Tampa Exhibitors: John B. Carroll, general manager of the Consolidated Amusements; George B. Peck, manager of the Victory; James M. Wiest, of the Tampa; J. H. McLaughlin, of the Franklin; O. G. Finley, of the Strand; Charles A. Sappal, of the Central and Maceo; N. V. Darley of the Rivoli; Anthony Juran, of the Casino, and dozens of other good show-folks in Tampa and the State of Florida.

The Airdome in Ybor City has closed. Manager E. D. Krim has tried hard to attract patronage in paying quantity. Just lately he added a stage and put on vaudeville acts with his picture programs, but the added attraction failed to pull the business to pay the added overhead.

Cecil Fernandez, a well-known projectionist of Tampa, who has charge of the projection department of the Trumbull Enterprises in St. Petersburg and who handles the installation of the projection rooms for the S-B-T Properties, left here this week to install the equipment in the new Palace Theatre at Bowling Green.

With the new year the Victory will make quite a change in their policy. The Keith Vaudeville will hold the boards on Monday and Tuesday of each week. Wednesday will be held open for road shows. Thursday, Friday and Saturday a permanent musical comedy stock company will give the people snappy musical shows with a cast of 45 people, including the Honey Bunch Chorus, and Sunday will be given over to the showing of feature films.

Several of Tampa's theatres are advertising Midnight Matinees for New Year's Eve. These midnight shows have been very successful in other years and with the weather just like June down here now, there seems no doubt but what capacity houses will prevail.

Ed Tarbell, who along back in 1911, '12 and '13, was manager of the then big houses of Tampa, was a visitor here this week. Ed is now representing the Marr & Colton Company, who make organs for the theatres, in the Southern States. Ed reports business good and says that he is putting in organs in the small cities as well as the large, for, "good music puts a powerful kick into a picture program," says Ed.

R. H. Palmer, Jr., formerly manager of the Frostproof Theatre, has been appointed manager of the Gem Theatre of Jacksonville, by President Charles A. Sappal, of the S-B-T Properties, Inc.

Moving pictures will be shown for the first time at the Tampa Municipal Auditorium, when the Municipal Chorus of 150 voices will present a film taken in the Holy Land.

Tarpon Springs will be added to the "No Sunday Show Towns" as a result of an election held there last week, in which 225 votes were cast in favor of Sunday shows and 256 against them, which puts the lid on with a majority of 31 votes.

Graham and Danielson have opened a theatre for negroes in Dade City. The house has not been given a name as yet, the owners having offered a prize to the one suggesting the most appropriate name. Dade City has two theatres for the white race, and as there is quite a negro population the new theatre should do well.

'Peaches' is Here

Atlanta

Just before the sales meeting held in Atlanta by Ned Depinet during his tour of First National's Southern exchanges. Left to right: L. W. "Nick" Carter, J. M. Young, L. W. Andrews, Ned Depinet, Manager "Pop" Beachem, R. R. Bryan, P. A. Strachem and Geo. S. Almon

AT the recent Detroit convention of franchise holders of American Cinema Association, Arthur C. Bromberg, of Atlanta, head of Arthur C. Bromberg Attractions, was elected to the directorate of the association. Other officers were re-elected.

Dan Michalove left recently for a tour of Universal's theatres in Florida. He will not return until after the Christmas holidays.

Hank Hearn, Atlanta manager of Liberty-Specialty, made a flying trip to Chattanooga early this week with his schedule arranged to check back into Atlanta for Christmas at home.

Col. E. A. Schiller of Loew, Inc., and Metro-Goldwyn-Mayer, spent Christmas in Atlanta with his family.

Willard C. Patterson has returned to his headquarters in the local office of Universal Chain Theatrical Enterprises Monday following a brief visit to the New York office.

J. C. Wadlington, manager of the Alabama Theatre at Dothan, Ala., visited Film Row last week.

E. F. Boyd, manager of the Adel Theatre, at Adel, Ga., was another recent visitor.

C. R. Beacham, manager of First National's Atlanta Exchange, had several rounds with the dentist during the past few days.

Lamar Trotti, who deserted Atlanta's newspaper fraternity nearly two years ago to become affiliated with the Hays organization, arrived Monday to spend the holiday season with his mother.

Bob Strickland, head of Graphic Films Corporation of Atlanta, is en route to Pasadena, Calif., with the University of Alabama boys and sports writers.

The Ojus Theatre, at Ojus, Fla., which was damaged during the Florida storm, has reopened, having secured some new equipment through the Atlanta offices of the National Theatre Supply Company. This consisted of two Mazda equipped Simplex projectors, Brenkert spotlight and Fulco rewind table.

E. A. Vinson, former manager of Loew's Temple, has left for New York, where he will become traveling manager for Loew, Inc.

The latest addition to Birmingham's theatrical fraternity is H. H. Weiss, new manager of Interstate's Ritz Theatre. Mr. Weiss comes from Dallas and bears an enviable reputation for good showmanship.

Clifford H. Morton has taken over the South Avondale and Beverly theatres in Birmingham. The latter house will be remodeled and re-named The 'Bama. Both will re-open about the first of January.

Henry Hury, owner of the Frolic and Champion, the latter made famous through the stories of Octavus Roy Cohen, has just returned from Cincinnati where he attended the convention of the Theatre Owners Booking Association of which he is a director.

J. Warren Andrews, secretary of the Joe Steed Amusement Company, spent several days in Atlanta last week arranging bookings for his several theatres.

Frank Hudson, an old timer in southern film circles, is in Birmingham, renewing acquaintance with motion picture folk.

Ernest F. Ingram, of Ingram's Theatre, Ashland, Ala., recently visited old friends in the local theatre fraternity.

John M. Miller, Jr., of Cordova, Ala., was a Birmingham visitor last week.

C. R. Beachman, First National's Atlanta manager, spent a busy two days in Birmingham last week.

Joe Wheeler of the Capitol Theatre, Montgomery, visited Birmingham last week.

Friends of Dixie Graham, of the F.B.O. Atlanta Exchange, were congratulating him this week on his winning eighth prize in the recent Bookers Undated Business Drive.

George F. Lenehan, district manager in this territory for P. D. C., spent last week in his Charlotte Exchange. He left for Washington, D.C., divisional headquarters, in time to spend Christmas with his family.

P. C. Parrish, purchasing agent for National Theatre Supply Company, returned to Atlanta last week from a trip to the Memphis branch.

George R. Allison, generalissimo of the local Fox forces, played a familiar and becoming role Friday when he officiated at the Christmas tree celebration which he has made an institution at the Fox Exchange.

C. L. Peavey, local F.B.O. manager, assembled his staff around a well-laden and brightly tinseled Christmas tree Friday morning, for a merry exchange of gifts and good-will.

Ben Y. Cammack, head of the Universal Exchange in Atlanta, left Wednesday for New York, where he will spend the Christmas holidays.

Joe Shear, southern representative of the Lee Lash Studios, left Atlanta last Thursday at noon for New York, where he will spend the Christmas holidays.

Thos. H. James, manager of Loew's Grand, caught the Christmas spirit early and had a gaily bedecked tree decorating the lobby this week.

Ernest Morrison has brought cheer to hundreds of children, and almost as many grown folks, with his invitations to the Howard Theatre last week.

Butte

ALBERT NADEAU, general manager of the Washoe Amusement Company, at Anaconda, Montana, has recently been on a business trip to Seattle, where he made purchases of all necessary furnishings for the Margaret Theatre, which has been undergoing a complete remodeling. The entire interior has been in the hands of a wrecking crew. Old drapes, curtains, seats, and furnishings were uprooted and the entire interior will be of the newest and most up-to-date theatre furnishings. Under Manager Nadeau's direction, and the expenditure of approximately $30,000, the Margaret will be one of the finest playhouses in the Northwest.

It is expected that the doors of the Margaret will be open to the public the first of the year. In the changes made the seating capacity will be reduced from 1,200 to 1,000. This is to make room for greater comfort of the patrons.

The Margaret is to be devoted to road shows and advanced price movies.

The Columbia Exchange in Butte is undergoing a change. The powers that be, at Seattle have decided to convert the exchange into a shipping office. This gives to E. C. Shaffer, the present branch manager for Montana, the western territory and locates him in Spokane, Booker Merrill Denton, will go on the sales force and have Northern and Eastern Montana. Miss Boyle, the stenographer will have charge of the office in Butte. Miss Perkins, will remain as inspectress of films.

Dave Farquhar, manager of Warners Exchange in Salt Lake City, who has direct charge also of the Montana territory, has been quite ill with flu' but is able to attend to his official duties. H. A. Dunklee, salesman for Warner Brothers, under Mr. Farquhar, is winding up the year's work in Montana and will report back t Salt Lake at the close of this week.

Manager L. Chester Wingham of the Metro-Goldwyn-Mayer Corporation out of the Salt Lake City office was in Butte last week in company with Seth Perkins, district sales manager.

The Hartwig Theatre of Dillon, was recently represented in Salt Lake by Mr. Robert Hartwig, manager of the popular playhouse. He made the trip to the Utah city to do a little film shopping for his theatre. He is making a trip overland to Los Angeles in his enclosed car.

Al O'Keefe, manager of the P. D. C. Exchange in Salt Lake City dropped in at the Butte P.D.C. office last week to hold a conference with Manager Dave McElhinney.

Jack Conners of Salt Lake City and a P.D.C. representative is in Montana on a scouting expedition.

Vete Stewart and J. J. Harrington, salesmen for Associated First National, have been covering Montana this month.

Percy Hurst, Northwest sales director, was in Butte for a few days recently and after attending to the inspection of the Columbia business returned to Seattle quarters.

W. T. Withers, representing F. B. O., has been making a pretty thorough canvass of Montana the past month and is now headed for Salt Lake City.

Pathe Salesmen "Ric" Warren and Tom Walsh, also Special Feature Salesman Joe Solomon, were in Butte over Christmas. Manager W. M. Hughart, of the Pathe Exchange, after holding a general sales conference expects to have them continue their work for "Laugh Month." Manager Hughart is home for a few days auditing accounts and getting in trim for the 1927 regime.

Manager Clarence Severson of the local Universal Exchange, after making the key towns has gone to Wolf Point to spend Christmas day with his family.

St. Louis

Personnel of First National's Salt Lake City exchange. Photo taken after they were installed in their new quarters in that city

MOTION picture exhibitors of Southern Illinois are facing the approach of 1927 with more optimism than they viewed the coming of 1926, according to reports.

Due to the resumption of work in nearly all of the coal mines in the Southern Illinois field the section of the state known as Little Egypt is now the most prosperous it has been since the World War.

Heavy payrolls during October, November and December have enabled the miners to catch up with their back debts and they now have more surplus cash with which to enjoy amusement, such as motion pictures, vaudeville shows and the like.

Charitable organizations in the section now report but one-third as many needy familes as in the last five years.

Harry Weiss, manager of the St. Louis office of First National and president of the St. Louis Film Board of Trade, had the pleasure of renewing his aquaintance with J. F. Dittman and Messrs. Mager and Calvert, all connected with the John Dittman Amusement Enterprises of Freeport, Ill., when the trio paid a visit to St. Louis the past week. Dittman reported that conditions in the Freeport territory are good for this season of the year.

Mrs. Frank Paul, owner of the Marvel Theatre, Carlirville, Ill., which was destroyed by fire recently, and who is now operating the Grand Theatre in that city, planned to leave January 7 for a ten-weeks' vacation at Miami, Fla. Whether the fire will interfere with her plans is not definitely known.

Oscar Wesley, owner of the Colonial Theatre, Gillespie, Ill., has offered a reward of $250 to be paid through Harry Weiss, manager of the St. Louis First National office, for the arrest and conviction of the person or persons who started a fire on the stage of his theatre recently. The firebug soaked furniture and scenery with gasoline and then set the fire. An organ, the furniture and scenery and stage of the theatre were destroyed. However, Wesley has succeeded in continuing to operate the house, but will have to spend many hundreds of dollars to repair the damage.

Charles Lundgren, an old time exchange man in Chicago, was a St. Louis visitor the past week. He was here to look over the ground with a view of opening a local office for a new national film distributing organization.

M. A. Lightner has taken over the Majestic Theatre, Stuttgart, Ark., formerly operated by Fred Smith.

William Maloney has purchased the Grand Theatre, Eldorado, Ill., from B. O. Lanhan.

A. R. McNeal has sold the Community Theatre, Raymond, Ill., to the Farmers' Theatrical Company.

Mrs. Frances Peart has sold the Worder, Worden, Ill., to M. Lannae.

Ray Spicer has purchased the Arlington, Arlington, Ky., from R. O. Reeves.

The Liberty Theatre, Binghamton, Tenn., has been sold by P. E. Breece to E. L. Hunt.

W. D. Mumma is the new owner of the Princess Theatre, Gideon, Mo. It formerly was operated by W. R. Anderson.

The Grand Theatre, Empire Theatre and Liberty Theatre in Jonesboro, Ark., have been sold by Collins & Mack to the Southeastern Chain Theatrical Enterprises.

The DeSoto, Memphis, Tenn., is now under the management of L. S. Goolsky.

Houses reported closed in this territory include Richland Theatre, Richland, Mo.; Star, Griggsville, Ill.

Salt Lake City

JACK CURRY, Western Division Ad-Sales Representative for Famous Players-Lasky, has been spending a few days in this city.

Lawrence J. McGinley, local branch manager for Famous Players-Lasky, has returned to the exchange.

District Manager Seth D. Perkins and Local Branch Manager L. C. Wingham of the Metro-Goldwyn-Mayer Exchange here, returned a few days ago to this city from a swing into Idaho.

The local Metro-Goldwyn-Mayer Exchange is having the projection booth here equipped with two machines, and, according to Manager Wingham, it will resemble a regular miniature theatre.

Al O'Keefe, manager here for Producers Distributing Corporation, is in from the Montana territory.

R. B. Epperson, sales representative out of this office, has been snow bound at Ashton, Idaho.

Frank Galvin, exploiteer from the Producers Distributing Corporation, San Francisco office, is in this city, assisting W. E. Shippley, manager at the Gem Theatre, on his new first run policy.

John Rugar and Frank Knowws, exhibitors who have recently built the new Egyptian Theatre at Park City, Utah, are opening this house this week rather than the first of the year as has been their previous intention.

L. N. Strike, manager of the Kinema Theatre of this city, returned recently from a trip throughout the northwest.

Mike Neilson, who is constructing the new Grand Theatre at Logan, Utah, is visiting the local exchange managers for a few days.

J. J. Gillette, owner of the Strand Theatre at Tooelle, and the Opera House at Grantsville, Utah, is an exhibitor visitor here this week.

The Peery Brothers of the Egyptian and Ogden theatres at Ogden, Utah, are making their regular weekly visit here.

S. B. Steck, operating the Lyceum Theatre at Ogden, Utah, is spending a few days in this city.

Howard Sheehan, district manager for Fox, was in this city visiting the local office from California this week.

L. F. Brown, owner of the Isis and Oak theatres at Preston, Idaho, has been lining up new business along Film Row here within the past few days.

L. T. Fidler, Columbia Pictures branch manager here, just made a short trip into Cache Valley, Utah, this week.

R. A. Wiley, operating the Princess Theatre at Lynndyl, Utah, visited here last week.

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Cleveland

THE big local event in motion picture circles the past week was the opening on Christmas Eve of M. B. Horwitz' new Plaza Theatre. The Plaza, located at East 152nd Street and St. Clair Avenue, is a beautiful 1500-seat neighborhood theatre, and is the tenth in the chain known as the Washington Circuit.

About ten years ago Horwitz entered the motion picture exhibition field as co-owner of the Haltnoth Theatre with Louis Isreal. This theatre prospered. He has gradually increased his interests and holdings until now the Washington Circuit of which Horwitz is general manager, is one of the leading circuits in this part of the state. The Plaza is a new theatre which takes the place of the old Virginia. It is located in the same city block as the Virginia. But the opening of the Plaza marked the close of the Virginia.

The new house has its entire seating capacity on one floor. Complete stage equipment has been furnished although the house will play a straight motion picture policy. A lighting system new to Cleveland has been installed. This system consists of ten bowls, located on the side walls. Each bowl contains four 100-watt lamps which throw the light up to the ceiling. There are no installed ceiling lights at all. This system is not only effective but also very restful. The side brackets also are equipped with dimmers which are used when the show is in progress. Old rose and gold are the predominating decorative colors. These colors are repeated in the walls, the carpets and the drop curtain. All the newest projection room equipment has been supplied, together with ideal facilities for operating.

The opening of the theatre on Christmas Eve was an invitational party. Sandwiches and light refreshments were served during and after the performance. H. J. Mandelbaum, who is associated with M. B. Horwitz in the building, will manage the Plaza.

Silverman Brothers, operating a chain of motion picture theatres in Ohio under the name of the Ohio Theatres Company, have leased the Shaw-Hayden Theatre, Cleveland, from M. B. Horwitz. The Shaw-Hayden, and the entire building of which the theatre is a part, was built several years ago by M. B. Horwitz and his associates. It has approximately 1,000 seats and is one of the leading first-run houses in East Cleveland. Horwitz leased the entire building to Silverman Brothers for 99 years. The Silvermans also own the Wind-A-Meer, Cleveland; Opera House and Majestic, Mansfield; Alhambra, Canton; Strand, Akron; and other houses in Pittsburgh.

Mrs. Georgia Moffet, Secretary of the Film Board of Trade, put on a very successful screening of "A Reel Film Exchange" last Monday in the auditorium of the *Cleveland News*. More than five hundred were present to see this film made and sponsored by the National Safety Council. Gradwell Sears, manager of the Cleveland First National Exchange, presided at the meeting. Speeches were made by members of the local National Safety Council and by representatives of the Cleveland Chamber of Commerce.

A large delegation of Cleveland exhibitors has signified its intention of being present in Columbus on January 6th and 7th to participate in the meeting of independent theatre owners.

The Cleveland Motion Picture Exhibitors Association has issued a call for a general association meeting to be held at the Statler Hotel, January 4th.

H. H. Harper, manager of the Gordon Theatre, Cleveland, who has been ill for several weeks, is reported to be convalescing.

Leo Maloney,

Christmas cheer was in evidence in most of the Cleveland theatres. Loew's Ohio Theatres, Inc., was host to 5,000 orphans and children of institutions during the week. Each day was set aside in the various Loew houses for designated organizations. This is an annual treat.

Kansas City

THERE virtually was a "raid" on the Newman Theatre, Kansas City, Saturday afternoon. It previously had been announced that toys would be accepted as admission from youngsters between 4 and 6:30 o'clock, the toys to be given by the theatre to the Mayor's Christmas Tree Association for needy youngsters of the city. Bill Bruce Fowler, 7-year-old son of Bruce Fowler, manager of the Newman, was the first youngster through the door with a toy for admission. Young Bill does not need the price of admission to enter, but he brought his toy nevertheless, as did hundreds of other boys, as well as hundreds of little girls.

Kansas City is to have still another major motion picture theatre, according to Ralph D. Hornbrook, consulting engineer for the United Artists Theatre Circuit, organized recently. Mr. Hornbrook was in Kansas City on his way to Chicago and Detroit, where his company also is planning to build theatres, he said. No details as to the approximate cost or size of the theatre were announced.

C. E. "Doc" Cook, former business manager of the M.P.T.O., Kansas-Missouri, returned from his first territorial trip in Kansas as a Pathe representative with a gruesome tale of woe. Not only were the roads almost impassable, but his car froze up and hard luck descended upon him like plaster off the ceiling. But "Doc" brought back a plentiful number of contracts, so the damage was comparatively small, after all.

The Mayfield Theatre, Seventy-first Street and Prospect Avenue, Kansas City, has been purchased by P. G. Vaughn from George Costa, who has been an exhibitor in Kansas City for ten years.

Among the out-of-town exhibitors in the Kansas City market this week were: J. J. Newcomb, Burlington, Kas.; C. W. Norman, Leland Theatre, Troy, Kas.; Hugh Gardner, Neosho, Mo.; "Curley" Wilson, Excelsior Springs, Mo.; G. L. Hooper, Orpheum, Topeka, Kas.; S. E. Wilhoit, Springfield, Mo.; Walter Wallace, Orpheum, Leavenworth, Kas.

There was snow, but there also was brisk business along Kansas City's Movie Row this week.

John Nolan, Fox branch manager, made a hurried trip into the territory, as did C. A. Schultz, P.D.C. branch manager, who went to Wichita, Kas., and other key towns.

The occupants of the Economy Exchange, the Educational branch and the "Movie Row" Western Union branch shivered many hours Monday when the oil fuel used for heating gave out. And Monday was a cold day, too.

Miss Ruth Ward, minus her tonsils, which were extracted, is back on the job at the Pathe exchange.

Howard De Weese is the new booker at the Metro-Goldwyn-Mayer exchange.

After six years as stenographer at the Pathe branch, Edith Lightfoot has resigned, being succeeded by Miss Edna Beal.

Lou T. Rogers, independent producer, was a Kansas City visitor.

The National Screen Service has opened an office on Movie Row, being located with the M. P. T. O. Kansas-Missouri at 128 West Eighteenth Street.

Charles Bessenbacher, manager of the Kansas City Independent Exchange, was confined to his home because of illness this week.

J. E. Lyons is a new Pathe salesman.

C. W. Allen and S. E. Scheahn, P.D.C. representatives out of Kansas City, have returned after two weeks in the St. Louis territory.

Robert Carnie, Paramount representative, has recovered from illness and is back on the job.

Harry Taylor, Universal branch manager, already is contemplating a trip to Europe with Carl Laemmle next summer. He added up his gross sales the other day, then dreamed of the prize award.

Miss Gladys Libby, formerly of the Warner Bros. branch, has accepted a position with Capitol Enterprises in Kansas City.

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Albany

THERE is a whole lot of talk these days relative to new theatres during the coming spring and summer. For instance, there was a report current along Albany's Film Row last week that there will be a 1,500-seat house erected in Beacon. It is said that Utica is also slated for a new suburban house. A third theatre, which is past the stage of being a rumor, is in course of erection in Oneida, and should be ready to open by the Kallet brothers, some time in February. It will have 1,000 seats.

The stork beat out the reindeer to the home of Mr. and Mrs. Nate Robbins of Utica, N.Y., last week, bringing a seven-pound daughter as a Christmas gift to the well-known exhibitor. Mr. Robbins, who has theatres in Utica, Syracuse and Watertown, was so happy over the newest arrival, that when he returned home with his arms ladened with presents for his other children, he included at least a half dozen articles for the new born.

Fenton Lawlor, a well-known film salesman in Albany, narrowly escaped being seriously injured one day last week, when an auto truck crashed into his car between Herkimer and Albany. Mr. Lawlor came within an ace of being overturned. Incidentally, Fenton and the Mrs. will trip the light fantastic at the Inaugural Ball on New Year's Eve.

Charles Derry, owner of a theatre in Port Henry, remarked that he felt perfectly at home the other night when he was called to operate the projection machine after the regular operator had suffered a severely burned hand.

Reade's Theatre re-opened in Kingston, on Christmas Day, with L. A. Texier as manager.

W. W. Farley, of Albany, owner of theatres in Schenectady, Catskill, Yonkers and elsewhere, will be one of the outstanding figures at the inaugural of Governor Alfred E. Smith.

Mr. Portier is now doing the buying for the theatre in Lyon Mountain.

A. J. Stafford is conducting the orchestra at the Playhouse in Hudson, a theatre which is being advertised by Walter Suckno, the manager, as being "the joy spot of Hudson."

Even though Mrs. Arquette has closed her theatre in Parishville, she has been the busiest woman imaginable during the last week or two. In other words, Mrs. Arquette not only runs the theatre, but is also the postmistress.

In Clayton, the theatre run by Mrs. Tann is now down to one night a week. Len Garvey, of Clinton, is operating three nights a week, while Mrs. Dennis Regan, of Greenwich, is running four nights a week. Mrs. Ida Grant has closed her house in Hobart, and Keene and Lord have followed suit in Phoenicia.

Mike Kallet was in New York last week doing his Christmas shopping. His brother, Joe, who runs his theatres in Rome, slipped over to the neighboring city of Utica to buy his presents.

John Augello, who owns the Family Theatre in Utica, had the scare of his life one night last week, when a meat market in the same block caught fire.

Slotnick and Perlman are as busy as the proverbial bee these days, in connection with the last minute details on the theatre which they will open shortly in Utica. An organ is now being installed.

With the wind howling across the St. Lawrence River, the theatre in Clayton is running but two nights a week now, while in Cape Vincent, one night a week seems to be sufficient to take care of the villagers.

Mrs. Alec Herman, wife of the local manager for Pro.-Dis.-Co., journeyed up from New York one night last week with her parents.

Jake Rothstein, who ran the Gaiety, last winter, in connection with his hotel at Inlet, is back from Texas, and naturally enough complaning of the zero weather around Utica.

Alex Weismann, local manager for Metro-Goldwyn, is as proud as a peacock these days over his exchange. One of the features is a ladies' room, equipped even to a bowl of flowers.

Van Orman runs the postoffice at Essex, and has just opened a motion picture theatre. Figure it out for yourself whether or not he was busy last week with the Christmas mail and trying to get the theatre under way at the same time.

Ben Warman is giving the village of Westport some exceptionally fine pictures these days. Mr. Warman was a former New York City man who is now president of the village bank. He runs the theatre.

Des Moines

C. W. HILL has just acquired the Royal Theatre at George, Ia., buying it from Frank Wilson.

The Opera House at Kimballtown, Ia., has changed hands and is now being operated by the Faaborg Brothers.

H. Muss is now the owner of the Pastime Theatre at Rake, Ia., and promises excellent programs.

Russell, Ia., is to have a brand new moving picture theatre, D. V. Fogarty being responsible for the project.

Shelby, Ia., is also the home of a new theatre, which is being opened by E. T. Krohn.

The Opera House at Wyoming, Ia., has been sold by the Eastern Iowa Theatre Company to B. G. Milner.

The Princess Theatre at Prescott, Ia., has passed from the ownership of Glen Cooper to A. Pearis, and will continue with high-grade programs.

William McLean has sold his theatre, the Princess, at Dexter, Ia., to Edward Awe.

Greenfield, Ia., is to have a nice movie palace in the New Greenfield Theatre, now being opened by G. O. Meisner.

G. H. See has sold the Opera House at Mount Auburn, Ia., to Charles Heiss.

The Community Theatre, at Plainfield, Ia., has become the property of W. C. Dayton.

H. C. Reagan is the new proprietor of the Cozy Theatre at Toledo, buying it from C. V. Burdock.

H. L. Upham has sold the Burg Theatre, at Fredericksburg, to Frank Mertz.

A new theatre has just been opened at Wellsburg, Ia. It has been named the Majestic.

Two new Iowa theatres are the Public School Theatre, at Denmark and Our Theatre, at Brayton.

The Opera House at Grimes, Ia., closed during the last month, as did the Legion at Portsmouth, the Community at Blanchard and the Deloit at Deloit.

H. A. Kauffmann, manager of the Pathe Exchange at Des Moines, spent Monday, Tuesday, Wednesday and Thursday of Christmas week in Omaha, on business.

Andre Bustanoby, inspector broker of the same company, who has been in Des Moines for a short time, returned to New York for the holidays.

Omaha seemed to be the Mecca for Universal executives for holiday trips. Mr. James Wynn and R. B. Gorham went to spend Christmas with their families. Mr. Levy, of Metro, also spent the holidays in Omaha.

L. D. Hendrix, of Mount Vernon, Feldhans, of Odebolt, and George Adams, of Cedar Rapids, were visitors at the Educational offices during Christmas week.

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Minneapolis

THE Dodge Lumber Company of Rochester, Minn., recently sold the property opposite the postoffice to Northwest Theatres, Inc. Work on a new theatre, with a seating capacity of 1,500, will start in the spring. All theatres in the city are at present in the control of F.&R., including the Metropolitan, a legitimate and road show house with a capacity of 1,000 and the Empress and the Lawler, both motion picture houses with a capacity of 900. The Lawler was remodelled not long ago.

It is commonly rumored that other theatre purchases by F.&R. are now in the process of making, although F. J. Cubberley, contact man, says that no such deals have yet been consummated.

L. D. Hendrix, manager of the Strand Theatre in Mount Vernon, Iowa, told the city council last week that he will not reopen his theatre until he has an understanding that he will be able to operate his theatre on Sundays in spite of the Sunday closing ordinance.

W. H. Hay of Fairmont, Minn., died unexpectedly of heart trouble December 9. For the last fifteen years Mr. Hay had operated theatres in Fairmont with W. L. Nicholas and was one of the most esteemed members of the motion picture industry.

A dinner and dance was held at the Carpenter Hotel, Sioux Falls, S.D., recently by the personnels of the Universal, Famous Players-Lasky and F.B.O. branches. One of the honor guests was Max Weisfeldt, F.B.O. district manager. Ways and means of furthering the motion picture business and of improving conditions in South Dakota were discussed.

J. E. Mason, Minneapolis theatre architect, has announced that he is drawing plans for a new $65,000 theatre in White Bear, Minn. The house will be begun in the spring by Mrs. H. V. Jensen, owner of the Rex Theatre at White Bear. There will be two stores on the ground floor and one apartment and two offices on the second floor. The theatre will have a seating capacity of more than 400.

The Strand Theatre, Winona, Minn., has removed all signs of having been a theatre and is being remodelled for occupancy by a McLellan Stores Company chain store. The theatre was discontinued by F.&R., who operate all other downtown theatres in Winona, because the city is badly overseated.

Art Seibel, salesman for First National, was driving in a snowstorm recently on the road from Brookings to Flandreau, and, being blinded by the snow, missed a turn in the road. The car turned over three times as it rolled down a big embankment and was badly damaged. Seibel and his companion, Les Davis, assistant manager at the Minneapolis First National branch, escaped with minor injuries.

As part of the holiday festivities all children of Jasper, Minn., were given free movies at the Happy Hour Theatre on December 23.

J. B. Johnson of Mason City, Iowa, and his son, Russell, are seeking a site for a new theatre at Moose Lake, Minn.

Ludy Bosten has sold his half interest in the Lyric Theatre, Columbus Junction, Iowa, to J. R. Collins of Muscatine, who will assume management of the house.

A $25,000 theatre is to be built at Medford, Wis., by O. G. Blakeslee, according to J. E. Mason, Minneapolis theatre architect.

The Plaza Theatre, Fort Dodge, Iowa, has been sold by F. F. Weiss to Mrs. Georgia Glen and J. W. Alstott. The latter is also operating the Lyric.

Philadelphia

THE East Coast Theatres Co., operated by Oscar Neufeld and Sam Stiefel, has acquired the Globe Theatre, Marcus Hook, Pa., on a ten-year lease with an option to buy. The house has been operated for the past seven years by the owner, W. R. Wilson, who with the disposition of the property, will retire from active participation in the picture business. The house has a seating capacity of 800 and the established policy of vaudeville and pictures will be continued. Jas. Flynn, salesman for the De Luxe Exchange, which is also controlled by Stiefel and Neufeld, has been appointed managing director of both the Globe and the Spielmont, two houses now operated by East Coast Theatres Co., in Marcus Hook. Lester Wurtle, who has been in charge of the Spielmont, has been transferred to the Palace at Quakertown.

Mike Stiefel, of the Stiefel chain of theatres, who suffered a nervous breakdown several months ago, is now recuperating at the Knickerbocker Hotel, Atlantic City, and will spend a month or two there before returning to Phialdelphia.

The proposed consolidation of the De Luxe and Twentieth Century Exchanges has been dropped without an agreement being reached between Gene Marcus of Twentieth Century and Neufeld and Stiefel of De Luxe. It was felt that with only two exchanges taking part in the independent merger, sufficient benefit would not be derived to warrant the move. It is hoped, however, to bring the three or four independent exchanges under one roof some time in the future. It is pointed out that only from a consolidation on a large scale would any great benefits inure to the exchanges taking part.

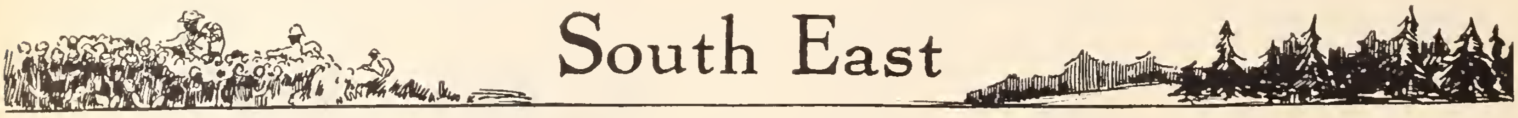
George P. Aaron, secretary and counsel of the M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, has been confined to his home for the last week with a severe attack of intestinal grippe.

A move to commemorate the memory of Jules E. Mastbaum, president of the Stanley Company of America, has been started by those active in the forces of the Federation of Jewish Charities. It is proposed to name a large convalescent home to be erected in the vicinity of Willow Grove, Pa., after the late motion picture leader and philanthropist. The convalescent home will cost approximately half a million dollars and will take care of those who have not the proper surroundings in their homes. Another movement is gaining headway for the erection of another memorial in the heart of the city, probably in the form of a statue on City Hall Plaza.

Mrs. Rose Neufeld, wife of Oscar Neufeld, of the De Luxe Exchange, is recovering from a severe attack of ptomaine poisoning, which confined her to her home for several weeks.

William Holgate, formerly connected with Lewis M. Swaab & Son, has become affiliated with Clem Rizzo in the motion picture theatre equipment store recently opened by him on North Thirteenth Street.

South East



PLENTY of Christmas spirit was shown along Film Row last week. Evidence of same was the Christmas banquet given by E. F. Dardine, manager of Universal, and wife, to the employees of the Charlotte Exchange. The banquet was held at Mr. Dardine's beautiful country estate, Darvilla. This is an annual affair and is looked forward to by the employees as they are assured of a sumptuous feast and an enjoyable evening from every standpoint.

Raleigh Goode, formerly manager of the Enterprise Distributing Corporation, has resigned.

H. F. Kincey, general manager of the Wilby circuit, which includes Greensboro, Durham, Fayetteville and Raleigh, spent Monday along Film Row setting in bookings for the new year.

Nat Wyse, playdate representative of Universal Film Exchanges, is spending several days in the Charlotte office.

Thomas Little, formerly with Producers & Distributors, in Atlanta, we understand has been appointed manager of the Enterprise Distributing Corporation at Charlotte.

Mrs. Fred Pollock, wife of Mr. Fred Pollock, manager of Metro-Goldwyn Exchange, has returned home after spending several months visiting her parents in New York City.

W. F. "Bill" Yenehan, spent Christmas with his parents on Long Island.

L. C. Rose, owner of theatres at Mooresville, Belmont and Mount Holly, N.C., recently visited in Charlotte along Film Row.

G. W. Parr, of the Imperial Theatre, Lancaster, S.C., was also along Film Row setting in some special pictures for the new year.

Joseph Walters, who formerly had the Temple Theatre, at Sanford, N.C., has purchased the Palace Theatre, at Chester, S.C.

'Peaches' is Here

Baltimore

BERNARD DEPKIN, JR., one of the pioneer exhibitors of Baltimore, who was recently manager of Warners' Metropolitan Theatre, here, has now become associated with the Stanley-Crandall Company of Washington, D.C. He will manage the affairs of that company in Baltimore and will have charge of the new Stanley Theatre now being built at a cost of $2,225,000. It is being built on North Howard Street on the site of the old Academy of Music.

Mr. Depkin went to Frederick, Md., Monday, December 20, to supervise the final preparations for the opening of the Tivoli Theatre, the new Stanley-Crandall house in that city which has a seating capacity of 1,700 persons. The cost of the Tivoli was approximately $250,000. It was opened to the public Thursday, December 23.

Mrs. M. A. R. Brown, bookkeeper at the New Theatre, 210 West Lexington Street, Baltimore, Md., has been suffering from a severe case of grippe for the past ten days.

Marie Lee, of Donovan and Lee, playing the Garden Theatre, here during the week beginning Monday, December 13, was called to Philadelphia, Thursday, December 16, due to the death of her father.

A watch and chain was presented to Sheriff John E. Pottee of Baltimore, by Frank H. Durkee, president of the Deputy Sheriff's Association and a prominent motion picture exhibitor of this city.

Sheriff Pottee was re-elected recently, and that means that the deputy's organization will be held together for another four years. It was organized by the Sheriff about three years ago when he was first elected.

Practically all the exhibitors of Baltimore are members of the association and are appointed without pay.

A benefit motion picture and vaudeville entertainment was given at Keith's Hippodrome Theatre Sunday evening, December 19, by the Advertising Club of Baltimore to raise money to give an entertainment for the orphans of the Monumental City.

Those in charge of the affair included E. Lester Muller, president; Howard H. Cone, assisted by members of the Women's Advertising Club, and Jerome P. Fleishman.

The Avalon Theatre, Park Heights and Kate Avenues, Baltimore, Md., will be opened to the public about January 15, it is announced. The seating capacity of the house is 1,800 persons.

A new motion picture theatre project is under way for the Wolf property located several blocks from the Pimlico Theatre on Park Heights Avenue. Mr. Wolf is associated with the companies operating the Pimlico and Belvedere theatres, it is said.

A scare was thrown into the audience at the Ritz Theatre, here, recently when there was a roar in the cellar and smoke rose into the theatre. The oil safety switch on the furnace blew out, causing trouble. Those in the house were quieted quickly, however, by Louis Gaertner, manager, and several ushers and there was no interruption of the performance.

The Odeon Theatre, Richmond, Va., has been closed and the property will be used for stores. This was a Wilmer and Vincent house.

Harley Davidson, who has been handling the Eastern Shore of Maryland, for Paramount, is now covering the Clinch Valley territory for that company.

The eastern section of Virginia will now be handled by Joe Walsh for Paramount. He was formerly with Pathe.

Joe Oulahan has been busy shaking hands with many of his friends in Baltimore, where he has returned as Paramount representative.

Cincinnati

THE funeral of Ike M. Martin, owner of the Orpheum Theatre, Walnut Hills, Cincinnati, and general manager of Chester Park, who died suddenly at Palm Beach, Florida, was held in Cincinnati, and largely attended, many men high in the amusement and motion picture fields having come from distant points to pay their last respects. Andrew G. Hettesheimer, who has managed the Orpheum for many years, will continue in that capacity, it is announced.

Manager John Schwalm, of the Rialto Theatre, Hamilton, Ohio, is receiving the plaudits of the public on account of the elaborate lighting program he is featuring during the holiday season. A series of multi-colored lights forming appropriate seasonal designs are manipulated during each performance with excellent effect.

Managers Silver and Turberg, of the Palace Theatre, Hamilton, announce the return of Glen Wortendyke's Concert orchestra early in the new year. The pit has been presided over by Arkey and His Boys since the opening of the current season.

What is believed to be the most unusual method of theatre operation in Ohio, if not in the entire country, has been found at Plymouth, Ohio, where Reuben Deisler operates a small, but up-to-date house which bears his name. Deisler, a man in middle life, is sightless, having been blinded in a railroad accident some years ago. Although he has lost his sight, he has not lost his vision, as evidenced by the fact that, despite his handicap, he acts as cashier, seldom, if ever, making an error in giving out tickets or making change. He likewise personally attends to all bookings, billing, advertising, and the general business of the theatre. His wife is projectionist and a good one, at that.

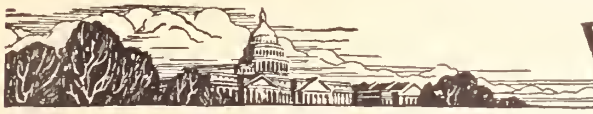
Much newspaper space has recently been devoted to the activities of Jacob Wayne, treasurer of the Opera House and Majestic Theatres, Mansfield, Ohio, recently acquired by the Silverman interests. Wayne, who came to Mansfield from Altoona, Pa., has inaugurated several new ideas, and the local press has not been slow to play up the fact. Harry Brown, Jr., is manager of both houses.

A 1,300-seat house to cost $250,000, will be erected by the Elks' Lodge at New Philadelphia, Ohio. The building will be four stories high, and will be financed by the sale of bonds.

Actual construction work is expected to start in January on a new house which the Loew organization will erect in Columbus, Ohio. The plans, which have been developed by Thomas W. Lamb, architect, New York, call for a seating capacity of approximately 4,000.

Mrs. J. H. McLeod, Defiance, Ohio, has disposed of her Elite Theatre to J. S. Rex, who will continue to operate the house.

Although exhibitors in this region do not anticipate any immediate reaction from the enforcement of the law in Cleveland which prohibits sale of tickets for standing room in theatres, yet most exhibitors hereabouts are watching the standing room situation carefully, in order to have a "clean bill of health" in case someone should start something.



Washington

A MIDNIGHT supper was given on Tuesday, December 7, by Frank Braden, publicity representative for the Loew's theatres here, including the Century, Parkway and Valencia, for Gus Edwards and his company playing at the Century during that week, to which a number of prominent Baltimoreans and newspaper people were invited.

A small fire occurred in the Linwood Theatre, 902 South Linwood Avenue, recently, but it was extinguished before it could do much damage and before the firemen arrived.

Frank Steffy is now managing director of the Rialto Theatre, Washington, D.C., succeeding W. L. Doudlah.

The interior of the Savoy Theatre, Washington, D.C., is being completely renovated.

The Capitol, a new motion picture theatre being erected at Danville, Va., with a seating capacity of 1,100 persons, will be opened shortly by the Tribute Theatres Corporation with Jack Frost as general manager.

A new theatre to seat 1,000 persons will be built on the site of the old Bijou playhouse, Danville, Va. The cost of the new structure will be about $135,000. It is to be operated by the Southern Amusement Company.

Work on a theatre building with a seating capacity of 350 persons, has been started at Mocksville, N.C. J. A. Daniel is back of this project and the playhouse will measure 25 by 90 feet.

Seven hundred new seats have been installed in the orchestra of the Liberty Theatre, Cumberland, Md.

A new $1,000,000 vaudeville theatre is planned for Richmond, Va., by Wilmer and Vincent and work will begin about January 1st it is announced.

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STORAGE OF MOTION PICTURE FILMS

Oklahoma

J. A. MASON, salesman for Famous Players-Lasky, has leased the two theatres owned by S. W. Welsh at Clinton, Okla. Buck Wakefield, who has been managing them for Mr. Welsh, will be retained by Mason as manager of the Rialto and Royal.

Ralph B. Williams, sales director for Universal's southern division, was in town during the recent theatre owners' convention. Chas. Kessnich, district manager of Metro-Goldwyn-Mayer, and T. J. Connors, southern sales manager for this company, were also in Oklahoma City during this time.

A. B. Momand, well-known theatre owner in Oklahoma who lives in Shawnee, is very much interested in the new series of comedies that will be made by Universal, drawn by Pop Momand. The two Momands are brothers.

J. C. Hinds of Haskell has sold his Liberty Theatre at Bixy to R. P. Waid. Mr. Waid is a brother of W. S. Waid of Dallas, who is secretary of the Texas M.P.T.O.

H. Britton, father of Harry Britton of Norman, Okla., died last Monday from heart failure. The deceased was connected with his son in the theatrical business in Norman. Mr. Britton owns the University and the Billings theatres.

J. W. Cotter, recent owner of the Dreamland Theatre at Tulsa, and A. B. Momand, owner of several theatres in the State, have purchased the Dixie Theatre at Holdenville from C. H. Morris. Mr. Cotter will manage the Dixie.

A. A. Koebrich is back with the local Paramount office. Mr. Koebrich was sent down to Dallas a year ago as sales manager, but much to his pleasure has been reassigned to this territory in the same capacity. Mr. Huston, who has been on the sales force here, has been changed to the Dallas office.

A. C. Bromberg of Atlanta, Jack Adams, and H. K. Buchanan, both of Dallas, were visiting the Home State Exchange here last week. Mr. Bromberg left for Detroit to attend the A.C.A. convention, Mr. Adams has gone back to Dallas and Mr. Buchanan to visit the Home State office in Little Rock.

Herbert Spenser, who has the Gem at Oilton, has purchased the Crystal Theatre at Jennings. L. C. Ford was the former owner of the Crystal.

W. F. Barrett, sales manager of the Lee Bradford Corp., was here from New York recently visiting the Isleys of Midwest Film Exchange.

The Rig Theatre that burned at Borger, Texas, two weeks ago is being rebuilt. The new Rig will seat 50 per cent more than the burned theatre, having 1,200 seats. The new Rig will be thoroughly modern and fireproof in every respect. Another theatre for Borger is being planned by the Rig and Rex theatres, the Griffith Amusement Company of this city. The third Griffith house will be built a block north of the Rex and will seat 1,200 also.

A duplicate of the Rig is being built at Earlsboro, Tex., which will be called the Rex.

The Griffith Theatre at Stinnet is being equipped this week and will soon be ready for opening.

L. M. Campbell has purchased the Empress Theatre at West Tulsa, Okla., and has renamed it the Cameo. Mr. Campbell owned the Empress Theatre two or three years ago.

Ed. Kadane has purchased the Empress Theatre at Mangum from Slayton and Sumners.

John Grady, who has been in the advertising department of the Griffith Theatres at Tonkawa, has been changed to Stillwater, where he is doing exploitation work for the Aggie and Mecca theatres.

Milwaukee

FRANK COOK, manager of the New Strand Theatre at Platteville which was recently destroyed by fire, was in the city straightening out his bookings. It is understood Mr. Cook will not remain in Platteville, but is interested in a house in Appleton.

The Goetz Brothers have taken over the management of the Regent Theatre. Fred Seegert is the present owner of the Regent. Goetz Bros. also recently closed negotiations for the Empire and Radio theatres of this city.

J. Vander Vaart, of the Vander Vaart Theatre of Sheboygan, was in the city on Tuesday.

Louis Rossa, of the Douglas Theatre, Racine, spent a few hours in town during the week checking up his holiday bookings.

Atanasoff Bros., who are building a new theatre on the south side, have announced that the house will be opened about the 1st of April. It will be known as the New World Theatre.

The A. J. Strauss interests are planning two new theatres on the north side, one on 3rd and Center and one on 21st and Teutonia. Construction will begin very soon.

Chester Goetz, theatre owner, of Janesville and Beloit, was seen along Film Row on Wednesday.

Langdon Burkes, special representative of the Eucharistic Congress production, was in Milwaukee during the week, arranging for a showing here which will have an extended run at the Auditorium in the near future.

Miss Ruth Hellerman, of the Celebrated office staff, has finally succumbed to the pleadings of her fellow employees and has had her hair bobbed.

The Pyle Delivery Service, a film pick-up service, has changed hands, and will be known after the first of the year as the National Film Delivery. Routes will be established as far north as Green Bay and as far west as Madison.

Clyde Eckhardt, Fox District Manager, was in the city this week for a conference with F. G. Sliter on a matter pertaining to the Anniversary Week and the Fox midseason drive.

Art Desormeaux, manager of the Strand at Madison, it is reported, got his deer while on his trip north recently. J. P. Anton, formerly of the Princess, Plymouth, who accompanied Mr. Desormeaux, was equally successful in bringing down a buck.

Gene Hemmings, M.-G.-M. salesman, also was reported as one of the successful hunters.

L. F. Thurwachter, manager of the Park at Waukesha, visited at several exchanges during the past week.

C. A. Armour, who was formerly assistant booker at M.-G.-M., has established a film pick-up service, the Armour Film Service. A fleet of twelve trucks will be at the command of local exchanges. In the spring service will be extended to include Green Bay.

Mr. O'Donnell, home office representative, is spending a few days in the local First National office.

F. G. Sliter, manager of the Fox Exchange, returned from a ten-day trip through the territory.

E. J. Bregger, manager of the Gem Theatre at Crystal Falls, Mich., called upon local exchanges during the week.

Mr. and Mrs. S. Olson, of the Pastime Theatre at Delavan, combined Christmas shopping and business in a recent visit to the city.

The local Fox Exchange has definitely closed the deal for a new exchange and work on the new building is to begin at once. They plan to be in by the 1st of March.

Denver

S. H. CAIN, sales representative for the local Universal branch office for several years, has succeeded G. E. Rosenwald as branch manager is Denver. Mr. Rosenwald has been transferred to the managership of the Los Angeles branch of Universal. Mr. Cain assumes his new duties Monday.

L. O. Lukan, district manager for First National, was a Denver visitor Friday and Saturday of this week. Mr. Lukan left for Butte, Mont., Saturday noon.

Max Roth, home office representative for Fox, was suddenly called back to New York last Thursday after spending several weeks visiting the local branch office.

Chas. Klein of the Black Hills Amusement Company of Deadwood, S.D., arrived in Denver Thursday to spend some time around exchanges. Other Denver visitors during the week were Mr. W. R. Logan, Rex Theatre, Basin, Wyo.; G. A. Loveland, Strand Theatre, Colorado Springs, Colo.; P. H. Hoppen, Mountain Theatres, Inc., of Pueblo; Tom Love, of Hanna, Wyo.; Jim Lynch, America Theatre, Laramie, Wyo., and Wm. Menagh, who operates the Park Theatre of Greeley, Colo.

A thousand dollars' worth of films were destroyed last Sunday night while they were being taken from the Bluebird Theatre in an automobile to the local Producers Exchange after the last performance. The films were in metal containers in the rear of the car, a coupe, when the gas tank of the car exploded for some unknown reason. The films were melted in their containers, so intense was the heat. Harry McWilliams, the operator who was driving the car, escaped without injury; however, the automobile was slightly damaged.

Clayton Parker, popular First National salesman of the Denver office, was compelled to leave last week for a lower altitude on account of his health. Mr. Parker was widely known among exhibitors of the Denver territory and we join with them in wishing him a speedy recovery back to good health.

The Princess Theatre of Meeker, Colo., was, for the second time this winter, compelled to close its doors on account of a smallpox epidemic last week. About six weeks ago the theatre closed down for a short time, but soon reopened when the cases of smallpox began to decrease. A sudden outbreak of several new cases last week again forced the city authorities to order all public gatherings discontinued.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Planning Home Town Movie for L. & T. Circuit

Extend Idea to Capture Local Interest; Cast Will be Selected by Patrons of Theatres

An extension of the home town movie idea is being planned in Chicago in an ambitious manner. Heretofore, this money-getting idea has usually been the making of a short-length comedy in a patchy manner, but Lubliner & Trinz are going to put the idea on in Chicago in a way which stamps it as actually being a new and refreshing idea.

J. J. Hess, Publicity Director Lubliner & Trinz Theatres

J. J. Hess, Director of Publicity for the circuit, has written the story, entitled, "A Chicago Boy," which will be filmed in feature length proportion upon the stages of the better-class theatres of the circuit.

It was at first intended to select the cast through one of the daily newspapers on a contest basis, but the project assumed such large proportions, and created so much interest among all the dailies, that the cast will now be selected at the theatres and executive offices of the organization.

The details of the plan as given out are as follows: In the early part of January, the first scenes of "A Chicago Boy" will be taken upon the stages of the Congress, Pantheon, Covent, Windsor and State theatres. Five of the sets necessary to the action of the film will be placed upon each of these stages, and these will be alternated each week, so that upon one night, the public, who have already been made conversant with the story, will see the hero and heroine perhaps battling in a bootleggers' den, and the next night, upon the same stage, there will be shown a lavish interior, in which a cast, expensively gowned, will enact a society scene. In this way, the public will be treated to diversified material, and it is presumed that after the selection of the cast, and as the public becomes familiar with the actors and actresses, a good deal of interest will be evinced in their acting capabilities. Later, as further sets are needed, it will become necessary to extend these scenes to other and perhaps larger theatres on the circuit.

It is in no way intended to sell advertising in the film, and scenes which will be taken in department stores, the stock yards, or upon the streets, will be carefully filmed with a view to eliminating any free or paid advertising.

No "rushes" will be shown the public, it being deemed sufficiently interesting as staged to bring money at the box-office through the interest built up through the publicity secured in the selection of the cast. After the completion of the picture, it will be shown at the theatres involved in the actual making of the scenes.

To assure entertainment to the public, the important scenes will be rehearsed in the mornings, so that there will be no delay or an excess of rehearsing at the actual filming of the scenes, and this will enable David Smith, director, to interject discreet comedy and to manipulate the lights rather more than necessary so as to give the public an idea of how motion pictures are actually made.

The advertising and publicity campaign, as outlined by Publicity Director J. J. Hess, will consist of advertising the scenes to be taken, in the dailies, for example: "Tonight Jack and Mary meet Spinelly in the bootleggers' hang-out. See the big battle scene, actually filmed." A special bulletin to be used at all the theatres and devoted entirely to the selection of the cast, the progress of the filming and other details will be used in a house-to-house distribution, and special scene trailers with interest-stimulating material, but not actual scenes from the film itself, will be run from week to week at the theatres.

The largest chain of drug stores in Chicago will carry a weekly bulletin with the latest stills of the scenes in process, and advance window displays showing interior sets will be shown in department stores. This will be supported by a regular advertising and bill-board campaign featuring the line: "A Chicago-made movie, by and of Chicago."

Vaudeville at Midnight Show

James Roach, manager of the Farash theatres in Schenectady, will use several acts of vaudeville in connection with a midnight show that will be staged from 11:30 o'clock on, in the observance of New Year's Eve.

Equipment

Deserved Promotion

By P. M. ABBOTT

For years past, projectionists have been criticized for their lack of a sense of responsibility to their work. They have been accused of doing just as little work as was possible to "get away" with their jobs. Also, cooperation between managers and projectionists was a nice theory, but hat's as far as it got—at least in most cases. .

All this showed projectionists as fair retardants to the progress of better shows. And, further, very often the projectionists actually deserved no better rating than the industry gave them.

MOTION PICTURE NEWS has been a leader in a movement to educate projectionists to assume greater responsibility and to cooperate with exhibitors. Nor was a message to the exhibitors themselves forgotten, as fairness on their part was equally essential to effective cooperation. Regardless of where credit is due—to our efforts, to projectionists themselves, or a combination of both or other influences,—a gratifying change of conditions has taken place.

Many projectionists today can be rated as minor executives especially in the better-class houses. In theatre circuits and first-class houses as well as a large portion of the lesser important theatres the chief projectionist assumes the responsibility of guaranteeing perfect projection. It is his duty to keep fully informed on all new and improved equipment and methods that are introduced to this field

The projectionist's recommendation is now usually final in the selection of equipment. This is as it should be. For good projection is so essenial for the successful operation of any theatre, and the equipment required to assure the desired results of such complicated nature, that it takes a specialist to intelligently supervise its selection and operation.

Those exhibitors and projectionists who have not kept step with these changes will soon be back numbers. For this new standing of projectionists is in accord with modern showmanship.

Managerial Changes in Canada Chain

F. P.-L. Switches Follow Death of Ralph Ruffner

The recent death of Ralph Ruffner, manager of the Capitol Theatre, Vancouver, B.C., for five years, has meant quite a change in the Western organization of Famous Players Canadian Corp. The theatre has been under the charge of John R. Muir, British Columbia supervisor of Famous Players houses, but announcement has been made of the transfer of H. M. Thomas, Western Division manager, from Winnipeg to Vancouver, to assume the management of the Capitol. The Western headquarters of Famous Players are moved temporarily from Winnipeg to Vancouver also.

Mr. Thomas has been the general manager of the Capitol at Winnipeg and now C. A. Schauffele, formerly general manager of theatres at Winnipeg for Canadian Universal Pictures, has been appointed to the Capitol Theatre, to be assisted by E. A. Retallick. Earle Hill will continue to have charge of the Capitol orchestra and others of the Capitol include V. Armand, projectionist, Syd. Barnes, Norman Code and Miss I. Kaplan.

Announcement regarding the changes so far was made by N. L. Nathanson of Toronto, managing director of Famous Players Canadian Corp., who is now on a trip of inspection through the Western territory.

Loew Signs Frances White and Vesta Victoria

Frances White and Vesta Victoria have been added to the list of "name" acts for Loew's vaudeville and de luxe picture theatres.

Miss White will open her tour in New York February 14th, while Miss Victoria opens at Loew's State, White Plains, next week.

The list now includes, in addition to Frances White and Vesta Victoria, Gene Tunney, McIntyre and Heath, Nora Bayes, Ruth Roye, Irene Franklin, Cissie Loftus, Al Herman, Sissle and Blake, Jane and Katherine Lee, Franklyn Farnum, Jean Southern and Morris and Campbell. Herbert Williams, of the act formerly known as Williams and Wolfus, has also accepted a Loew tour.

Birmingham House Redecorated

The Trianon Theatre in Birmingham reopened Christmas Day after several days' darkness during which the interior of the house was remodeled and redecorated. The house presented "Twinkletoes" as the feature of the program which reopened the Trianon.

Isis Offers New Orchestra

The Isis Theatre in Houston, Tex., last week introduced a "new idea" orchestra with Pedro Avelar, violinist, as the lead. The orchestra has been in rehearsal for some time and will specialize in musical accompaniments for the pictures. In addition, they will offer overture sand novelties as featured units of the programs at the Isis.

The MANAGER'S OFFICE

J. H. McCARRON, for several years connected with the B. F. Keith enterprises, has been appointed manager of the Globe and Garden Pier theatres in Atlantic City, N.J.

JACK QUINLAN, for several years manager of the Main Street Theatre in Kansas City, has succeeded Earl T. Cook as manager of the Pantages Theatre there. Cook has assumed his duties in the new post he fills at the home office of the Pantages circuit in New York.

ARTHUR STEUERLE is manager of the Crescent Theatre in Louisville, Ky. He is the son of Joseph L. Steuerle, manager of the Walnut Theatre in Louisville and one of the first motion picture managers in that city. The Crescent is operated by the Broadway Amusement Enterprises.

K. C. Suburban House Offers Stage Novelties

The management of the Madrid Theatre, Kansas City suburban house operated by Universal, is carrying on a vigorous campaign to attract the patronage not only of the south side district but the downtown crowd as well. Last week the Madrid advertised a program headed by "Stella Dallas" and with a short musical comedy and "Black-bottom Dance Contest" as added features of the "best entertainment buy, in town."

A vaudeville tour was offered as the prize which will go to the winner of the dance contest, audience applause deciding this issue. Elimination trials are being held every evening and free classes are given on the Madrid stage every afternoon from 3:30 to 5.

The Madrid management also featured a "ladies free" show Monday night of last week. Every lady patron accompanied by one adult who had purchased a ticket at the box office was admitted free.

Road Show Films Played at Harrisburg Majestic

The Majestic Theatre, Harrisburg, though maintained primarily as a legitimate theatre, has been resorting to the policy this winter of introducing high class film spectacles for one-week runs, having already shown "Ben-Hur," "Beau Geste" and "The Big Parade." Each was booked for one week and drew capacity houses most of the time, notwithstanding the price of the best seats was $1.65, including tax, a big advance over ordinary movie prices in Harrisburg. Manager Keubler, of the theatre, says these types of film shows, when obtainable, are more profitable than most road shows of the legitimate type.

Midnight Shows Open New Bills at Publix Houses

The Paramount and the Rialto, Publix houses on Broadway, will open new programs with special midnight performances on New Year's Eve. The Rialto offering will be "Sorrows of Satan," the opening of which was postponed one week owing to the continued popularity of "We're in the Navy Now."

N. Y. Capitol Offers Xmas Features

Music and Dance Numbers Win Applause

The ingenuity and talents of the versatile organization at the Capitol Theatre, New York, is utilized to celebrate the Christmas season on the current program, headed by "Valencia," the screen attraction. Orchestra, soloists and dancers contribute to the elaborate and festive nature of the entertainment.

The spirit of the Yuletide season is conveyed in a group of Christmas Carols sung by the Capitol Singers. The numbers consist of "Holy Night," "Adeste Fidelis," "Let Our Gladness Know No Ends," "Cantique Noel." A special setting provides a background of realism and an atmosphere of beauty for the selections. Caroline Andrews sings the "Doll Song" from Offenbach's opera, "Tales of Hoffman."

In lighter vein and expressing the happier phases of the holiday season is the "Toyland Ballet" with Joyce Coles as premiere danseuse; the Capitol Ballet Corps and the Chester Hale Girls. Several episodes make up the component parts of Mr. Hale's choreography, each colorfully costumed and scenically invested. Margaret Schilling, lyric soprano, sings Victor Herbert's "Toyland" as an interpolated solo.

Phonograph Concert Albany Strand Feature

A phonograph concert of classical and popular music featuring the new auditorium Victrola was one of the units of the program offered recently at the Strand Theatre in Albany. Records played on the instrument included "Mary Lou," played by the Silvertown Cord Orchestra; "O Come All Ye Faithful," as sung by the Trinity choir; the Reveler's interpretation of "Dinah," and Sousa's band playing "The Stars and Stripes Forever."

"The Great Gatsby" was the screen attraction for the week. Other features were a Harry Langdon comedy, "Lucky Stars;" the topical review, and the Strand symphony orchestra's overture, "Il Trovatore."

New Year's Eve Shows at Two F & R Theatres

Two F & R theatres in Minneapolis will present special midnight matinees on New Year's Eve. The State will offer a revue with 40 entertainers, headed by Dave Vine, comedian; Taylor and Hawks, Harmonists; Roy Smeck and Maurine Marseilles.

At the Strand the special attraction will be a showing of "The Winning of Barbara Worth," the Samuel Goldwyn screen version of Harold Bell Wright's novel.

Midnight Show at Michigan

The Michigan Theatre in Detroit will present a midnight show on New Year's Eve. The leading acts at all the Kunsky theatres will be on this special bill, as well as other talent booked only for this show. A "surprise" feature film will be the main unit of the program.

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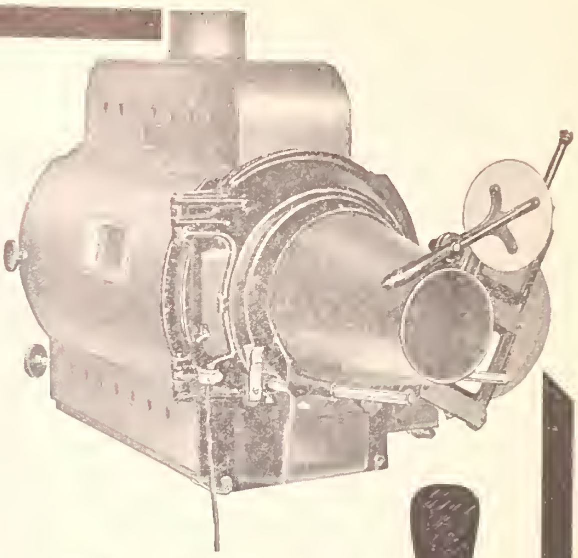

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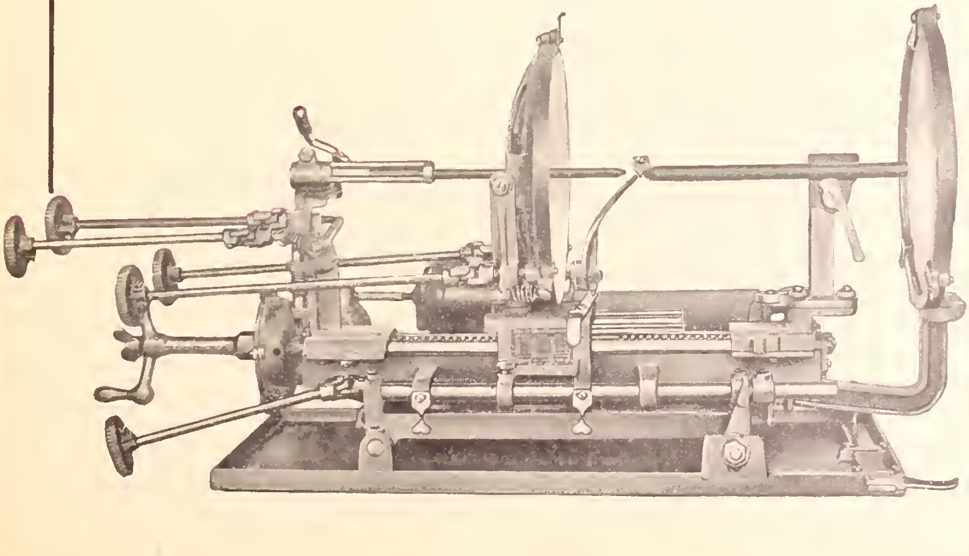

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Blue Mouse Celebrates 6th Anniversary

Olympic Opening Adds to Features of Week In Seattle Theatres

SEATTLE, WASH., Christmas Week and the Holiday Season witnessed the opening of one new theatre and a mammoth sixth anniversary celebration in another house. The new theatre to throw open its doors to the public was the Olympic Theatre; John Hamrick's Blue Mouse Theatre celebrated its sixth birthday with appropriate features.

The Olympic is an 800-seat house, and will present second-run pictures, with two program changes each week. A fully-equipped small stage is a feature of the house. A large Wurlitzer organ will furnish the musical accompaniment for the pictures, and room for an orchestra is provided both on the stage and in the orchestra pit.

At the Blue Mouse Theatre, Manager John Hamrick celebrated the sixth anniversary of the opening of the house with an elaborate screen and musical program. As the featured film attraction, Hamrick presented "Ladies at Play." Leonard Hagen and the Blue Mouse Music Masters presented a specially arranged anniversary overture, featuring the holiday season and the birthday of the house in a well-arranged medley of numbers. On the stage, Walton McKinney, the popular Blue Mouse soloist, offered an elaborate song revue with several assistants and a novel stage effect.

As usual, the electrical effects and the presentation features were quite elaborate, having been worked out especially for the occasion by the Blue Mouse staff of projectionists and presentation artists. A color scheme of red and green, exploiting the holiday motif, was used, and into this was worked the anniversary idea through mammoth candles surmounting the stage and the foyer of the house.

F & R Theatre Entertainers at "Good Will" Dinner

A number of Finkelstein & Ruben theatre entertainers contributed their services at a "good-will" dinner recently tendered St. Paul by the Good-Will Club of Minneapolis. Nearly 900 business and professional men of the Twin Cities attended the dinner. The official program included numbers by the State Theatre concert orchestra with William Warville Nelson conducting and by Bob Brose and his entertainers from the Lagoon Theatre.

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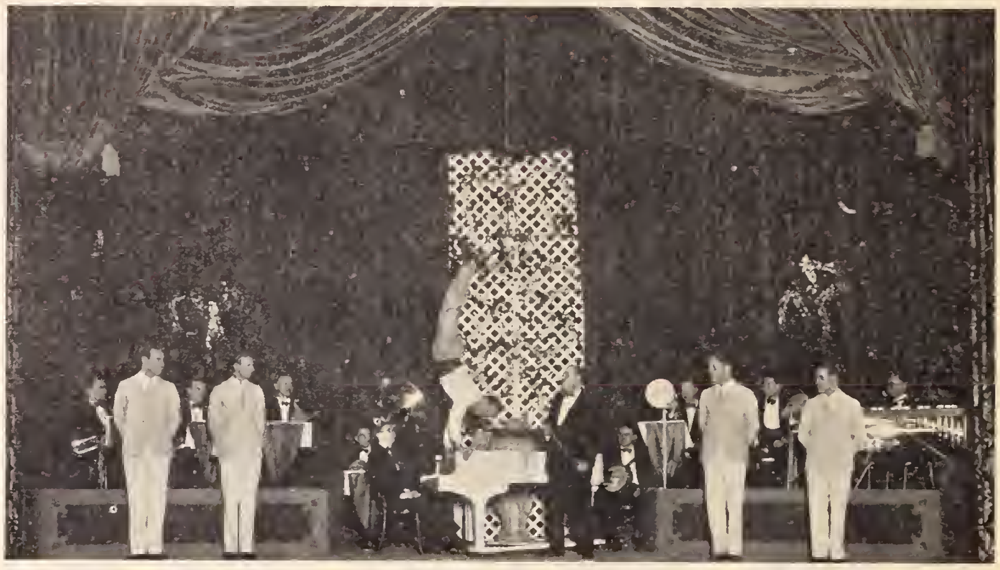


RIALTO ORCHESTRA NOVELTY

The Greater Rialto Music Masters are a weekly feature of presentations at this Denver house under the management of Walter League. The photo above shows the Music Masters with Jack Eddy, an eccentric dancer, as an added feature of the act, in a recent presentation number

Cambria Production Staged at Paramount Theatre

"The Pearl of Damascus," a stage feature with an Oriental background produced by Frank Cambria, is the presentation which heads the stage portion of the current program at the Paramount Theatre, New York. The name role is played by Teddy Walters, of Walters and Ellis, dancers, who are making their second tour of the Publix houses in this new offering.

The screen attraction for the week is "The Cheerful Fraud," starring Reginald Denny. Other units of the bill are "A Christmas Fantasy"—presented in the manner of the Miracle plays—Jesse Crawford's organ solo, "A Kiddie Koncert," and "Let's do Black Bottom," a Castle film novelty.

Opera Company Attraction at Tampa Theatre

All of the Tampa theatres seem to have enjoyed excellent holiday business. The Victory had four days of Grand Opera, extending through Christmas, with the San Carlos Grand Opera Company the attraction. Manager James M. Wiest, of the new Tampa Theatre, gave the poor children of Tampa a free show Christmas morning. He brought the film "Peter Pan" back for this show and all inmates of the several children homes and institutions were his guests.

Yuletide Frolic Feature of Strand Program

An elaborate Yuletide program is the current offering at the Mark Strand Theatre in New York. "Twinkletoes" is the screen attraction of the bill, which includes a Mark Strand Yuletide Frolic staged by Managing Director Joseph Plunkett.

The Yuletide Frolics have always been one of the outstanding features of the Christmas Holiday attractions at Broadway cinemas, and the presentation this year is the most pretentious and elaborate in the history of the Strand.

The current offering is in six scenes and includes "The Cab Horse's Christmas," "A Box of Sailors," "The Enchanted Forest," Joe Thomas' Saxotette, and "The Palace," with George Ali, the Mark Strand Male Quartet, Pauline Miller, an augmented ballet corps, Charlie Bennington and others. The special scenes and costumes were designed by Henry Dreyfuss, the music arranged by Jacques Grunberg and the ballets by Anatole Bourman.

Other features of the bill are the Yuletide Prelude, played by the orchestra, the Strand Topical Review and organ solos by Walter Wild and Frederick Smith.

"Faust" Feature of Second Program at Kilbourn Hall

"Faust" will be the feature of the second of a series of special film presentations at Kilbourn Hall, Rochester. The German screen production will be offered January 9 with a special musical score including selections from the Gounod opera and played by an orchestra of selected musicians under the direction of Guy Fraser Harrison.

"Alaskan Adventures" was the feature of the first program in the series which General Manager Eric Clark of the Eastman Theatre gave a month ago.

Straight Policy Fails at Embassy; Return Acts

Plans to do away with special stage attractions in conjunction with the motion picture programs at the Embassy Theatre in Baltimore proved a failure and the house is again presenting acts on programs with feature films.

Theatregoers would not pay 60 cents top at night to see pictures alone, with the result that the Embassy was forced to abandon the straight films policy and book in stage acts again.

Favorable Reaction

The constantly increasing use of Eastman Panchromatic Negative Film by producers means more and more pictures with blues, reds, yellows and greens in their true black and white relationship.

Effects unobtainable with ordinary negative are usual with "Pan". And the difference—the superiority—of prints on Eastman Positive from "Pan" negatives is readily apparent on the screen.

Such an obvious—and important—improvement in the art cannot fail to have favorable box office reaction.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

View of the Florida Theatre, St. Petersburg, Fla., a 2,400 seat house designed and built by R. E. Hall & Co., of New York. The Florida is a Paramount house.

J. H. Hallberg Returns

After Absence of 4 years Pioneer Inventor Introduces New Reflector Arc Lamp

UP in Chickering Hall, 29 West 57th Street, New York City, are the newly equipped offices and salesroom of J. H. Hallberg, whose return to the motion picture industry, after an absence of about four years, he is celebrating with the introduction of a reflector arc projection lamp.

Mr. Hallberg needs but little introduction to the readers of this publication.

Not only is he the author of "Motion Picture Electricty," a standard work of reference, but was for some years a regular contributor to our Projection Department.

He is the inventor of the Hallberg electric economizer, for use with alternating current, also of a later invention known as the Hallberg A.C. to D.C. motor generator, which has saved exhibitors thousands of dollars in current bills.

Mr. Hallberg became connected with the motion picture industry as far back as the fall of 1907. A year later his economizer appeared on the market, to be followed by his A.C. to D.C. Motor Generator.

He was the first tenant on the ground floor quarters of 729 Seventh Avenue, which, originally arranged and fitted up by him, later served the United Theatre Equipment Corporation and still later the Independent Movie Supply Company as the finest motion picture supply emporium that New York City had known up to that time.

In 1917 the establishment was disposed of by Mr. Hallberg to the United Theatre Equipment Corporation, of which he became Vice-President, Director and Chief Engineer.

This connection existed until the fall of 1922, when Mr. Hallberg resigned from the United Theatre Equipment Corporation to assume the Directorship of Experimental Research in the Burnett-Timken Research Laboratory with which he was identified until December, 1925.

During his connection with the Burnett-Timken Laboratory Mr. Hallberg, whose experiments have been along the lines of developing medical light ray apparatus, had unexcelled facilities for extending his previous investigations of optical principles.

The results of this post-graduate course, as we may call it, have been embodied in the new Hallberg Reflector Arc Projection Lamp and with improved models of his economizer and A.C. to D.C. Motor Generators, he has assembled as a nucleus a collection of high-grade motion picture apparatus, with which he is now prepared to serve the exhibitors and projectionists of the world.

Mr. Hallberg has gathered around him a skilled staff of expert assistants and in addition to the marketing of high-grade projection apparatus, he will maintain an experimental developing and testing laboratory for electrical and optical devices and is open for consultation and advice on these subjects to exhibitors, inventors and manufacturers.

Atlanta's Veteran Theatre Man Opens New House

James A. Rebb, who in point of service is the oldest exhibitor in Atlanta and the first to operate a suburban picture house here, is planning to open his new theatre at 510 Decatur Street the first week in January. It is christened the New Victory.

For the past twelve years Mr. Rebb has been running the Victory Theatre at 514 Decatur Street, near the Fulton Bag & Cotton Mills.

Having outgrown this house, which seats only about 300, Mr. Rebb recently purchased the site a few doors away and set to work to remodel the building, which is 32 by 100 feet, and seats 500.

A new front has been built and other improvements made, including a stage, which is to be used from time to time for the presentation of vaudeville acts.

Smith Amus. Co. Completes Virginia House

L. R. Smith, head of the Smith Amusement Company, controlling seven theatres in eastern Ohio, has recently completed a new motion picture house known as the Palace at Huntington, W. Va. The new structure is modern and up-to-date in every respect and is located in the centre of the downtown district.

J. H. Hallberg

Allentown's Pergola Holds Premiere

New House Replaces Eighteen-Year-Old Theatre

Formal opening of the New Pergola picture theatre, erected at 28 North Ninth Street, Allentown, by James K. Bowen, took place on the evening of December 6, with dedicatory exercises and a fine film program that attracted a capacity crowd to this highly artistic and modern play house. This theatre replaces a theatre of the same name where Mr. Bowen started in the business eighteen years ago. D. Ellsworth Knorr, who has been associated with him as house manager during all that time, has been made manager of the New Pergola.

The seating capacity of the theatre is 1,200. The building is exquisite in design and the interior decorations are of rare beauty. The auditorium has been built with special care for the comfort of the patrons, one feature being that ample space has been left between the seats to prevent cramping the occupants. Early in the new year a unit organ will be installed, especially constructed by A. Gottfried, of Erie. There is a permanent six-piece orchestra under direction of Professor Vermond A. Knauss.

Among the well-wishers who sent gorgeous flowers on the opening night were the Allentown Kiwanis Club, The American Heating & Ventilating Company, The National Theatrical Supply Company, and Harry Bradsky, of Philadelphia.

It was announced that the policy of the theatre will be to offer first run programs of Fox and Warner Brothers feature pictures, O. Henry comedies and Fox varieties and news films.

"Bigger and Better Shows" for Ala. Small Towns

There is strong evidence that the smaller Alabama towns believe in "bigger and better shows." Among the more ambitious projects for towns in the 1,000 population class is the new Red Bay Theatre now being erected by T. A. Wilson, who has already established himself as a successful showman in the management of the Gem Theatre of Red Bay. The new Red Bay house is of brick, 50 by 100 feet, seats 800, and represents an investment of approximately $30,000.

Calvin Bard Announces Cedar Rapids House

ANNOUNCEMENT was recently made in Cedar Rapids, Ia., that Calvin Bard, who is said to be identified with the Loew interests and a theatre man of Indianapolis, has purchased the Boyson block and will erect a $750,000 motion picture and vaudeville theatre building. The house will seat around 2,000 and will contain a large stage.

It is said that Mr. Bard will build the Cedar Rapids theatre as a personal investment, although it is believed that on its completion the house will be leased to the Loew interests.

M. P. Operator's Dance to be Held February 3rd

THE tenth annual reception and dance of the Moving Picture Machine Operator's Union will be held at Kruegers' Auditorium on Thursday evening, February 3, 1927. This event is sponsored by Local Number 244 of Newark, N.J., with offices at the Strand Theatre Building, suite 53.

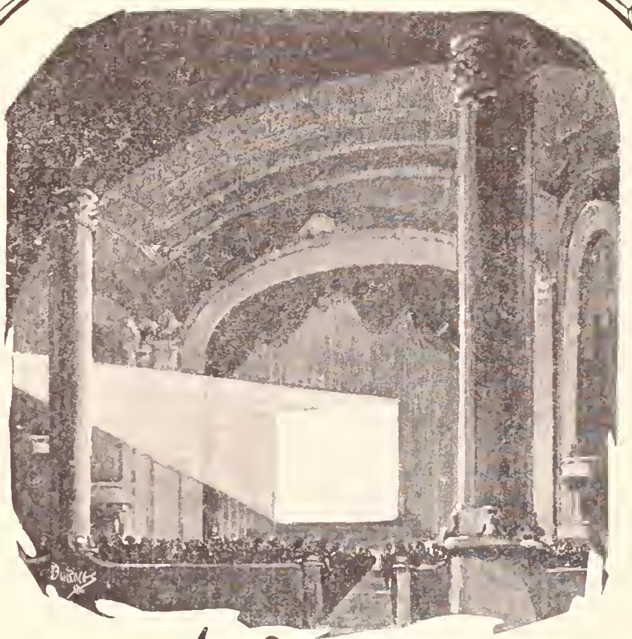
Co-operation of all in this zone concerned is invited as the proceeds are to be used for the Sick and Death fund. Address all communications to W. C. Uessler, 25 Vernon Avenue, Newark, N.J.

Ground Broken for House at Venice, Fla.

Ground was broken last Monday for the erection of a theatre building at Venice, the Brotherhood of Locomotive Engineers' city on the West Coast of Florida. The structure is stated to cost $175,000, and is being built by Nieupert P. Estes of Orlando. The theatre will have a seating capacity of 1,500.

McMinn's Lyric, Cullman, Nears Completion

T. D. McMinn is rapidly completing his new Lyric Theatre at Cullman, Ala. This will be one of the most attractive small theatres in the State.



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Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

Effect of Aperture Size on Screen Illumination

Part I

IT is commonly accepted as a fact that the size of the aperture in a motion picture projector is one of the important factors in determining what screen illumination can be obtained with any given set of conditions as regards type of light source, diameter of objective lens, etc.

It has long been claimed that the present standard size of aperture (.906 in. wide by .6795 in. high) acts as a limit in the way of screen illumination and that if it were only possible to increase these dimensions, without, at the same time creating havoc among film standards, everything would be "hunky-dory" in a manner of speaking, since higher screen intensities could be obtained by the simple means of increasing the size of the light source (higher amperage arcs).

In other words, it is claimed that the present size of standard aperture makes it impossible to obtain higher screen intensities (a more brilliantly lighted screen) due to the fact that with any given optic system, there is a point beyond which an increase in size of light source will result in no further increase in intensity of screen illumination.

Thus, the limits for the common systems are approximately as follows:

Mazda lamp—30 volt. 30 ampere (filament 0.5 in. x 0.45 in.).

Ordinary Arc (Parabolic Condensers)—60 amperes.

Reflector Arc—25 amperes.

High Intensity Arc—Limit not yet reached.

Units of Illumination

At the present time, relatively few people have a clear conception regarding the correct use of the units which are employed for expressing illumination results and, indeed, it can be safely said, that only a comparatively limited group of people have any idea at all that there are such units and that they can be employed to differentiate between two degrees of illumination with any kind of accuracy.

Wrong concepts of fundamental units, or the possession of no concepts at all regarding fundamental units, are largely responsible for much of the ignorance among projectionists and a certain class of "technical writers," concerning even the simplest optical phenomena, since it is impossible for them to construct a satisfactory mental foundation to guide them when analyzing a given set of conditions. Hence, all the foolish statements concerning light action in general and optics in particular.

As regards illumination, there are two units which are more commonly used than others, these being the *foot-candle* and the *lumen*. The foot-candle is used to express the *intensity* of illumination at a *point* located some distance from the original source and so represents the energy remaining in the wave vibration after the light has traveled from the source to the point in question. Since energy is expended (as regards light) in making the light travel from one point to another it should be obvious that the farther the light proceeds from the source the weaker it becomes. In the same way that water waves become weaker and weaker the farther they travel from the point at which a stone is dropped into a pool of still water, so also do light waves diminish in strength as they leave the source and travel out into space.

The intensity of illumination, therefore, on a piece of paper held in the path of light from such a source as an incandescent lamp will become smaller and smaller as this paper is moved farther away from the lamp. In fact the intensity, expressed in foot-candles, will decrease inversely as the square of the distance between paper and lamp so that if the distance is doubled, the foot-candle intensity will be reduced to one-fourth its former value.

This is the well-known Law of Inverse Squares the application of which, however, appears to be not so well known. The fact that minors and lenses are used to intercept and redirect the light in no way alters this law if certain conditions are satisfied.

Illumination and Brightness

The intensity of illumination, expressed in foot-candles, in combination with the reflecting power of an object, and its surface finish (whether polished or dull) determine the degree of brilliancy so that for any given object, doubling the intensity of illumination will result in doubling its brilliancy. Strictly speaking, this is not true since the brilliancy of an object is the *effect* or *sensation* made upon the eye and the relation between sensation and illumination is not a direct one as will be shown in a later article.

The thing that we wish to bring out here, however, is that 4 foot-candles represent twice the illuminating power as do 2 foot-candles, and 8 foot-candles represents 4 times the illumination, etc.

The foot-candle, therefore, is a measure of the degrees of illumination at a *point*.

Now a point is really non-existent since it is defined as having no dimensions, so that while it is convenient in explaining things to refer to individual points, in practice the consideration is that of *surfaces* and not points. Any surface, however, can be considered as being made up of an infinite number of points so that in this manner it is possible to tie in abstract theory with practical conditions else practical solutions would be impossible.

If, now, a piece of paper (made up of a collection of innumerable points) measuring 12 x 12 inches were held in the path of light from an incandescent lamp, each *point* on the square of paper would be illuminated to an intensity determined by the light emitting power of the lamp and its distance from the paper. Let us suppose the intensity on each *point* of the paper is 2 foot-candles.

In order to avoid stretching our imagination too far and thus run the risk of permanently cracking it, let us discard the generally accepted definition of a point as something which has no dimensions and concede that a point is something which is microscopically small but nevertheless has size. This size may be only one one-millionth of an inch or anything else your fancy dictates. If your fancy is particularly dictatorial and you are in a bitter, critical mood as a result of rash holiday celebrations, you may even assign it a value of one ten-millionth of an inch.

No matter what size the point has, it should be obvious that a certain *small volume* of light will be required to illuminate it to our supposed value of 2 foot-candles. Furthermore, since the piece of paper is composed of millions of these points the *total volume* of light falling on the paper will be the number of points multiplied by the amount of light falling on each one of the points. The sum total will be the volume of light on the paper and this light volume is measured in *lumens*.

A lumen can be defined as the volume of light falling on a piece of paper measuring one foot square when *each point* on that paper is illuminated to an intensity of *one foot-candle*. Since our particular piece of paper has each of its points illuminated to an intensity of 2 foot-candles, *twice* the amount of light falls on each point and, therefore, twice the total volume falls on the entire paper so that there are 2 *lumens* on it.

To sum up what has been said so far—light intensities are measured *at a point* and are expressed in foot-candles. Since extended areas in the form of surfaces are encountered in our daily work we can hardly expect to illuminate a *single point* so that it is necessary to have an expression for denoting the volume of light falling on an area which is nothing more than a collection of points.

(*Continued on page 92*)

E. J. Sparks Opens Cameo at Lakeland, Fla.

THE opening of the Cameo Theatre, Lakeland, Fla., by the E. J. Sparks Enterprises was an unusually successful event and since that time the new house has enjoyed capacity business. B. B. Garner is the resident manager.

This house, operating with carefully selected first- and second-run product, is part of a nucleus of a chain of "Class B" theatres now being developed by Mr. Sparks, a veteran Florida showman, who, at one time, had as many as forty-nine houses under his control. These holdings were sold to Famous Players and the Universal Theatres Corp. some time ago.

Much care is given selecting the equipment for these houses, which includes such installations as heavy type upholstered chairs, Minusa screens, latest model Power's projectors with Peerless arcs and Wurlitzer organs.

Donovan Building House at Taunton, Mass.

James Donovan is erecting a 1,900-seat house on Broadway, Taunton, Mass., on the former Black and Spitz properties. The theatre will be pushed forward with all speed as soon as foundations are in. The recent fire which destroyed the Park Theatre there has made the need of another theatre imperative. Plans had already been started, however, for the new playhouse before fire destroyed the Park Theatre.

F.&R. Announces Largest Picture Theatre Stage in Country

THE State Theatre in Minneapolis is to have one of the largest stages of any picture house in the country. Announcement of this was made last week by Finkelstein & Ruben in full page ads which were carried in Minneapolis papers. The new stage, which will be completed about February 1, was termed "Finkelstein & Ruben's Christmas gift to the people of Minneapolis."

A corps of artisans, carpenters and stage experts are already at work enlarging and remodelling the State, which, when completed, will accommodate a score of entertainers and legitimate spectacles which cannot ordinarily be produced in a motion picture theatre. The curtain line will be extended 20 feet nearer the audience, and peristyles built into the background at enormous expense will be sacrificed in the rebuilding. In the place of these peristyles will be "huge papier mache sets given a flexibility of position by means of rollers, yet retaining the dignity and beauty of the rostrum." The most modern types of electrical equipment will replace the old, with footlights replaced by larger lamps set at greater intervals and spraying their rays upon the State through new diffusing lenses. The new lighting system will include 50 fine spot and 30 flood lights. Dressing-rooms which will accommodate 150 performers are being built as part of the general scheme of improvement.

It is claimed for this new stage that it will boast "500 yards of silk plush, 200 yards of gold braid, equipment to hang 52 sets of scenery, an enlarged orchestra pit, the largest electrical switchboard of any theatre in Minneapolis, a lighting system consuming a voltage capable of lighting a town of 3,000 inhabitants."

Once the stage is completed, it is planned to produce stage revues more pretentious than any which have yet been seen in the Twin Cities. One such offering is George Beban and his large company of players who will visit the State early in February, appearing both on the screen and in an elaborate stage sequence.

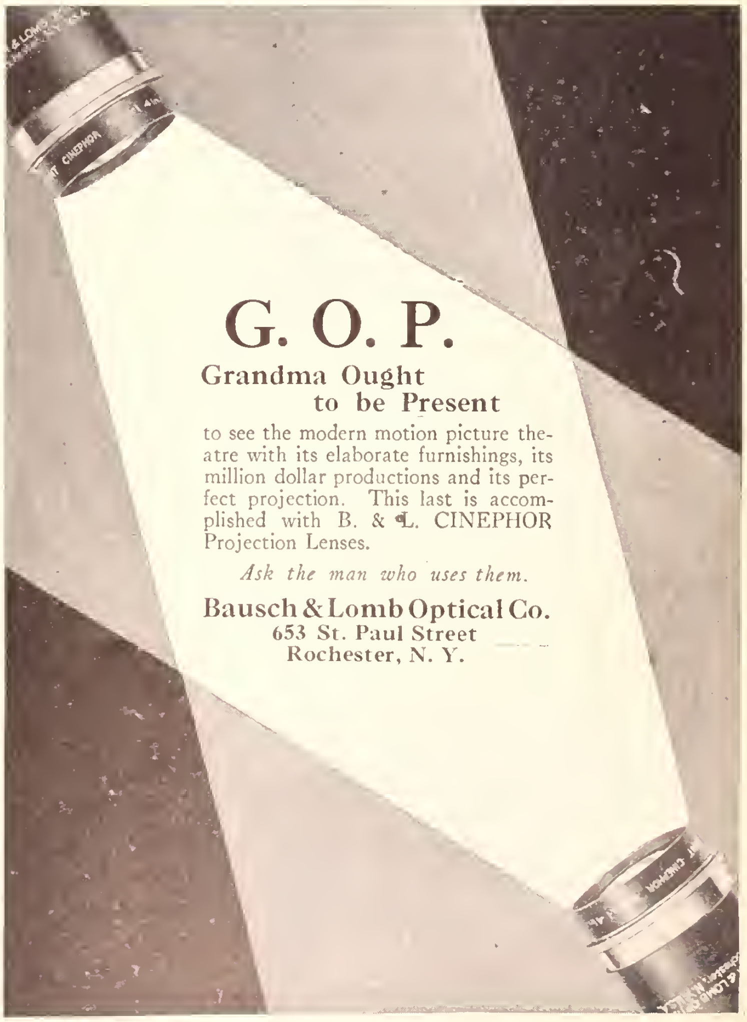
Valencia Opens on Roof

Lowe's Valencia Theatre, Baltimore, was opened to the public Christmas Eve with the new Mae Murray vehicle, "Valencia," as the attraction. The Valencia, a Spanish atmospheric type of playhouse, is located on the roof of Loew's Century, and replaces with new and more beautiful trimmings the old Century Roof Garden. The policy of the house will be extended runs for special pictures with performances continuous from 11 A.M. to 11 P.M. The price scale is 25 cents, from 11 to 12:30 noon; 35 cents from 12:30 to 5 P.M.; 60 cents from 5:30 to closing, for week days, with 50 and 65 cents admissions Saturdays and holidays.

A RECORD FOR 1926

Motion Picture News carried more equipment and accessory (non-film) advertising accounts during 1926 than any other motion picture trade journal.

This record continues the ten-year leadership of Motion Picture News as the best advertising medium for equipment manufacturers in the motion picture industry.



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Glen Dickinson is Active

Kansas-Missouri Theatre Owner Makes Radical Changes in Two Houses

PLANS for the complete rebuilding of the Bowersock Theatre, Lawrence, Kans., were recently announced by Glen Dickinson, owner of a string of playhouses in Kansas and Missouri. Boller Brothers, Kansas City architects, have been commissioned to draw the plans for what will probably be one of the finest motion picture theatres in the state.

While complete details are not available at the present time, a few of the most important features are mentioned in Mr. Dickinson's communication.

The main auditorium will be approximately twice its present size. This space will be gained by shortening the stage and moving the present balcony stairways inside the main auditorium. The remodeled stage will still be of ample size for road shows and vaudeville should those policies ever be adopted.

The front of the theatre will be at least twenty feet higher than at present, adorned by a seventy-five foot marquee. The front and marquee will carry over one thousand lights. A Persian design will be followed out.

The main auditorium will seat approximately 800 and specifications call for the finest seats obtainable. A spacious foyer will also be provided.

Mr. Dickinson also controls the theatres in Manhattan, Coffeyville, Junction City, Independence, Parsons and Lawrence, Kans., and Chillicothe and Independence, Mo.

Another theatre recently rebuilt by Glen Dickinson is the Varsity, also located in Lawrence. The entire front was changed to conform to Spanish design and the interior radically changed. New seats were also installed by the American Seating Company, 650 on the main floor and 550 in the balcony. An expensive new organ is included in the new equipment.

Frank Barnes is the house manager and the policy of the Varsity is high-class, first-run feature pictures.

Frank Amusement's Cedar Rapids Theatre Under Way

THE Frank Amusement Company of Waterloo, Iowa, announces the erection of a 2,500-seat vaudeville and photoplay combination theatre for Cedar Rapids, Iowa, to be operated jointly by the Frank Amusement Company and the Orpheum circuit of vaudeville theatres.

The plans call for a 2,500-seat house—1,600 seats on the main floor, 900 on the balcony, with a stage 30 feet by 100 feet; theatre to be equipped with a refrigerating plant. The building will occupy a site 180 x 140, covering an entire half city block on Third Avenue and Second Street, Cedar Rapids.

The theatre will be built according to plans prepared by W. P. Whitney, Chicago. These plans are to be approved by the Orpheum circuit architect.

The building will contain in addition to the theatre thirteen stores, basement cafeteria, basement billiard hall and bowling alley. There will also be sixteen offices and twenty-eight apartments. The building is to be completed by November 1st, 1927, and construction is to be started immediately. The contracts and financial details are being handled by Rupert Levine & Company of Chicago. Specifications call for a building consisting of three stories with a terra cotta front.

The Frank Amusement Company, which operates a number of theatres throughout Iowa, also has approved plans for the new Orpheum Theatre for Waterloo, Iowa, with a seating capacity of 2,000, located on Commercial Street between Fourth and Fifth streets adjoining the Paul Davis Dry Goods Company building. Construction of the Waterloo Orpheum Theatre will commence on January 17th, theatre to be completed on or before November 1, 1927.

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Rialto At Williamsport, Pa., Holds Opening

The formal opening of the Rialto Theatre, Williamsport, Pa., proved to be quite an event in the civic life of that city, many prominent officials being present.

The Rialto was built at a reported cost of $350,000 and has every modern convenience. W. B. Wilson is the manager and part owner.

Inquiries and Comments

(Continued from preceding page)

A collection of points, each illuminated to a certain intensity, represents a certain volume of light (no matter how small the area be) and this light volume is expressed in lumens.

The intensity of light on *each point* of an object will determine the brilliancy of that object to the eye and if the object is small, only a small volume of light will fall on it, whereas if the object is large, a greater volume of light will fall on it. If the foot-candle intensity is not changed, however, the *brilliancy* of the object will remain the same regardless of its size.

This assumes, of course, that the *character* of the object's surfaces is also not changed.

(*To be continued*)

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Black Pirate, Tbe	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, Tbe	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, the	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6025 feet	Oct. 9
War Paint	Tim McCoy	M-G-M	5032 feet	Dec. 4
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Arizona Nights	Fred Thomson	F. B. O		
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict		
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Gay Deceiver, The	L. Cody-M. Day	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	5 reels	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M.McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	Corinne Griffith	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox		
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Woman's Heart, A	E. Bennett-Whitman-Earle	Sterling		
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	Special Cast	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
Altars of Desire	M. Murray-Tearle	M-G-M		
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardelys the Magnificent	John Gilbert	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	Frances McDonald	M-G-M		
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	Beatrice Lillie	M-G-M	6461 feet	
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4375 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib		
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Masked Woman, The	Anna Q. Nillson	First National		
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures		
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor-Nissen	Paramount	6244 feet	
Prairie King, The	Hoot Gibson	Universal		
Prowlers of the Night	Fred Humes	Universal		
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Sin Cargo	S. Mason-R. Frazer	Tiffany		
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Tentacles of the North	Special Cast	Rayart	5998 feet	
There You Are	Nagel-Roberts	M-G-M	5652 feet	
Timid Terror, The	George O'Hara	F. B. O	4892 feet	
Tin Hats	Windsor-Nagle-Roach	M-G-M	6598 feet	Dec. 18

Feature	Star	Distributed by	Length	Reviewed
Tom and His Pals	Tom Tyler	F. B. O.	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	Colleen Moore	First National	7833 feet	
Unknown Cavalier, The	Ken Maynard	First National	6595 feet	
Upstage	Norma Shearer	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5374 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox		
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Collegiate	Alberta Vaughn	F. B. O	4718 feet	
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp		
Death Valley	Buck Jones	Fox		
Desert Valley	Buck Jones	Fox		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Exclusive Rights	L. Rich-G. Whitman-R. McKee-G. Glass	Famous Attractions		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Faust	Emil Jannings	M-G-M		Dec. 25
Fingerprints	L. Fazenda-J. Murray	Warner Bros		
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
Gallant Fool, The	Billy Sullivan	Rayart		
Going Crooked	B. Love-O. Shaw	Fox	5425 feet	Dec. 25
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart		
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr	First National	5603 feet	Dec. 25
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Mother Machree	Belle Bennett	Fox		
Night Owl, The	Reed Howes	Rayart		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Redheads Preferred	M. Daw-T. von Eltz	Tiffany		
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Red Mill, The	Marion Davies	M-G-M		
Regular Scout, A	Fred Thomson	F. B. O	5601 feet	
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart		
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stepping Along	Johnny Hines	First National	7038 feet	Nov. 27
Stolen Pleasures	H. Chadwick-D. Renier-G. Whitman	Columbia Pictures		
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 26
Striving For Fortune	George Walsh	Excellent Pictures		
Summer Bachelors	A. Forrest-Bellamy	Fox		
Sunshine of Paradise Alley	Barbara Bedford	Chadwick		
Third Degree, The	Dolores Costello	Warner Bros		
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pictures		
West of the Law	Ben Wilson	Rayart	4937 feet	
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8 reels	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox		
Be Yourself	Raymond Griffirh	Paramount		
Blonde or Brunette	Adolphe Menjou	Paramount		
Cactus Trails	Bob Custer	F. B. O		
California or Bust	George O'Hara	F. B. O		
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Enchanted Island		Tiffany		
Fighting Love	Goudal-Varconi	Prod. Dist. Corp		
General, The	Buster Keaton	United Artists		
God's Great Wilderness	Lillian Rich	American Cinema		
Hello Bill (tentative)	C. Tearle	F. B. O		
Homestruck	V. Dana-G. Withers	F. B. O		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist Corp		
Kid Brother, The	Harold Lloyd	Paramount		
Lady in Ermine, The	Corinne Griffith	First National		
Last Trail, The	Tom Mix	Fox		
Lightnin' Lariats	Tom Tyler	F. B. O		
Little Orphan Annie		F. B. O		
Lodger, The		Lee Bradford		
Long Loop on the Pecos, The	Leo Maloney	Pathe	5934 feet	
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Lunatic at Large, The	Leon Errol	First National		
McFadden's Flats	C. Murray-Conklin	First National		
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Music Master, The	Alec B. Francis	Fox		
Mystery Brand, The	Ben Wilson	Rayart		
Night of Love, The	Colman-Banky	United Artists		
Oh, Baby!	Special Cast	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas		
One Increasing Purpose	Lowe-Rubens-Lee	Fox		
Ordeal, The	Garbo-Chaney	M-G-M		
Overland Stage, The	Ken Maynard	First National	6392 feet	
Paradise for Two	Richard Dix	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National		

Feature	Star	Distributed by	Length	Reviewed
Potters, The	W.C.Fields-M.Alden	Paramount		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	Jack Hoxie	Universal	4409 feet	
Scorcher, The	Reed Howes	Rayart		
Silent Rider, The	Hoot Gibson	Universal		
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey	M-G-M		
Show Girl, The	Special Cast	Rayart		
Smiling Billy	Billy Sullivan	Rayart		
Son of Montmartre, The	Norma Talmadge	First National		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V. Valli-Carmenati	Fox		
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures		
Sunya	Gloria Swanson	United Artists		
Tarzan and the Golden Lion	James Pierce	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Tiger, The (tentative)		Tiffany		
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures		
Where North Holds Sway	Jack Perrin	Rayart		
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Ankles Preferred		Fox		
Arizona Bound	Gary Cooper	Paramount		
Beloved Rogue, The	John Barrymore	United Artists		
Butterflies in the Rain	Kirkward-La Plante	Universal		
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	Fred Thomson	F. B. O		
Easy Pickings	Nilsson-K. Harlan	First National		
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr.	Paramount	6532 feet	Dec. 4
Grey Hat, The	L. Cody-Crawford	M-G-M		
His Rise to Fame	George Walsh	Excellent Pictures		
Hotel Imperial	Pola Negri	Paramount	7091 feet	
It	A. Moreno-C. Bow	Paramount		
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
Lightning		Tiffany	6500 feet	
Little Journey, The	Haines-Windsor	M-G-M		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Love's Greatest Mistake	W. Powell-E. Brent	Paramount		
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keane	F. B. O		
Midnight Watch, The	Special Cast	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor-L. Moran	Paramount		
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp		
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Quarantined Rivals		Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Silky Anne	Constance Talmadge	First National		
Song of the Dragon, The (tentative)	D. Mackaill-L. Gray	First National		
Sorrows of Satan, The	Adolphe Menjou	Paramount		Oct. 23
Steeplechase, The		Tiffany		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		
Uneasy Payments	Alberta Vaughn	F. B. O		
Upstream	Dolores Del Rio	Fox		
Wedding Ring, The	V. Valli	Fox		
Wild Geese		Tiffany		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Broken Gate, The		Tiffany		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The		Fox		
Frisco Sally Levy	S. O'Neil	M-G-M		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
Her Father Said No	Brian-Cooke-Guard	F. B. O		
Heroes of the Night		Lumas		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Univcrsal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P. O'Malley-Busch	Universal		
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Secret Studio, The		Fox		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Sonora Kid	Tom Tyler	F. B. O		
Squads Right		Tiffany		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Terror of the Bar X	Bob Custer	F. B. O		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Julia Faye	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	Gilda Gray	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Evening Clothes	A. Menjou-V. Valli	Paramount		
Fashions for Women	Esther Ralston	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Husband Hunters, The		Tiffany		
Is Zat So?	V. McLaglen	Fox		
Knockout Reiley	Richard Dix	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	Marie Prevost	Prod. Dist. Corp		
Poor Nut, The	Jack Mulhall	First National		
Ritzy	B. Bronson	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Special Delivery	E. Cantor-G. Bancroft	Paramount		
Tale of a Vanishing People		Tiffanv	6500 feet	
Too Many Crooks	Mildred Harris	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Flaming Timber		Tiffany		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart of Salome		Fox		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Perfect Fool, The (tentative)	Ed. Wynn	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	Special Cast	Prod. Dist. Corp		
Snowbound		Tiffany		
Soundings (tentative)	L. Moran	Paramount		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan. 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For A Nurse	Sid Smith	Sava Films		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	M. Normand-C. Hale	Pathe	Jan. 2	2 reels	
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films		2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	
Banana King, The	Sid Smith	Sava Films		2 reels	
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor		Fox	Jan. 9	2 reels	
Battling Kangaroo		Fox	Dec. 5	2 reels	Dec. 25
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business		Fox	Dec. 26	2 reels	
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Blue-Black	Lewis Sargent	Bray	Dec. 20	2 reels	Dec. 11
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Universal		2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal		2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Universal		2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan.	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 12	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Cinder Path, The	George Lewis	Universal		2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat		2 reels	
Duck Soup	Roach Stars	Pathe	Mar. 20	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough 'Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fatty's First Fancy	Fatty Laymon	Sava Films		2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec. 26	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Universal		2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Eool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Universal		2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Getting Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Brush, The	Hank Mann	Sava Films		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobby Ray	Rayart		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	April 18	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette !	Shields-Arthur	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High Sea Blues	Al St. John	Educat	Jan. 2	2 reels	
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralpb Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
His Taking Ways	Al St. John	Bischoff		2 reels	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital		Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hur Ben	Hank Mann	Sava Films		2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal		2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Universal		2 reels	
Keeping Up With the Joneses (Series)		Stern Bros			
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov.. 6
Lookout Buster!	Trimble and Dog	Universal		2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	Guard-Cooke	F. B. O	Feb. 27	2 reels	
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Feb. 6	2 reels	
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	
Married Widow, The	Eddie Gordon	Sava Films		2 reels	
Marry Month of May	"O. Henry"	Fox	Oct. 7	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov..13
Mike and Ike (Series)	King-Dorety	Stern Bros.			
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Dec. 26	2 reels	
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec. 5	3 reels	Dec. 4
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
North of 6⅞	Sid Smith	Sava Films		2 reels	
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Doing Nothing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films		2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O.	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	Alice Day	Pathe	Jan. 16	2 reels	
Peacuful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Rain and Shines	Al St. John	Bischoff		2 reels	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	George Lewis	Universal		2 reels	
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roses and Ruses	"O. Henry"	Fox	Jan. 2	2 reels	
Rug Fiend, The	"Krazy Kat Cartoon"	F. B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe		2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
She Beast, The	Sid Smith	Sava Films		2 reels	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Universal		2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Sleep Walkers Marry?		Pathe	Jan. 23	2 reels	
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov. 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A		Fox			
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Universal		2 reels	
Spooky Money	Al Joy	Ricardo			
Sport Calendar					
Stage Shy	Hank Mann	Sava Films		2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Sure Fire	Bobby Vernon	Educat	Dec. 26	2 reels	
Survival of the Fittest	Guard-Cooke	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	1 reel	
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoon"	Bray	Nov. 12	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	
Thanks for the Boat Ride		Universal			
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Turkish Howls	Guard-Cooke	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Glenn Tryon	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Boatman, The	Hank Mann	Sava Films		2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanderers of Wetland	Hank Mann	Sava Films		2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Universal		2 reels	
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series)	Guard-Cooke	F. O. B	Jan. 30	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
Wise Quacker, The	Eddie Gordon	Sava Films		2 reels	
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Aphrodite (Novelty)	Service Film		1 reel	
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Bride of the Falls (Music Legend)	Castle Films	Dec	1 reel	
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	
Bruce Scenic Novelties, No. 7	Educat		1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Cluster of Kings, A (Hodge Podge)	Educat	Jan. 16		Jan. 16
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	
Cozy Beds for Oysters (Ufa short)				
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial)	Universal	Jan. 17	10 episodes	
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	Red Seal		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial)	Nat Levine		10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Hero Land (Color Novelty)	Service Film		1 reel	
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educational	Jan. 23	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	
House Without a Key, The (Serial)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Mystery	Sava Films		2 reels	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Land of Rivers (Scenic)	Service Film		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Life in the Twilight (Ufa short)				
Lightnin' Flashes (Drama)	Sava Films		2 reels	
Lightnin' Strikes (Drama)	Sava Films		2 reels	
Lightnin' Wins (Drama)	Sava Films		2 reels	
Literary Digest (Series)	C. & C		1 reel	
Lizzie's Last Lap (Novelty)	C. & C		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Making of a King (Prince of Wales)	C. & C		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray		1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Menace of the Mounted, The (Edmund Cobb)	Universal	Jan. 22	2 reels	
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16

Title	Distributor	Rel. Date	Length	Reviewed
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	
Movie Struck	C. & C.	Oct	2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	
My Word, London (Novelty)	Castle Films	Jan. 17	1 reel	
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial)	Pathe	Jan. 30	10 episodes	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 10	1 reel	
Rambling in Old Japan	C. & C			
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Shadows of the Tiger	Sava Films		2 reels	
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar	Bray	Dec. 13	1 reel	
Sporting Knack, The (Sportlight)	Pathe	Jan. 23	1 reel	
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Terrors of the Jungle	Sava Films		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Millions (Serial)	Sierra Pictures		15 episodes	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Winged Death (Ufa short)				
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				

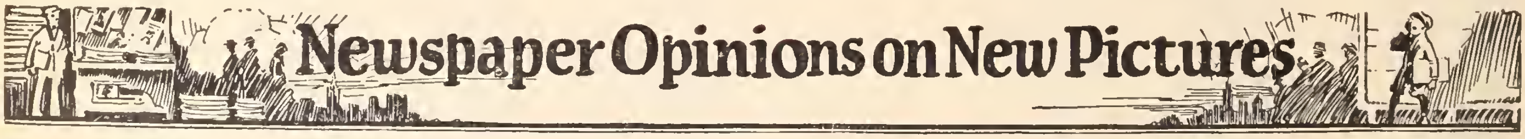
Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E. Murphy	First National		
Alonzo, the Armless	Lon Chaney	M-G-M		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Bad Little Good Girl		Chadwick		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney	First National		
Beau Geste (road show)	Special Cast	M-G-M		
Beautiful Women	R. Griffith	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Lumas		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Bitter Apples	M. Blue-M. Lay	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory		Warner Bros		
Black Tears		Gorman Pictures		
Branded	Bob Custer	F. B. O		
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Ramon Novarro	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Chasing Rainbows	"Aesop Fables"	Pathe	1 reel	Jan. 16
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
CollegeW idows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Pola Negri	Paramount		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		

Feature	Star	Distributed by	Lengtb	Reviewed
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Specia' Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda	Warner Bros		
Demi-Bride, The	Norma Shearer	M-G-M		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamond Handcuffs	Mae Murray	M-G-M		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Double Handed Bandit, The	Bob Custer	F. B. O		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy The	Lillian Gish	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The		Lumas		
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Follow the Signs		Universal		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Gotham Prod		
For Her People	Raquel Meller		7073 feet	
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gaby	V. Valli-G. O'Brien	Fox		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	L.Fazenda-J.Murray	Warner Bros		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		Asher-Small		
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Hero on Horseback, A	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His First Flame	Harry Langdon	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Impostor, The	Evelyn Brent	F. B. O		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O.		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Betty Compson	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Limehouse Lou	Evelyn Brent	F. B. O		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Lovers	Novarro-Terry	M-G-M		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Manon (road show)	John Barrymore	Warner Bros		
Man Who Forgot God	Emil Jannings	Paramount		
Man Who Laughs, The		Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	Alma Rubens	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	Special Cast	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	Dolores Costello	Warner Bros		
Miss George Washington	Colleen Moore	First National		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P.Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mr. Wu	Lon Chaney	M-G-M		
Mysterious Island, The	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Friend		First National		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Night School, The		M-G-M		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
Notorious Lady	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)		First National		
Old Heidelberg	Ramon Novarro	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
Open Book	Special Cast	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business		Columbia Pictures		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls		Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Pursued	G. Glass-S. Holmes-G. Astor	Elbee Pict		
Quality Street		M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		

Feature	Star	Distributed by	Length	Reviewed
Raging Seas		Tiffany		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals		Sterling Pictures		
Red, White and Blue		M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The		Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The				
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald	Fox		
Runaway Enchantress, The (tentative)	Sills-M. Astor	First National		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Salvation Jane	Viola Dana	F. B. O		
Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
See If I Care	Alberta Vaughn	F. B. O		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show, The	Gilbert-Adoree	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Louise Fazenda	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Somewhere South of Sonora (tentative)	Ken Maynard	First National		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Surf Man, The		M-G-M		
Tell It to the Marines	Chaney-Haines	M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hours		First National		
Their Second Honeymoon	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Hours	Corinne Griffith	First National		
Three Twins, The		M-G-M		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmond Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Uncle Tom's Cabin	Special Cast	Universal		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Valencia	Mae Murray	M-G-M		
Valley of Hell, The	Francis McDonald	M-G-M		
Vamp From Venice, The	C. Talmadge-Moreno	First National		
Vanity Fair	Pola Negri	Paramount		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	Special Cast	Sterling Pictures		
War Birds		M-G-M		
War Horse, The	Buck Jones	Fox		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	Patsy Ruth Miller	Warner Bros		
What Happened to Father	Sydney-Gordon	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
Whispering Sage, The	Buck Jones	Fox		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winners of the Wilderness	Tim McCoy	M-G-M		
Winning Oar, The	George Walsh	Excellent Pictures		
Wolf's Clothing	Miller-Blue	Warner Bros		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Worst Woman, The		Famous Attractions		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"Upstage" — Metro-Goldwyn-Mayer, Allen Theatre, Cleveland, Ohio

Plain Dealer: "'Upstage' is a simple story, uncomplicated, and its pace varies with the mood of the sequences. Norma Shearer gives a finely calculated performance as Dolly Havens. The most exciting part of the picture is when Norma Shearer substitutes for another actress in a knife-throwing scene. Oscar Shaw repeats his good work as Johnny Storm, the hero of the picture. The remainder of the cast, with Gwen Lee, Dorothy Phillips, Tenen Holtz, Ward Crane and J. Frank Glendon, also does good work. Monta Bell, who has an unusual flair for seeking out realities, those too often slighted by most directors, makes this simple tale a vivid and highly stirring drama, resorting at the climax to a trick to fetch those hardhearts which have not already yielded to his deft touches at bringing life to the screen. It seems to be an unusually good picture of its kind, and I recommend it to you."

Times: "'Upstage,' with the ever-delightful Norma Shearer, is a story of real life 'behind the scenes' with vaudeville performers, theatrical agents, and others of the same genus. Miss Shearer acts with her usual charm and comprehension of the character. This picture was directed by Monta Bell, who can direct stories with reality."

"Parisian Inspirations in Color, Displayed by Hope Hampton" —Educational, Paramount Theatre, New York

Herald-Tribune: "During the overture they were showing 'Fashion Flashes,' a film made by Hope Hampton in Technicolor. Anyone interested in clothes must not miss this short picture. It is exquisitely beautiful and more interesting than any of the previous reels in the series. Never before has Miss Hampton been so perfectly photographed. However, we confess to being one critic who believes that any picture is improved by a sequence in color."

Telegraph: "Hope Hampton is ravishing in her beauty at the Paramount. She isn't, in the film, listed as the feature. But she is a feature all by herself. Hope's gorgeousness shows to double advantage as do the wondrous things she models. Miss Hampton was well applauded. The feminine portion of the audience seemed enthralled with the gowns; the masculine contingent with Miss Hampton herself."

Graphic: "Hope Hampton, in a fashion film in color, is a feature of the program. Miss Hampton, undeniably one of filmdom's fairest, shows us what the well-dressed girl is wearing this winter."

Journal: "An added feature is a short color film in which Hope Hampton displays the current Parisian styles. Hope is lovely in color photography, and the gorgeous costumes include the kind of suits, hats, coats, evening dresses, daytime frocks and pajamas that the well dressed woman wears if she can afford to."

"The Volga Boatman"—Producers Distributing Corp., Embassy Theatre, Shanghai, China

China Press: "'The Volga Boatman' is a real drama, stirring—gripping—alarming—and suspenseful in combining to make it one of the greatest pictures of the decade. 'The Volga Boatman' is primarily a picture with a soul and as such has a tremendous appeal for all nationalities and races and is a masterpiece of an artist—Cecil B. De Mille."

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NEW YORK

Three Centuries *of* Learning How

to build Pipe Organs Results in "The Voice of the Silent Drama"

BACK in 1640 Sebastian Kilgen built the first pipe organ which bore his name. That rare old instrument went into an old time abbey, now in ruins, and there it served its inspiring purpose.

Today in motion picture theatres throughout the nation, toneful descendants of that early instrument delight millions of theatregoers with "The Voice of the Silent Drama."

The Kilgen Wonder Organ has attained its position of preeminence among theatre organs only because of the three centuries which have contributed to its development. Since 1640 the Kilgen Family has been helping to improve pipe organ music. The pinnacle of its effort has been reached in "The Voice of the Silent Drama." . . . An interesting brochure on Kilgen achievement will be sent on request.

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Builders
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ST. LOUIS

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THIS very day a number of people who want to see a picture show will walk into your lobby.

The number of people to whom you sell tickets will depend to a large extent on the posters displayed there.

Attractive posters will go a long way towards selling the greatest number.

The Morgan Lithograph Co

General Office: Cleveland, Ohio
Plants: CLEVELAND · NEW YORK CITY · ELMHURST, LONG ISLAND

January 14, 1927

Motion Picture News

Reg. U. S. Patent Office

DETROIT, MICH. (*by wire*) This city witnessed the greatest demonstration in its history with opening of Lon Chaney in "Tell It to the Marines" at the Madison Theatre. From one this afternoon until nine-thirty tonight it has been standing room only. Looks like New York's success with Marines will be topped in Detroit and all over America.

ASK METRO-GOLDWYN-MAYER

Vol. XXXV No. 2

Entered as second class matter April 2[illegible] under act of March 3, 1879

Published W[illegible]

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HEROES OF THE NIGHT

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GOTHAM PRODUCTION

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More Spectacular than a **THREE ALARM FIRE ! ! !**
More Exciting than a **POLICE RIOT CALL ! ! !**

Superb Cast Includes
CULLEN LANDIS,
MARION NIXON (*Courtesy Universal*)
REX LEASE *and others*

Direction
FRANK O'CONNOR

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"ONE of the Bravest"
Supervised by
RENAUD HOFFMAN

Released Regionally by

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SAM SAX, Pres.

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PRESENT

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By MARIE CORELLI

"Sorrows of Satan"

with **ADOLPHE MENJOU** AS SATAN

RICARDO CORTEZ; Carol Dempster - Lya de Putti

*Adaptation by John Russell and George Hull - - -
Screen play by -
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ONE OF PARAMOUNT'S → PERFECT 39 *Ready Now!*

Smashing records at Paramount Theatre, N.Y. and Granada, San Francisco. Acclaimed Pola's greatest!

The Giant of Melodramas *starring*

POLA NEGRI

A
MAURITZ STILLER
PRODUCTION

SUPERVISED --- BY
ERICH POMMER

B.P. SCHULBERG
ASSOCIATE PRODUCER

ONE OF PARAMOUNT'S PERFECT 39

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

A NATIONAL SENSATION

Al Christie's
the NERVOUS WRECK

Milwaukee, Wis.
December 27, 1926.

"NERVOUS WRECK ENJOYED HIGHLY SUCCESSFUL OPENING, GREATLY EXCEEDING EXPECTATIONS BOTH FROM BOX OFFICE AND AUDIENCE STANDPOINT. THE PICTURE MORE THAN PROVED ITS RIGHT TO BE CALLED A GLOOM-CHASER DE LUXE, BY THE CONTINUOUS LAUGHTER AND APPLAUSE THAT GREETED EACH PRESENTATION. CONGRATULATIONS ON ANOTHER CHRISTIE KNOCKOUT."

Eddie Tunstall, Mgr. Garden Theatre.

Oklahoma City, Okla.
December 27, 1926.

"NERVOUS WRECK OPENED LIBERTY THEATRE TODAY, TO THREE THOUSAND AND FIFTY-FOUR PAID ADMISSIONS. COMMENTS FROM EVERYONE GREAT. ALL SET FOR A RECORD WEEK TO COMPLETE THE OLD YEAR, THANKS TO THE CHRISTIE BOYS AND PRODUCERS DISTRIBUTING CORPORATION."

Bob Hutchinson,
Mgr. Liberty Theatre.

Muncie, Ind.
December 26, 1926.

"NERVOUS WRECK OPENING TO CAPACITY BUSINESS. IT IS A GREAT PICTURE AND WILL GET THE MONEY FOR EVERY EXHIBITOR. REGARDS TO AL CHRISTIE AND HIS GANG."

George Challis,
Wysor, Gran

Reports forecast a gold mine for exhibitors

RELEASED BY

PRODUCERS

Foreign Distributors Producers International Corporation

box-offices wrecked by patrons clamoring to see greatest comedy of season

Colorado Springs,
December 29, 1926.

"THE NERVOUS WRECK OPENED MONDAY EXCEPTIONAL BUSINESS, BEATING RECORDS MONDAY BUSINESS PAST FIVE WEEKS. FROM PRESENT INDICATIONS WILL DO BIG NEXT THREE DAYS. THIS ONE DAY LONGER THAN USUAL RUN THIS TIME YEAR. PICTURE GOES OVER BIG WITH AUDIENCE. THEY EAT IT UP. OUR PATRONS COMMENT ONE OF BEST FEATURE COMEDIES THIS YEAR."

Ray P. Allison,
Mgr. American Theatre.

Chicago, Ill.
December 27, 1926.

"THE NERVOUS WRECK OPENED TO CAPACITY BUSINESS DESPITE STRONG OPPOSITION. AUDIENCES RECEIVE PICTURE WITH SPONTANEOUS LAUGHTER. CONKLIN HAD THEM ROARING WITH HIS COMEDY, AND SWAIN WAS A CLOSE SECOND."

Max Slott,
Mgr. Orpheum Theatre.

sweeps country on gales of laughter

Terre Haute, Ind.
January 3, 1927.

"YOU CAN TELL THE WORLD THE NERVOUS WRECK WILL GET THE BUSINESS. HAD A GREAT OPENING AND CONGRATULATIONS TO P.D.C. AND AL. CHRISTIE."

Ross Garver
Indiana Theatre

December 27, 1926.

"FIRST RUN BOSTON SHOWING, NERVOUS WRECK, PLAYED TO CAPACITY BUSINESS WITH TURN-AWAY. NEWSPAPER CRITICS PRAISE PRODUCTION HIGHLY. ALSO PLAYED CAPACITY EACH PERFORMANCE FIRST RUN SHOWING, PROVIDENCE, RHODE ISLAND."

H. Kirchgessner.

Winston-Salem, N. C.
December 27, 1926.

"NERVOUS WRECK A KNOCKOUT. EVERYBODY WILD ABOUT IT."

B. F. Southern,
Mgr. Ideal Theatre.

Indianapolis, Ind.
December 27, 1926.

"THE OLD SAYING, 'THE PROOF OF THE PUDDING IS IN THE EATING.' BEAUTIFUL RITZ, RICHMOND; WYSOR GRAND, MUNCIE; STRAND, CRAWFORDSVILLE; PLAYING TO GREAT BUSINESS TONIGHT. PATRONS REPORTS ESPECIALLY PLEASING."

Frank E. Stuart.

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Metro-Goldwyn-Mayer NEWS

"More stars than there are in Heaven"

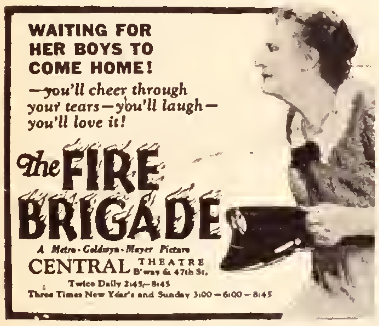
BROADWAY ABLAZE WITH WELCOME FOR M-G-M $2 HITS

"Fire Brigade" and "Tell It to the Marines" are talk of town

NEW YORK, N. Y.—New York has just witnessed the most exciting premieres of its theatrical history with the opening of two great M-G-M $2 attractions.

"The Fire Brigade" opened December 20th at the Central Theatre amid the applause of a public that welcomed the first real thriller of years. Newspaper reviewers are commenting on the wonders that this unique fire spectacle unfolds and point out that it has a heart-throb power even greater than "The Old Nest". The advance sale at the box-office with a $2 admission charge indicates that "The Fire Brigade" is a real hit. New York firemen are behind the engagement solid.

In line with its policy to present only the biggest attractions at the Embassy Theatre, Lon Chaney in "Tell It to the Marines" began a sensational engagement Thursday night, Dec. 23rd, at $2 admission. Theatrical circles on Broadway predict another "Big Parade" and this theory is born out at the box-office where the house is sold out for four weeks in advance. William Haines is the talk of critics and public. Full cooperation of the U. S. Marines is helping to establish this rousing M-G-M attraction.



WAITING FOR HER BOYS TO COME HOME!

—you'll cheer through your tears—you'll laugh—you'll love it!

The FIRE BRIGADE

A Metro-Goldwyn-Mayer Picture

CENTRAL THEATRE B'way & 47th St.

Twice Daily 2:45—8:45

Three Times New Year's and Sunday 3:00—6:00—8:45

Reproduction of a New York ad on "The Fire Brigade"

Lillian Gish

"SCARLET LETTER" BOOKED HEAVILY

Lillian Gish's big $2 hit ends five-month success on Broadway

RICHMOND, VA.—At the Capitol Theatre, Richmond, Va., in one of the first engagements of its heavily booked schedule, "The Scarlet Letter" indicates that the country at large waits eagerly for Lillian Gish's starring triumph fresh from five months of Broadway acclaim at $2. Roy P. Rosser, Manager of the Capitol wires: "'Scarlet Letter' opened Monday to turnaway business—matinee today in pouring rain. House filled. Looks like extended run production. Unanimously acclaimed great picture."

CLEVELAND, O.—"The Scarlet Letter," in snow-bound Cleveland, registered on its second Monday, the biggest day's receipts so far this season at the Stillman Theatre.

Few pictures have enjoyed the advance praise and publicity received by Miss Gish's great production and the volume of bookings promises to exceed any attraction in which she has ever appeared.

LON CHANEY
with ELEANOR BOARDMAN and WILLIAM HAINES
TELL IT TO THE MARINES

Twenty-four sheet stands that are being used heavily to promote M-G-M's Big Specials

John Gilbert and Greta Garbo in the great M-G-M hit "Flesh and the Devil" soon forthcoming

"TIN HATS" BREAKING RECORDS EVERYWHERE

Telegrams continue to pour into the offices of M-G-M regarding the sensational box-office success of the comedy hit "Tin Hats." Doug Kimberley, Manager Colonial Theatre, Tacoma, Washington, wires: "'Tin Hats' breaking all records. Best business this year. S. R. O. sign out Saturday, Sunday, Monday. Crowds stood on line two hours tonight. 'Tin Hats' a Riot."

From the Pasadena Theatres Corp., Manager H. B. Wright, telegraphs: "M-G-M still breaking records. 'Tin Hats' does biggest business history of house."

In big cities as well as small towns it is evident that "Tin Hats" has struck the popular flair for comedy and will go on record as one of the year's most successful pictures.

DETROIT WILD OVER CHANEY IN "MARINES"

S.R.O. for "Tell It to the Marines" at Madison Theatre

DETROIT, MICH.—Detroit film men are watching with keen interest the S.R.O. crowds at the Madison Theatre, where Lon Chaney in "Tell It to the Marines" is settling into an extended run. The box-office reports opening day "from one this afternoon until nine-thirty tonight it has been standing room only. It looks as though the New York success will be topped in Detroit and throughout America. William Haines is coming star."

According to present indications bookings on "Tell t to the Marines" will have reached a greater total in quicker time than any previous M-G-M release.

M-G-M STUDIO REVEALS BIG PRODUCTIONS COMING

"Old Heidelberg" goes into work with Ramon Novarro starring

CULVER CITY, CAL.—The Culver City studio of M-G-M is humming with activity. Spurred on by the success of their nationally famous specials, studio officials, stars and directors are engaged on the greatest period of activity in the history of this company.

"Old Heidelberg," starring Ramon Novarro, is under way. Ernest Lubitch is directing this giant enterprise and it will set a new mark in production annals.

Clarence Brown is directing M-G-M's great epic of the opening of Alaska, based on Robert W. Service's "Trail of Ninety-Eight."

Lon Chaney is working in the famous vehicle "Mr. Wu", noted as both a novel and stage success.

Among other important pictures nearing completion are Norma Shearer in "The Demi-Bride" with Lew Cody; "Women Love Diamonds", with an all-star cast; "Winners of the Wilderness", Tim McCoy's new offering to follow "War Paint" and "Slide Kelly Slide", with William Haines featured in a picture that will be to baseball what his "Brown of Harvard" was to football.

Ten other companies are working on the M-G-M lot in addition to the above, and the audiences which today are applauding "The Fire Brigade", "Tell It to the Marines" and other M-G-M hits may look forward to even greater entertainments in the coming months.

LEO LION *says:*

M-G-M knows public taste. That's why the public knows M-G-M.

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From the play by
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Scenario by
DARRYL FRANCIS ZANUCK

Directed by
CHARLES F
REISNER

"If you know of a better 'ole – go to it!"

WARNER BROS. EXTEN

os. present for Extended Runs

CHAPLIN

as "OLD BILL" in

"The Better 'Ole"

Now you can play
In your own theatre—
The greatest comedy hit
Of years and years!
The picture that is packing
Grauman's Egyptian,
Los Angeles, Calif.,
For the 2nd month
And the Colony, N. Y.,
For the 4th month
With no end in sight!
In Chicago another triumph—
2nd month at the Woods,
And still reaping records!
Available now,
The hit of the season
To start 1927
With bigger profits
Than ever before!
Booking like Wildfire!

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3
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BELL
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FROM
P.D.C.

A HIT

VERA REYNOLDS

IN

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"It's a corking picture, and one which you ought not to miss."

–Rob Reel, Chicago Evening American

"a film that you
feel in your heart."

Mae Tinee, Chicago Tribune

with **JULIA FAYE** and **KENNETH THOMSON**
A **PAUL SLOANE** Production
From the story by Zelda Sears *and* Marion Orth
Scenario by Albert Shelby Le Vino ~
DIRECTED BY PAUL SLOANE
Supervised by **C.GARDNER SULLIVAN**
Produced by De Mille Pictures Corporation

"A Gorgeous Picture"

says

Don Marquis

author

"I have just finished looking at 'The Cruise of the Jasper B' in the projection room and I think it's a perfectly gorgeous thing. I wish you would convey my congratulations to everybody concerned in it, for good continuity writing, good casting, good directing, good photography, and above everything else, such a splendid fidelity to the spirit of the thing."

Don Marquis

ROD LA ROCQUE

in

"The CRUISE of THE JASPER B"

Adapted by ZELDA SEARS and
TAY GARNETT *From the novel*
by DON MARQUIS
Directed by JAMES W. HORNE
Supervised by
BERTRAM MILLHAUSER
Produced by
DE MILLE PICTURES CORPORATION

A Great Star in a Great Pictur

The screen's premiere comedienne *in one of the season's best comedy dramas*

JOHN C. FLINN *presents*

MARIE PREVOST

IN

"MAN BAIT"

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ADAPTED BY DOUGLAS Z. DOTY
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A DONALD CRISP
PRODUCTION

PRODUCED BY METROPOLITAN PICTURES CORPORATION
DIRECTED BY DONALD CRISP

BOX-OFFICE (*starving to death*)---The flops have got me. "Specials" fall on their noses. Society dramas won't pull 'em! F. B. O. can help me.

VI DANA (*at peak of career*)—Just the thing you need, old pal. Heart punch, fast action, burn-'em-up comedy. A good dose every day will put you on your feet.

JOSEPH P. KENNEDY
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Viola
Dana

in

SALVATION JANE

Distributed by
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FILM BOOKING OFFICES
OF AMERICA, INC.

Story by MAUDE FULTON *Directed by* PHIL ROSEN

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

The VITAPHONE CORPORATION

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NEW YORK PHILHARMONIC ORCHESTRA

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ROSA RAISA
CHARLES HACKETT

BENIAMINO GIGLI
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RIALTO THEATRE	NEWARK, N. J.
STRAND THEATRE	LOUISVILLE, KY.
WOODS THEATRE	CHICAGO, ILL.
ORPHEUM THEATRE	CHICAGO, ILL.
NORTH CENTRE THEATRE	CHICAGO, ILL.
AZTEC THEATRE	SAN ANTONIO, TEXAS
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SHUBERT-LAFAYETTE	DETROIT, MICH.
DOME THEATRE	YOUNGSTOWN, OHIO
CAMEO THEATRE	BRIDGEPORT, CONN.
EMPIRE THEATRE	PORTLAND, MAINE
MAJESTIC THEATRE	PROVIDENCE, R. I.
AMERICAN THEATRE	SALT LAKE CITY, UTAH
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NEW BROADWAY THEATRE	CHARLOTTE, N. C.
GRAND THEATRE	COLUMBUS, OHIO
STATE THEATRE	HAMMOND, ILL.

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Educational Pictures
"THE SPICE OF THE PROGRAM"

PLAYING IN 13,000 THEATRES

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The HALLBERG REFLECTOR ARC

It possesses the following points of superiority embodied in no other Reflector Arc:

POINTS OF SUPERIORITY

(1) Operates on a continuously steady amperage adjustable between 10 and 30. Arc voltage adjustable between 45 and 55 with one volt variation of any desired setting.

(2) Takes full 16″ carbon trim. With a second negative carbon in a magazine attachment.

(3) No variation in carbon resistance, because current always is fed to carbon within 1½″ of crater.

(4) Shortest lamp built. No longer than a vertical arc lamp house. No extension foot plates required for projector.

(5) Even crooked carbons center perfectly and cannot get out of alignment.

(6) No sliding rods or carriages within lamp house. Mechanism and feed are along high intensity arc lines.

(7) Lamp weighs less than 50 lbs.

(8) No condensers.

(9) ARC CONTROL and MOTOR FEED in SEPARATE CASING OUTSIDE LAMP HOUSE. This obviates damage from heat and carbon dust.

(10) Stereopticon attachment has individual auxiliary arc, thus providing perfect slide projection.

INSTALLATIONS

Early models of this lamp are used in the following theatres:

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Arch Theatre, New York
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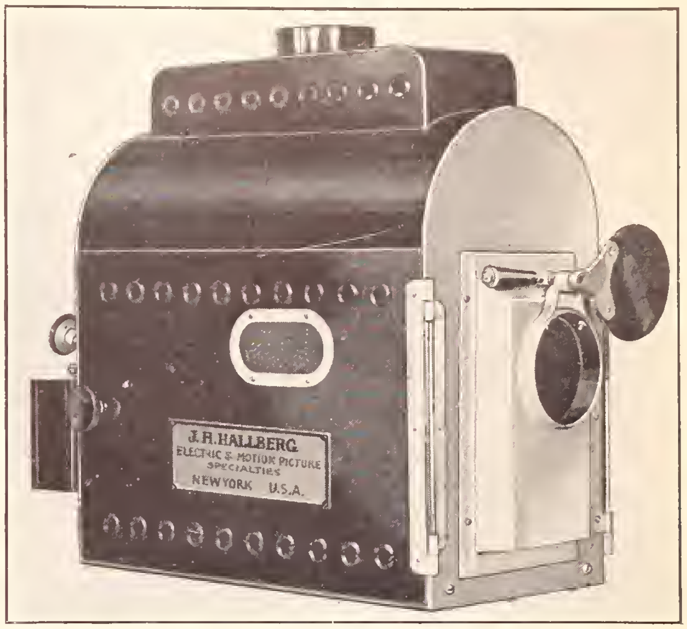

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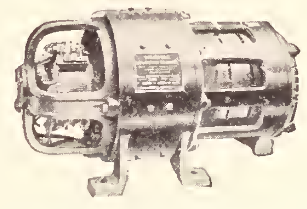

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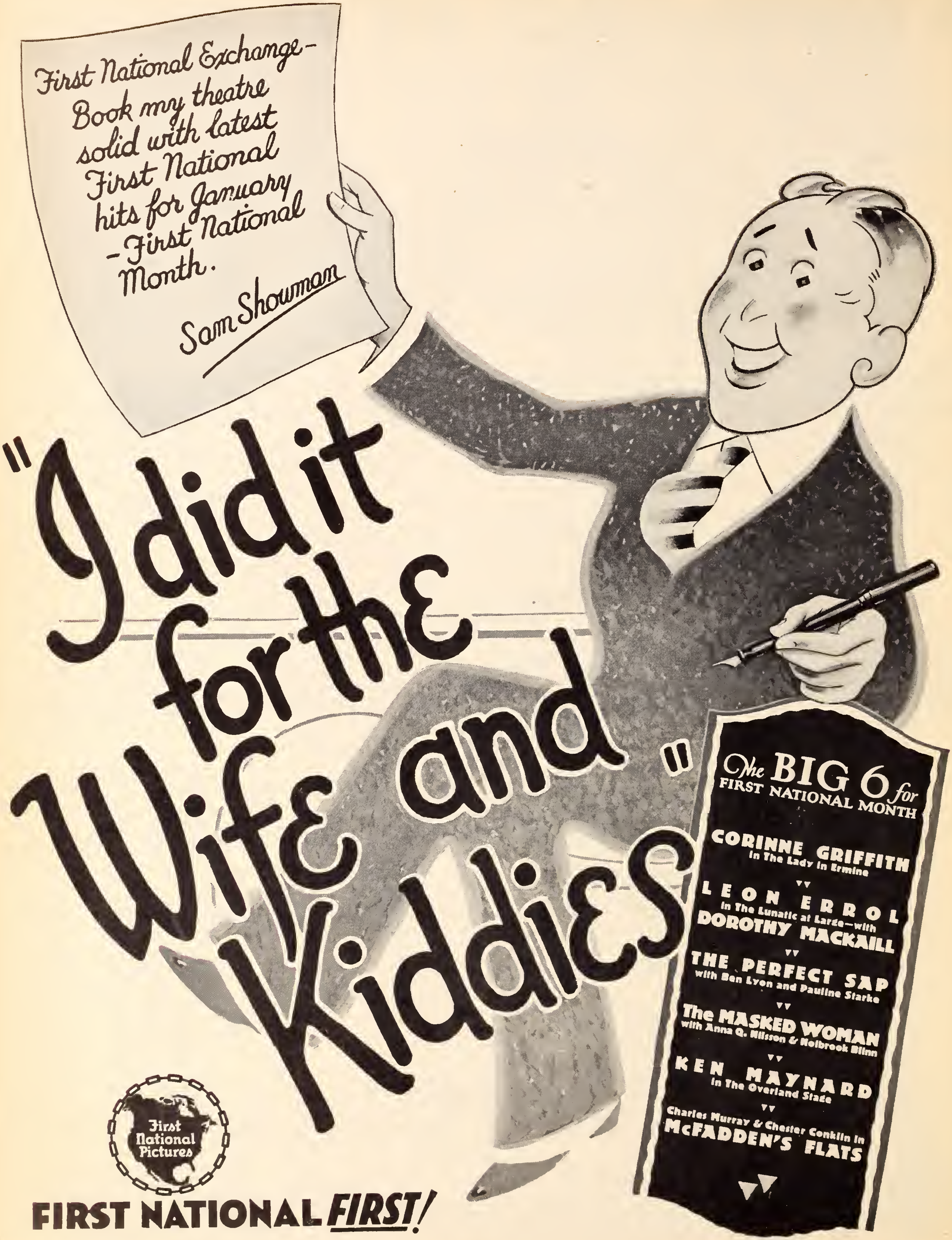
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Motion Picture News

Volume XXXV NEW YORK CITY, JANUARY 14, 1927 No. 2

A Real Aid to the Box-Office

AS 1927 gets under way, everybody is agreed that the call for quality product is insistent. That has been true of every year; but in 1927 the situation is heightened by the fact that the quality theatre is definitely established—country-wide—and the studios will have to keep pace.

Theatre records show that, however excellent the surroundings and the presentation, grosses at the box-office go up or down in accordance with the feature picture. Exceptions noted; but they are only exceptions and do not nullify the rule.

It is true, however, that modern mechanical aids do figure emphatically at the box-office. They cannot redeem a poor picture; but, by contributing to the comfort of the patron, they pull the average higher at the box-office.

* * *

The facts show this to be true. Let's take the subject of cooling and ventilation.

We have recently seen some rather astonishing figures on a group of theatres, now air-conditioned where previously they were not, at least on the most modern scale.

The cooling system, in the best known of these houses, for example, is reflected definitely at the box-office.

The summer average of business at this theatre, prior to refrigeration, was about $18,500 per week. After installation of this apparatus, it went up to approximately $24,000. This, in itself, is remarkable.

Even the year's average was pulled up—from about $21,000 to $23,000—after the adoption of air-conditioning.

And the extraordinary thing is that the summer average, for the refrigeration period, is actually higher than the year average. When it is remembered that the best product is not ordinarily released in summer, the argument for theatre refrigeration becomes still more impressive.

There can be no question, after a study of these figures, that the summer bugaboo has no longer any excuse for existence. If further proof were needed, take the case of "Variety" and its remarkable run on Broadway last summer. A record was set, it will be remembered. The picture, itself, was of course, extraordinary. But let's not forget that the house itself, because it was refrigerated, contributed definitely to the box-office gross.

* * *

Theatre refrigeration—or air-conditioning—is indispensable, because the facts demonstrate it. These processes seem to us to be one of the most important of all allies to the growth and expansion of the industry. If it is true that they increase grosses at the box-office—and they do—they play a great part in progress. The theatre is the life-blood of the business; as it grows, box-office wise, the industry prospers.

Such a remarkable increase in business as the above figures indicate should be called to the attention of every exhibitor. The means are now at hand to make the theatre an all-the-year-round earner; the mechanical means.

* * *

Their wide adoption, in theatres throughout the country, seems to us inevitable, because of the proved facts. In any event, it is by no means too early for the progressive exhibitor to begin thinking of his summer problem. The houses that are refrigerated will be insuring themselves against a summer slump, speaking conservatively. But they will be doing far more than that: they will be assuring themselves a higher average gross for the year; and their industry still greater expansion.

W A Johnston

The Week in Review

By William A. Johnston

FOLLOWING last week's remarkable showing, when the 15 Broadway houses showing pictures turned in a total estimated at from $425,000 to $450,000, business continued remarkably strong with every attraction on the street this week. While not as heavy as last week, the fact that most of the Broadway picture theatres now open on Saturday, which was New Year's Day, will boost the total figure.

Practically all of the long-run pictures took a strong jump last week, including some which were about ready to leave, and were still holding up firmly this week. "The Big Parade," for instance, went over $21,000 last week, and the New Year's Eve business was as heavy as a year ago. "What Price Glory" went to its highest figure so far, in excess of $19,000, at the Harris. "Beau Geste," at the Criterion, now rounding out its first six months, went well above what it has been doing the past several weeks. All of these will continue above the average this week. The Vitaphone shows, "Don Juan" and "The Better 'Ole," received a strong increase last week, some of which continued this week.

At the Cohan, "Michael Strogoff" last week went to better than $15,000, which is much the strongest showing it has made so far.

* * *

AT the same time, "The Cheerful Fraud" at the Paramount Theatre was turning in a gross in excess of $78,000, so Universal executives had every reason to feel it was a Happy New Year.

The Capitol Theatre came in second with "Valencia," business being around $65,000. "A Little Journey," this week, is doing very nicely, although it is not the draw that "Valencia" is, naturally enough. Better than $45,000 on the week may be looked for. "The Flesh and the Devil," which follows it, is counted on to hold for two big weeks.

The Strand Theatre had a big Christmas week with "Twinkletoes," and "The Lady in Ermine," which followed, is bringing in good, average business. Probably not far from $30,000 will be recorded.

* * *

AT the Cameo "The Gorilla Hunt" continues to be one of the surprise pictures of the season. Last week it went close to $6,500, and the figure up to Wed. night of this week was just over $3,200, making another $5,000 gross for the week likely. Very little special advertising has been given the attraction.

The Rivoli and Rialto were both doing strongly the early part of this week with "Old Ironsides" and "Sorrows of Satan." Now that the pre-holiday slump is a thing of the past, "Old Ironsides" is expected to settle into its stride for a long run, while "The Sorrows of Satan" in its shorter form and on a continuous run policy is counted on for a much better showing than it made as a two-a-day.

* * *

ALTHOUGH there are other and more spectacular features in the Paramount Theatre, none is more significant than that to be placed in the house by the Paramount Pep Club—a life-size portrait of Adolph Zukor, presented by the club as a token of its esteem and regard for the man who built this organization and brought his vision to fruition in the erection of this palatial edifice. It is being painted by Giuseppe Trotta, and Mr. Zukor is now sitting for the portrait.

The committee in charge of this included Palmer Hall Stilson, Eugene J. Zukor, Melville A. Shauer, Harry A. Nadel, Fred L. Metzler, Glendon Allvine, Vincent Trotta, Agnes F. Mengel, Irene Scott, Arthur J. Dunne and Sally McLoughlin.

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The lack of natural ice in Hollywood doesn't prevent the stars from going in for winter sports. Dolores Del Rio, in "Resurrection" (U. A.) is learning hockey

Laugh Month has no more ardent booster (though it may have bigger ones) than Big Boy, the droll tot who appears in Educational-Juvenile comedies

No, the printer hasn't made a mistake. Laugh Month has Arthur Lake, Universal comedian, topsy-turvy thinking up new funny business

PICTURES AND PEOPLE

A.M.P.A. ENTERTAINED

MEMBERS of the Associated Motion Picture Advertisers were guests of the Cheese Club at the Twin Oaks restaurant in New York on December 30. The affair was a memorable one, with Lew Fields and Joe Weber, Vesta Victoria and Sissle and Blake among the entertainers. Harry Hershfield, president of the Cheese Club, was master of ceremonies, while appreciation was voiced for the A.M.P.A. by its president, Walter Eberhardt.

SHOT IN THE AIR

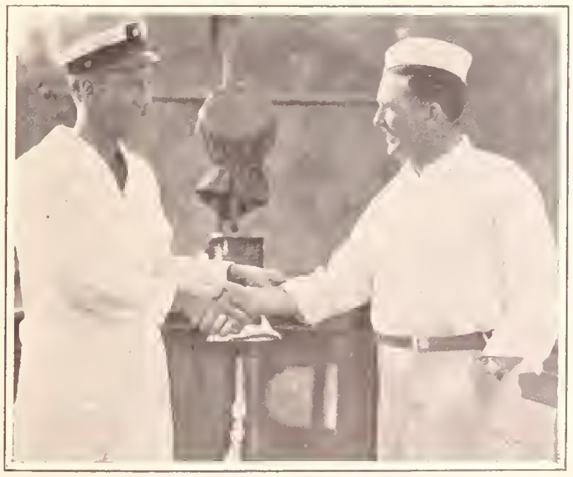
AMONG the unusal qualities of "Wings," Paramount's story of the part played by the birdmen in the great war, is the fact that almost the entire picture has been shot off the ground. Except for a few scenes which, in their very nature, had to be taken from "sea level," all shooting was done from airplanes, 100-foot towers and captive balloons.

FINANCIAL FOREBEARS

JESS SMITH, head of Jess Smith Productions which soon starts filming "The Poor Nut" for First National, has associated with him as treasurer a man with a remarkable financial background. He is Alexander Hamilton, great-great-grandson of the Alexander Hamilton who signed the Declaration of Independence, became first Treasurer of the United States and mapped out our money system. He is also a nephew of J. P. Morgan, and is widely known in financial circles himself.

WAITED FOR THE BOATMAN

ON the unimpeachable authority of Frank Pope, we pause to relate the story of an elderly lady in



Billy Dooley, player in Christie comedies, and William Watson, director, off on a yachting cruise, "put 'er there" to pledge their best efforts for bigger and better Laugh Months

Lou Diamond, representing the M. P. Athletic Association, presents Alan E. Freedman, Fox athletic chairman, with the baseball trophy won by Fox in 1926

A goodly share of the chuckles, chortles and guffaws during Laugh Month will be due to the Whirlwind comedies produced by Charley Bowers' process for F. B. O.

Lloyd Hamilton greets Laugh Month with a solemn face. He's been lying awake nights thinking of funny stunts for Laugh Month Educational comedies

Hope Hampton displaying four of the fashion creations which she wears in "Parisian Inspirations in Color" and "Paris Originations in Color," two of the McCall Color Fashion News films released by Educational and made by the Kodachrome process in natural color.

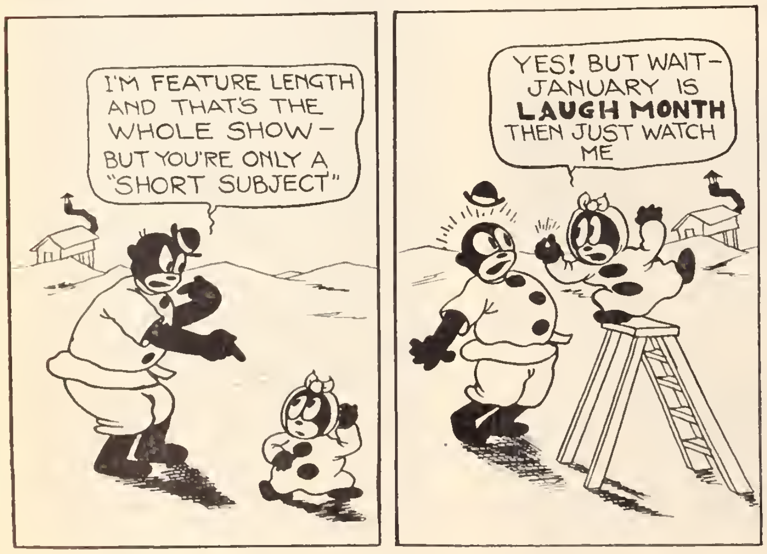
Globe, Ariz., who presented at the Globe Theatre during the run of "The Volga Boatman" a ticket some five years old. Asked why she had kept it so long she replied that she had purchased it and then decided to wait until a picture came along that she really wanted to see. We suggest that Albert Raboghiatti of the Globe Theatre try to sell her another ticket for use along about 1942.

UP THEY COME

NOTHING is more fascinating in this colorful industry than the parade of new faces, the sudden ascent of new personalities, the stories of success earned after years of apparently fruitless effort. Here are a few from the week's batch of news, in no wise remarkable or unique in themselves, but illustrative of the constant change of personnel that brings new blood into this business.

Natalie Kingston—educated at a convent—showed a love and talent for dancing which subsequently led her to appear with Fanchon and Marco—dancing partner of Jack Holland—a season's engagement at the Winter Garden in New York. Then two-reel comedies for Mack Sennett in support of Harry Langdon—small roles in features—feminine lead in "The Silent Lover"—and now a Wampas Baby Star, to be given the support of all the publicity which goes with that honor.

Dorothy Arzner—college—ambulance driver in New York and Los Angeles during the war—back to Los Angeles—met William de Mille and decided that her future lay in motion pictures—became a script typist in the scenario department—script holder with Nazimova. Made up her mind to be a director and took up film cutting as the next step—cut "Blood and Sand"—Cruze drafted her to do the same for "The Covered Wagon"—wrote originals and continuities—visited Cruze during filming of "Old Ironsides" and was asked to edit it—accepted and returned to Paramount. Executives who had studied her work offered her a position as director—her first assignment, "Fashions for Women," with Esther Ralston.


I'M FEATURE LENGTH AND THAT'S THE WHOLE SHOW—BUT YOU'RE ONLY A "SHORT SUBJECT"
YES! BUT WAIT—JANUARY IS LAUGH MONTH THEN JUST WATCH ME

Two of the characters in Life Cartoon comedies, released by Educational, pose for a little pantomime in two scenes, the moral of which is: "It's a long worm that has no turning"

Sally Blane—ten years ago, under the name of Betty Jane Young, a 6-year-old player before the camera—three years of success—then the age when she became too old for child parts and too young for ingenues—back to the school books. Then, a few months ago, the decision to try again—cast in a Universal picture—attracted attention—a member of the Floradora sextette in "Casey at the Bat"—and now, cast to play opposite Eddie Cantor in "Special Delivery," his next vehicle.

Polan Banks—cub reporter on the *Ledger-Dispatch* in his native Norfolk, Va.—wrote historical feature articles, followed by a serial of the days of Louis XIV, "The Unusual Honeymoon." Wrote "Black Ivory," published by Harpers and purchased for the screen—sold an original to Fox Films, "Stage Madness"—another to Fox, "My Wife's Honor"—and now, as this is written, he is on the 20th Century for Hollywood to join the Fox scenario staff—and 21 years of age.

JUNIOR STARS FORGE AHEAD

IN less than a year since their graduation seven of the Paramount Junior Stars have had the thrill of being cast in featured roles in Paramount pictures and one has been in a number of roles for another company. The coming year bids fair to start them on the road to fame.

It was last March that they were awarded diplomas and contracts by Jesse L. Lasky, after a six-months' course.

Since then Charles Rogers has played one of the leads in one of the biggest pictures of the year, "Wings," directed by William Wellman; Walter Goss has had an important part with Gloria Swanson in "Fine Manners," and Jack Luden has played in several F.B.O. pictures.

Among the girls Mona Palma has been leading woman for Thomas Meighan in "The Canadian," directed by William Beaudine; Josephine Dunn has had the feminine lead in "Love's Greatest Mistake," an Edward Sutherland picture; Iris Gray has had an important role in the same picture and in a Robert Kane production, and Ivy Harris has had a featured role in W. C. Fields' third starring picture, "The Potters."

Thelma Todd has just begun work in an important role in Ed Wynn's first starring picture for Paramount. "Rubber Heels;" Mona Palma will begin work soon in the Gilda Gray picture, "Cabaret," and Miss Harris is under consideration for another role.

WHAT DOES A DELIRIUM LOOK LIKE?

WRITING the plot of a delirium is the difficult task that has fallen to the lot of Emmet Crozier of the Paramount Long Island studio scenario department. The shot will be used in Thomas Meighan's latest starring picture now in process of filming under direction of Frank Tuttle. It shows the disordered images that whirl through Meighan's mind as he is recovering consciousness on a hospital cot after being struck by an automobile. According to Crozier's script the scene will represent a chaos of confused traffic, taxi-cabs and automobiles crossing in a maze of gleaming headlights, finally one huge machine bearing down into the center of the picture. The family outlined knobs of the bedposts assume the form of blinding searchlights plunging on top of their victim and, out of the middle of the scene, appears the face of his sweetheart, growing larger until it almost fills the screen. Meighan awakes to consciousness. The shot will be made by Fred Waller, expert trick illusionist at the Long Island studio, and will be effected largely through the use of camera lens distortion and multiple exposure.

Colleen Moore, to prepare herself for her role in "Orchids and Ermine," her latest First National picture, takes instruction in the art of switchboard chauffeuring at the Southern California Bell Telephone Company's operators' school, with Miss May Converse as tutor

THE FAIR SIGRID PLAYS CHEF

THAT the epicures of the trade papers—and some few others—might be impressed with the culinary skill of Sigrid Holmquist, she decided she would play chef-hostess at luncheon. Accordingly the S.S. De Grasse was selected for the affair which, considering the justified reputation which the French have for excellence in cooking, was most fitting. The date January 3rd. Miss Holmquist received her guests in a chef's head-dress and apron and when they had been properly greeted and impressed with the fact that she had just come from the kitchens of the French liner removed these habiliments to be her modish Swedish self. Partly because officials of the steamship line were entertaining in the main dining room at the same time and partly through consistency the luncheon was served in the Salle à manger des enfants (Children's eating salon). Among the better known "children" who sat down were Kelcey Allen, of Women's Wear (not a fashion authority but play reviewer), Frederick Schader of Variety, Charley Hastings of the Moving Picture World, Al Selig of Tiffany Pictures, Mr. and Mrs. William T. ("Mary Jane") Warren of Motion Pictures Today and other luminaries. Commenting on the food when your hostess is as physically and mentally attractive as Sigrid Holmquist is becomes rather difficult if not impossible. I imagine it was excellent; it must have been if she prepared it—or even if she didn't and had a French chef understudy.

We can't reproduce it in natural color, but here is one of the scenes from "Fishermen's Luck," a short subject in technicolor made by Colorart Pictures and released by Tiffany. Actually made with the fishing fleet, it shows the real story of deep sea fishing

The luncheon really was more to tell the world that she is beginning a series of personally fashioned pictures for Colorart under C. F. Nagel's direction. With her fair hair and skin and blueness of eye and redness of lip she should make decidedly effective pictures. The company has already turned out several novelty films which have made a hit, such as the story of the origin of Whittier's "The Barefoot Boy."

NEW YORK TO HOLLYWOOD

AN array of First National executives, headed by General and Production Manager Richard A. Rowland, left on the 20th Century for Los Angeles on Tuesday. Also accompanying the party was Natli Barr, celebrated Russian beauty now under First National contract, who will make her first picture for the company at the Burbank studios.

Others in the group who went to the Coast were Ned E. Marin, sales manager; Mrs. Florence Strauss, scenario editor; Charles Rogers, producer of the Ken Maynard features, and Mrs.

"All aboard for Laugh Month," says Charles Puffy, rotund Universal comedy star. We'd like to have a photo of what happened after he mounted the diminutive equine

Comedy, romance and thrills are blended in the story of "The Kid Brother," Harold Lloyd's newest comedy for Paramount release. These three scenes show something of the humor of the medicine show sequences, the youthful romance, and the melodrama of the sequence in which the "kid brother" shows the stuff that is in him and asserts his rightful place

Rogers; and D. S. Squires, manager for Richard Barthelmess.

Manager Rowland will confer with John McCormick, manager of West Coast Productions, and M. C. Levee, general executive manager, anent current and future production activities at Burbank. He will also arrange the final details for the annual sales convention which takes place at Burbank this Spring.

Mrs. Strauss carried with her to Burbank recently purchased story material and will advise with the West Coast scenario department in regard to its preparation. Sales Manager Marin, after a two weeks' stay at Burbank, will visit the Western exchanges.

DE MILLE'S DAUGHTER IN DEBUT

THE eldest daughter of William C. de Mille, Agnes de Mille, will make her professional debut as a dancer in the production of Mozart's comic opera, "La Finta Giardiniera," which Macklin Marrow, who directed the production of Gluck's "Orpheus" at the Provincetown Theatre last season, and his newly formed Intimate Opera Company will soon present at an uptown Broadway theatre.

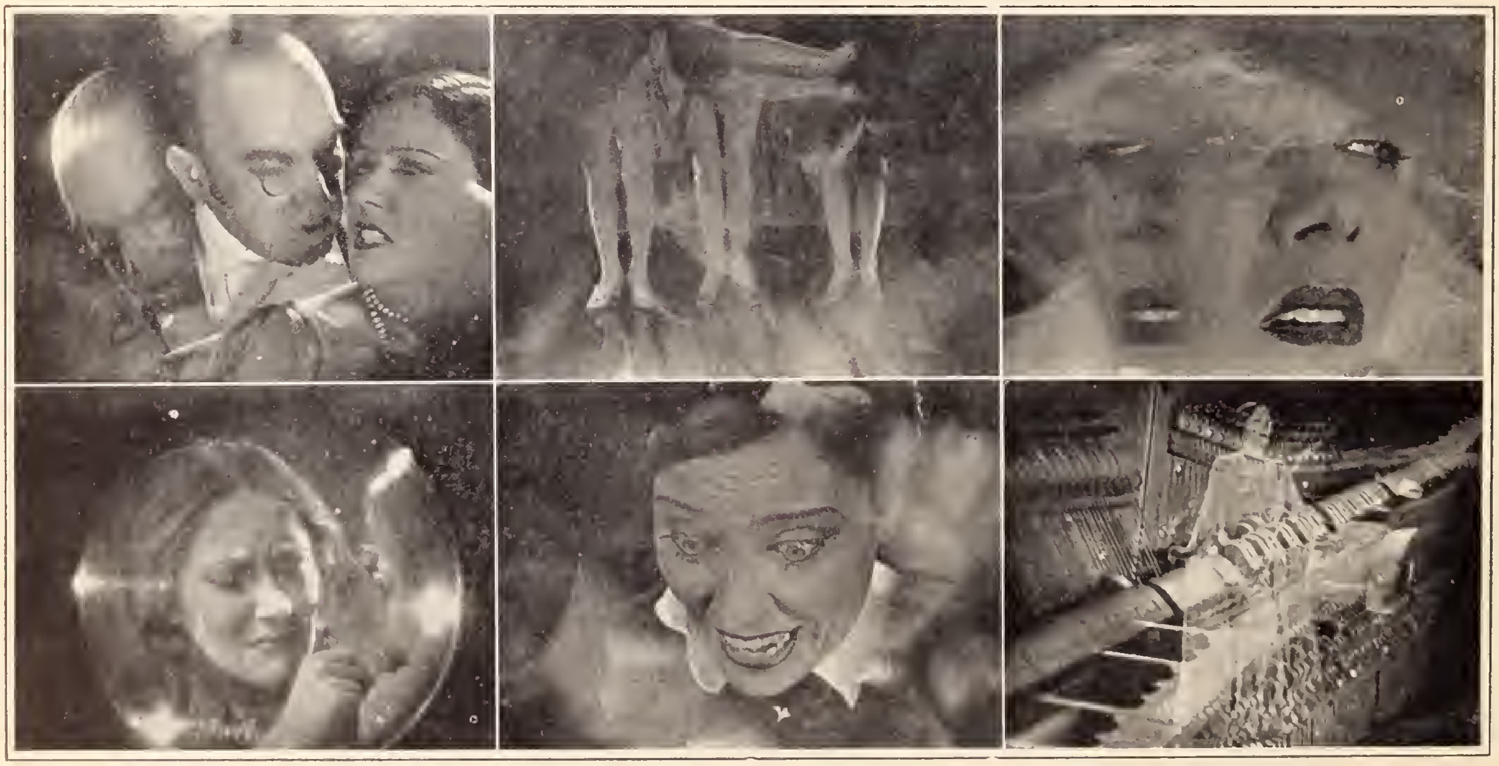
Miss de Mille was graduated from the University of California last spring and directed the ballets and danced in Gilmore Brown's Pasadena Community play and in "The Soul of Mary Jane," adapted from Lord Dunsany's "Kith of the Elf Folk," which Mr. Brown later produced on the West Coast. She has studied dancing under Theodore Kosloff, now a popular motion picture actor, and under Alexander Volenine.

IT WILL BE DONE

UNIVERSAL has purchased as a vehicle for one of Laura La Plante's stories next year an original scenario by Don Cobb and J. Frank Beale. It has been given the title, "It Can Be Done," which is the Carl Laemmle slogan used extensively by the sales force of Universal.

The story is written around a department store girl and in its final analysis will be, it is hoped, the epic of the department store. For the last six months the authors have been in consultation with department stores in New York, Brooklyn, Philadelphia, Boston and Chicago to insure accuracy of detail, the proper and authentic atmosphere, and in order to justly represent the activities, problems and life of thousands and thousands of department store people.

J. Frank Beale is the former advertising director of Macy's, Strawbridge & Clothier's and several other big department stores.



Unusual dramatic effects and the saving of a great deal of unnecessary footage has been made possible in "Sunya," Gloria Swanson's first for United Artists, by the unique camera work of Dudley Murphy, who assisted Fernand Leger on "Ballet Meccanique." The various threads of the story are connected by scenes viewed in a crystal globe, which offered a logical place for the introduction of the odd photographic effects shown here, at the same time effecting a considerable saving in footage over the usual methods of going from one episode to another

Fox-Case and Vitaphone in Joint Arrangement

Licenses Exchanged, Making it Possible for Theatres to Show Both Types of Talking Picture; Use Same Amplifiers

THE Vitaphone Corporation and the Fox-Case Corporation announced on Thursday that they had entered into a contract by the terms of which the Vitaphone has licensed the Fox-Case Corporation to produce the so-called talking motion pictures under the system developed by the Western Electric Company.

The majority stock in the Fox-Case Corporation is jointly owned by the Fox Film Corporation and the Fox Theatres Corporation. The product of this new company will be distributed by the Fox Film Corporation and will be known as "Movietone."

The Vitaphone Corporation will continue to license exhibitors to reproduce synchronized pictures, and Fox-Case plans to distribute its pictures to theatres so licensed by Vitaphone and having Vitaphone equipment installed. Reciprocally and by the same agreement the Fox-Case Corporation has granted the Vitaphone Corporation licenses under its patent and patent applications and the right to use the method devised by it.

To Continue Developments

It is understood that the Western Electric Company intends to continue its developments in this field. Through the arrangements just completed, the facilities of the powerful Fox interests are made available in connection with this further development. It is expected that this will lead to the more rapid introduction of equipments in theatres.

The agreement further covers the exchange by the two companies of artists and for their mutual co-operation in all particulars. The Fox-Case studios have already made a number of productions and expect to increase their activities along this line so that there will be made available to theatres in which Vitaphone equipment is installed the productions of both the Vitaphone and Fox-Case studios. Arrangements have been made with artists of such a comprehensive character as to assure programs of wide variety and interest.

Fox-Case and Vitaphone differ materially, Fox-Case recording and reproducing sound photographically and Vitaphone phonographically. Both systems require for their highest development the use of Western Electric recording and reproducing units.

Fox Comments On Possibilities

Commenting on the possibilities of this new field, William Fox said: "Heavy responsibility rests on those whose happy fortune it is to have the opportunity of public service through this new art.

"This amazing accomplishment, now perfected, certainly is destined to have far-reaching influence in the world. Its influence will be felt not only in motion picture theatres everywhere, but in 150,000 churches for religious purposes, and in 270,000 schools for educational purposes, and in the 20,000,000 American homes.

"Sight and hearing have at last been successfully combined on the screen; the scientists who have perfected this amazing development may have reached the highest achievement in this age of wonders. Therefore, it is fitting that in this public announcement they should be named. They are the engineers of the Western Electric Company and the Bell Telephone laboratories, and the Case Research laboratories of Auburn, N.Y. While the Fox companies have been interested for some time in the development of this and other new features in motion pictures, we have refrained from making any announcements until we could form and perfect an association which we felt was broad enough to develop these new fields.

"We believe Movietone pictures will appeal not only to the twenty-five millions who now see motion pictures weekly in this country, but to an additional twenty-five millions who are not now regular patrons of motion picture theatres. To that end we pledge our most earnest endeavor."

Warner Congratulates Fox

Harry M. Warner, President of Warner Bros. Pictures, Inc., says:

"I cannot help but compliment, and congratulate William Fox and the Fox interests for the far-sighted step they have taken in obtaining a license from the Vitaphone Corporation. I consider this one of the greatest forward moves that has taken place in the industry since the inception of motion pictures and the birth of the Vitaphone.

"It is my sincere belief that the Vitaphone, in the course of a short time, will play not only the greatest part in the entertainment of the public, but will be one of the greatest forces directed toward educational advancement. Not only will it be used in synchronizing music to pictures, but legitimate dramas, comedies and operas will be produced by the Vitaphone and reproduced in theatres throughout the world.

"I always believed Mr. Fox was a great showman, but now I am more than convinced that he has even a greater foresight as to the future of the motion picture entertainment."

Peacock Will Distribute in China for F. N.

DISTRIBUTION of First National product in Far Eastern Republic and Mongolia has been secured by the Peacock M. P. Corp. under a contract just signed. Forty-seven features will be handled.

Peacock now is producing four features and two-two reel comedies a year at its studio a Shanghai. Native players are used exclusively and S. J. Benjamin Ching, a Columbia University graduate, is directing. The product is distributed in the Federated Malay States, Dutch East Indies and the Philippines as well as in China. Peacock has just taken over management and control of the Palace Oriental in Shanghai, which has about 600 seats. The company also operates a house in Tsinanfu.

A.M.P.A. Discusses Newspaper Rates

Discussion of proposed revision of newspaper rates to give amusements the same price scale enjoyed by other industries was the chief business of the A.M.P.A. at Thursday's meeting. H. M. Newman, publisher of "The Fourth Estate," which is advocating rate revision, was the principal speaker. A committee is to be named to represent the A.M.P.A. in the campaign.

William A. Crinley of Universal Dead

William A. Crinley, 41, unit production manager at Universal City, died at a Los Angeles hospital when he failed to rally after an operation for stomach trouble. He had been connected with Universal since 1914.

Directors Postpone Exhib. Body Meet

DUE to the nearness of the dates to the new year and the consequent inability of many members of the board of directors of the M. P. T. O. A. to attend the meeting and conference scheduled for Columbus, Ohio, on January 6 and 7, the convention has been postponed. The date will be agreed upon by the national office after it has learned definitely of the dates most agreeable to the business convenience of the majority.

Many of the officers of the organization were of the opinion that the conference and meeting should take place simultaneously as they would bring together the active persons of the organization and thus the major problems of the industry could be laid before them and solutions agreed upon.

Corinne Griffith Signed By United Artists, Coast Reports

Corinne Griffith

ACCORDING to reports from Los Angeles this week, Corinne Griffith has been signed to make one picture for United Artists. It is believed that this contract is the forerunner of complete affiliation with the other stars in the organization, though no official announcement has been made.

The Coast report said that the United Artists contract was made,, following the failure of Asher, Small & Rogers to exercise their option on Miss Griffith's services. Her contract expires with the completion of "Three Hours," twelfth of the series made for Asher, Small & Rogers for First National release on March 20.

N.Y. Governor Flays Censorship

Appeals for Abolition of Bureau in Address at Opening of Legislature

ADDRESSING the New York State Legislature on January 5, Governor Alfred E. Smith, who was inaugurated on January 1, as Governor of the State for the fourth time, declared in his annual message that he favored the abolishment of motion picture censorship in the Empire State. Governor Smith was emphatic in his declaration against motion picture censorship and declared that there was no more reason for it than there was for the censorship of books, the press or the spoken drama.

Governor Smith said:

"Although the legislature in pursuance of a constitutional mandate, abolished the Motion Picture Censorship Commission, the function of censoring motion picture films still exists in our government and has been transferred to the department of education. I renew my recommendation that the State cease its censorship over motion picture films.

"To my mind, there seems to be no more reason for it than for censorship of books, of the press, or of the spoken drama. The method of correcting evils is by recourse to the penal statutes after the offense.

"No useful purpose is served by the continuance of this function and it constitutes an unnecessary drain upon the revenues of the State, even though they may be compensated by taxation upon the business itself. If there is any reason for such a tax it might well be continued for the benefit of public revenue, but to dissipate it in a senseless censorship seems to be entirely without either rhyme or reason."

It now looks as though motion picture censorship would become a thing of the past in New York State within the next six months. Never have the chances appeared brighter for abolishing censorship. At the very outset of the session of the Legislature, Governor Smith comes out in his message and declares against what he terms a senseless censorship. While both houses of the Legislature are again Republican, and the original censorship bill in 1921 was a Republican measure, the fact remains that that party no longer has any interest from a political standpoint in the future of the censorship commission.

This means that every Democrat in the Legislature will support Governor Smith and vote for any bill introduced doing away with motion picture censorship. During the past two or three years there has been a breaking away on the part of Republicans from the whip hand and these will surely be with the Democrats as well as will be many others from the Republican ranks who feel that Governor Smith is right.

Even the New York State education department apparently views censorship as being a matter of but a few months more, for a position is being held open until July 1, next, for James Wingate, who was named by the Board of Regents from the department and who on January 1 became the single head of the censorship commission.

R. B. Wilby Takes Lease on Property in Selma, Ala.

A deal involving the property at the corner of Broad and Selma streets, Selma, Ala., was consummated last Wednesday when R. B. Wilby, owner of the Academy of Music, secured a long term lease option to buy the property recently acquired by Henry Plant. This move by Mr. Wilby undoubtedly means that a new theatre will rise on the spot in the not distant future, but leases on the property by present tenants will preclude any immediate steps in that direction. In his announcement of the deal Mr. Wilby stated that the theatre would necessarily be larger and finer than his present one and would probably cost $150,000 or more. Though present business in Selma did not warrant expansion Mr. Wilby believes that the future growth of the town will justify his acquisition of the property which can accommodate an 1800-seat house with a large stage, it is said.

Anti-Blues Stir Opposition to Ohio Reformers

Another act has recently been added to the Sunday closing drama which has held the center of the stage in Ohio for the past few years. As a result of the recent campaigns which have been carried on in Lorain County, and other sections of the State, there are now threats of intervention from the National Association Opposed to Blue Laws, according to reports which seem to be authentic.

Olin J. Ross, of Columbus, national committeeman of the association, has given out the statement that workers will be sent throughout Ohio to oppose the National Reform Association, and another organization known as the Lord's Day Alliance.

Ross is credited as saying that his organization foresees an attempt on the part of the opposing forces to make the Sunday closing laws more drastic, at the coming session of the Ohio legislature, and declares that if this is done, the attempt will be opposed as "an abridgement of individual and constitutional rights."

C. L. Yearsley Resigns From British National Pictures

C. L. Yearsley has resigned from British National Pictures, his resignation to be effective April 1. The company's New York office, meanwhile, is being moved to the offices of the International Variety and Theatrical Agency, located at 218 East 41st Street and operated by Max Schlesinger of the Schlesinger interests which control British National Pictures.

"Alonzo the Armless" Soon to Get Under way

Tod Browning will start direction soon on "Alonzo the Armless," an original by Browning which will star Lon Chaney.

Stress Farce in Colleen Moore's Picture Plans

Colleen Moore

IN Colleen Moore's production plans for the remainder of the 1926-27 season and for the season to follow, the program will consist chiefly of comedy. The plans have been decided upon by John McCormick, producer of the Moore vehicles for First National. The new year's production will start off with "Naughty But Nice," an adaptation of the stage comedy, "Miss George Washington." In this production will be injected new blood both in direction and support, it is promised. The producer is searching the field and an announcement may be anticipated as to a new director and a leading man. The picture to follow will be, "Oh, What a Life!" These two will complete the star's 1926-27 series and a lavish production will start the 1927-28 group.

Decries Exorbitant "Amusement Rates"

George Carpenter, Salt Lake Exhibitor, Endorsing News' Campaign, Tells of His Experiences with Newspapers

SOME first-hand observations and experiences on the need for the commercial rate on picture theatre adverstising in newspapers are given this week by George E. Carpenter, of the Paramount-Empress Theatre, Salt Lake City, Utah.

Mr. Carpenter has been battling for the lower rate for five years, and with no success. However, he points out the injustice of the situation in comparison with other industries, and makes some caustic remarks on the discrimination against picture theatres, so far as rates and handling of material are concerned.

Mr. Carpenter's experience in Salt Lake City shows the imperative need for a national campaign on the subject. This is now being conducted by Publix Theatres, "The Fourth Estate" and "Motion Picture News." Says Mr. Carpenter: " 'Motion Picture News' is starting an editorial campaign for reduction of the amusement rate in newspapers, so that picture theatres will receive the commercial rate, on the same basis as other lines of business.

Praises News Stand

"Bully for the 'Motion Picture News'! More power to all concerned.

"We have had a nice little campaign of our own covering a period of years. Committees have been appointed to wait on the newspapers, exhibitors playing a lone hand and theatre managers en masse have called upon the powers that be, have been courteously received, listened to and politely bowed out. In the past five years the rate has been raised three times and there are now rumors of an additional raise on amusement advertising space on the first of the coming year.

"Here is the situation as far as Salt Lake is concerned (we won't say anything regarding Denver where things are even worse):

"There are three daily newspapers with varying circulation, but the daily advertising rate is the same for all three. Sundays the 'Tribune' charges thirty cents an inch more.

Sports Do Not Advertise

"Each paper daily devotes two or more pages to sports, all free publicity whether it be for a champion golf player or a meal-ticket pug—no paid display advertising!

"Mining gets a page. Tom can dig a prospect hole in the side of a mountain, come to town and get a column on how promising his development looks. . . . Did you ever hear of a mining concern advertising?

"Finance, stocks and bonds, receive columns of free stuff.

"And so one might go right down the line.

"Theatres have an advertising rate all their own, topping all other industries and classifications, save those of candidates for election who generally are mulcted all the traffic will bear. Theatres have cut down their advertising space and played the bill boards heavily. The newspapers have sat back and complacently waited for some theatres to come back into the fold and the rest to fall over each other with bigger space than ever.

"We have asked for a commercial rate time and time again with its accompanying contract covering so many inches to be used within a specified time, but the newspaper has sat pat—nothing doing!

The Newspapers' Viewpoint

"The viewpoint of the newspaper is that the theatres receive in exchange for their high rate, one preliminary notice, an alleged criticism the day after opening (as often as not covered by the police court reporter or the girl who answers the telephone for the society editor) and a daily line in the Amusement box.

"Then by way of a come-on, some odds and ends of press dope are printed on the Amusement page Sunday.

"Salt Lake exhibitors time and again have asked for a commercial rate together with the privilege of paying pro rata for such space as may be consumed by readers. They are still asking.

"We are told that we get lots of free space. So does the department store for that matter for about half as much per column inch they pay for their display advertising. When a buyer goes east, a new stunt pulled in window display or a woman gets ruined in a bargain rush—then follows publicity as sure as day and night.

Theatre Name Deleted

"But let anything of interest transpire around a theatre and the chances are that the item may be printed, with the deletion of the name of the house and the substitution of 'a down-town theatre.'

"Go ahead 'Motion Picture News' with your arguments that there are more people interested in motion pictures than in sports, finance, society, mining and all the rest of the free publicity columns put together. Tell the newspapers that Motion Pictures are NEWS and like Castoria the baby's crying for it.

"We have done it, and more, here in Salt Lake for several years past. More power to you.

"Did you ever see a bunch of exhibitors stay together, and stay put? First get the exhibitors to stand pat on your proposition and then something might be accomplished.

"The newspapers have something to sell which we all want. We pay a lot more for some pictures than they are worth, but in both cases it is a proposition of take it or leave it."

George D. Gould Dies in Los Angeles

GEORGE D. GOULD, former managing editor of MOTION PICTURE NEWS, died at the Sylvan Lodge Hospital, Los Angeles, on January 3. He was thirty-three years old and had been under the care of a physician for a year.

Mr. Gould was found unconscious in the bathroom at his home, 5616 Lexington Avenue, Los Angeles, by his wife, who immediately summoned aid. He was rushed to the hospital, where he revived, but on the following day suffered a relapse and died.

He is survived by his mother and his wife, Mrs. Peggy Gertrude Gould. Funeral services were held on January 4, at the Bagley Funeral Parlors, Hollywood.

Estimates $197,000,000 Will Be Spent on West Coast Production in 1927

ACCORDING to a survey made by the Guarantee Building and Loan Association of California 1927 will witness the greatest production program in the industry's history with $197,000,000 to be spent in California studios during the year. This represents a gain of $25,000,000 over the year just closed.

While exact figures are unobtainable it is estimated that the weekly pay roll of the studios during 1927 will average $1,750,000. Schedules of the larger producers call for expenditure of $30,000,000 more in 1927, than this year, but $5,000,000 of the amount was deducted to cover decrease over 1926 figures because of consolidations, closing of studios and other changes.

According to the survey, $156,000,000 was expended on production in 1923, $168,000,000 during 1924 and $170,000,000 in 1925.

N. Y. Better Films Conference

Sessions at Waldorf-Astoria January 27-29; Will Discuss All Phases

"THE Motion Picture, Its Broadening Influence and Uses" will be the keynote of the Third Annual Better Films Conference which will be held in New York City, in the Hotel Waldorf-Astoria, January 27, 28, 29, 1927, under the auspices of the Better Films National Council of the National Board of Review.

Thursday afternoon, the Social Influences of the Motion Picture, The Psychological Influence of the Motion Picture on the Community, and the Influence of the Motion Picture on the Home and on the Family will be treated. Thursday evening, Terry Ramsaye, author of "A Million and One Nights," will give a History of the Motion Picture, telling of the development of Motion Pictures from the inception of the idea to the present day.

The Motion Picture as an Entertainment Medium, the topic for the session Friday morning, January 28th, will be discussed by speakers prominently identified with the Motion Picture Industry. The topic for the Friday afternoon session will be "The Motion Picture in Cultural, Educational and Religious Fields"; Clubwomen and the Motion Picture; Teachers and the Motion Picture, Ministers, Artists, Schools, Museums, Libraries and the Motion Picture, will be presented. Saturday morning, January 29th, "The Motion Picture for Specialized Uses" will be the topic, and this feature will be illustrated by Motion Pictures, which may be adapted to the programs of various national organizations.

Jersey Sunday War Continues

Attempt Shows at Dunellen, Woodbridge and Red Bank; Fabian Cancels Paterson

SUNDAY shows were attempted in three New Jersey cities, the Fabian interests canceled proposed shows in Paterson, and Orange theatre licenses issued contained a clause threatening revocation of the license if theatres opened on Sunday; these are the outstanding developments in the war now raging in a number of points throughout the state.

When the Carlton at Red Bank was opened Sunday, after about 200 tickets were sold, 12 policemen were discovered in the lobby. Sale then was stopped and announcement made that admission was free. A capacity house witnessed the show. At Dunellen, George W. Hosford, manager, his wife, ticket seller and his operator were arrested for attempting to operate. One hundred patrons had their money refunded when the show was stopped. Nathan Marcus, Woodbridge theatre owner, was summoned to appear in court yesterday for operating his house.

Paterson theatres will not be opened on Sunday pending expected revision of the state "blue" law. After a conference with the mayor and police commissioner, George R. Christie and Jacob Fabian, of the local Stanley-Fabian interests, announced the proposed shows had been canceled.

Three licenses for the new year have been issued at Orange, each containing a clause that it will be revoked if Sunday theatre operation is attempted.

Vidor Ready to Start His Own Screen Story

AN original story, written by King Vidor, Metro-Goldwyn-Mayer director, and described as typical of the average American of the ordinary works of life such as live in any large American city at the present time, is soon to go into production under the guidance of its creator.

James Murray

Eleanor Boardman will be seen as the working girl.

The role of the hero is unfilled as yet.

James Murray, a young extra from New York, and a discovery of Vidor, will have a featured part, it is said. Murray, who has just been placed under contract with Metro-Goldwyn-Mayer, has been striving for recognition as a Hollywood extra for more than three years. He is a little over twenty years of age and a graduate of Evander Childs High School in New York.

Mo. State Court to Judge Springfield Sunday Fight

The Missouri Supreme Court will be the next step in the Springfield Sunday closing battle as the result of the dismissal by Judge Warren A. White of the case against W. W. Smith and D. D. Nelson and O. K. Southwick, two of Smith's employees. City Attorney Dan M. Nee, who is carrying the fight against the theatre men, has announced that he would carry the fight to the State Supreme Court. It is said that Mr. Smith will carry the case to the Federal Court in an effort to show that the blue law is a violation of the constitution of Missouri as well as that of the United States. The Sunday closing ordinance was clamped on in Springfield in 1921, though the city had previously refused to pass such a law.

Ontario Board of Censors Condemns Ufa's "Faust"

It is understood that the Ontario Board of Moving Picture Censors, Toronto, has condemned the Ufa production "Faust" on the ground that it was a German feature, a ban against all German pictures being maintained by the Province of Ontario.

Fred Niblo

Fred Niblo to Make Pictures for United Artists

Fred Niblo, director, signed a long term contract this week with Joseph M. Schenck to make pictures for release through United Artists. The agreement with Mr. Schenck stipulates that the director shall return to Metro-Goldwyn-Mayer to produce one feature each year for a period of three years. His United Artists pictures will be called "Fred Niblo Productions, Presented by Joseph M. Schenck."

In making the announcement by wire from Los Angeles Mr. Schenck, chairman of the board of directors of United Artists, declared that the best of screen material is now being sought for Mr. Niblo's first United Artists feature.

The director is now handling Norma Talmadge's "Camille" at the United Artists studio in Hollywood.

Eight Companies Procure N. Y. S. Charters

The closing week of the year brought the incorporation of the following motion picture companies in New York State: Buffalo-Granada Theatre Corporation, Gloversville, capitalization not specified, Louis Broide, Louis Mehl, Frances Hoffman, New York City; Levinson & Eldridge Theatrical Enterprises, Inc., capitalization not stated, Jay B. VanVeen, Michael J. Levinson, Harold F. Eldridge, New York City; Ameranglo Film Dealers, Inc., $1,000, Evelyn Stern, Ruth Rosenblum, Max Arnowitz, New York City; Franchise Pictures Corporation, capitalization not specified, Harry Lewis, Grant Hoerner, Walter Herzbrun, New York City.

The Britton Voiceaphone Film Corporation, $20,000, Robert Hanover, Philadelphia, Pa.; Leon Britten, Abner J. Rubien, New York City; Hudson Movies Corporation, $10,000, Simon Bier, Brooklyn; Emanuel Stempel, Charles Rabinowitz, New York City; Playedwell Picture Corp., $50,000, Earle E. Lockwood, Anna Schwartz, Fortunate Marine, New York City; International A.C.A. Corporation, capitalization not specified, Edward and Etta Klein, Louis J. Rosett, New York City.

Publix and U. A. Now in Minneapolis

Famous Leases $2,000,000 House Under Construction; F. & R. No Longer Control First-Run Situation; "U" in Portland

WITH the announcement that Publix has secured a 25-year lease on a theatre now under construction and the further declaration that United Artists will build on a site recently acquired, it becomes evident that Northwest Theatres (Finkelstein & Ruben) no longer control the first run in Minneapolis. The United Artists' house will be located on Ninth and La Salle streets, just opposite the Publix Theatre.

The Publix house is to cost $2,000,000 and it is said the company will pay a total of $4,000,000 for the 25 years with an option for renewal for a similar period. The theatre will have a 4,200 seating capacity, and construction is scheduled to start this month.

Theatre building activity, as presaged by announcement of the two theatres, comes as a surprise in view of conditions here. Plans for the new houses were announced following a period of depression which has seriously affected theatre attendance. The extent of the decrease is reflected in proposals of Northwest Theatres, which control the local situation, to close the New Garrick and Astor.

Minneapolis long has been one of the few key cities immune from invasion in the first-run field. For years, Northwest (Finkelstein & Ruben) has operated without competition, buying holdings of outside firms which sought to enter the field. Several years ago, Asher Bros. entered the city, starting erection of the State, which subsequently was purchased by Finkelstein & Ruben and became the key theatre of the chain. Later a short-lived attempt was made by Joseph Friedman to operate the Auditorium as competition. Some time later, Clinton-Myers, Duluth firm allied with Publix, took over the house, which was remodeled and renamed the Lyceum. After several months the theatre was closed, presumably by arrangement with F. & R.

Control of the Northwest is practically complete, very few key cities being without houses operated by the company. Duluth is practically the only major city, with the exception of Sioux Falls, where the firm has competition, the Lyceum there being operated by Clinton-Myers in association with Publix, and the Orpheum by Blackmore Bros.

Loew's Nets $1,000,000 for Christmas Week

LOEW'S INCORPORATED, according to "The Wall Street Journal," will realize approximately $1,000,000 net income for the week ending New Year's Eve or Christmas Week. All of the Loew houses in New York did excellent business, it is declared. The Capitol receipts totaled $25,000 in addition to the $12,000 rental fee for the film. The State took in around $12,000, the Metropolitan about $20,000, and the Astor somewhere between $10,000 and $12,000 above the rental fee.

During the last few years several distributor-exhibitor firms have threatened to build in Minneapolis, claiming they could not get equitable treatment from F. & R. Universal went so far as to announce plans which later were abandoned, while North American Theatres, P.D.C. ally, also intended building.

Universal is reported to be preparing to strengthen its position in Portland, Ore., in preparation for the rush of theatre building activity impending in the Pacific Northwest. With several companies entering the territory in earnest, the company is planning to entrench before the building boom, now being felt at Seattle, extends to this city. This will be done, it is stated, through erection of a house to replace the Columbia, present Universal first-run outlet here.

At the present time Universal has 14 houses in Portland and vicinity and two at Eugene, Ore., as a result of its affiliation with the Multnomah interests. A new subsequent run house, the Bagdad, has just been completed, with its opening scheduled for January 1.

Carl Laemmle is scheduled to attend the opening of the Bagdad and will remain in the city to make a survey of Universal holdings. Building of the proposed first-run house will depend on his analysis of the local situation.

The company recently closed a deal for 11 theatres at Seattle.

Construction work on the Alabama Theatre, the new Publix house in Birmingham, is expected to start early in February. It will be located next to the Loveman, Joseph & Loeb department store on Third Avenue, North, between Eighteenth and Nineteenth streets, and directly across from the Lyric.

The house will seat about 2,500 people and will cost between $1,125,000 and $1,500,000. Plans are now being completed by Craver and Mayger, Chicago architects, and work of actual construction will get under way as soon as they are ready.

It is expected that the new house will open on New Year's Day, 1928, thus allowing one year for building and equipping.

Famous Answers Commission's Brief

Charges Violation of Supreme Court Decision that Commission Has No Power to Force Competitors to General Level

VIOLATIONS of decisions of the United States Supreme Court holding that the Federal Trade Commission has no power to force all competitors to a general level is charged against the commission in a brief filed January 3 by Famous Players-Lasky Corporation in answer to a brief filed by counsel for the commission.

The whole "philosophy" of the commission's brief, it is declared, is that methods of carrying on business which give an advantage over weak competitors who, because of their weakness, cannot avail themselves of the same methods, are necessarily unfair. "The commission is asked to slow the entire motion picture industry to a competitive pace which the poorest competitor can maintain," the respondents contend. "Producer ownership of theatres and block booking are asserted to be illegal principally because they have contributed to the success of Famous Players-Lasky Corporation and of other companies and to the failure of wholly unnamed competitors."

Producers without theatres and distributors who do not make enough pictures to sell them in blocks are at a disadvantage, it is admitted, but because Famous Players enjoys these and other advantages, they cannot be held to be unfair.

The main issue remaining in the case is the legality of block booking, the respondents hold, and but passing attention is paid to other phases, it again being denied that Famous Players is a monopoly, or that ownership of theatres is illegal. The very fact, it is held, that Famous Players has as many competitors today in all the lines in which it engages as it ever had refutes such charges.

Block booking, it is again reiterated, is merely wholesale selling and the exhibitor who does not take an entire line naturally pays a retail price for a single purchase. The charge of the commission's counsel that first class first run houses are used to make certain pictures indispensable to other exhibitors and that others less popular are tied to such "indispensable" pictures in order to force the whole line upon exhibitors, is denied. Attention is called to the fact that of 322 contracts for Paramount pictures introduced into the case, only 31 were for all of the pictures in any block, while 98 were for but a single picture each. It is also denied that by block booking, all of the available exhibition time of competitors is used by the respondent.

The fact that block booking is and always has been the universal custom of the business argues strongly in favor of its fairness, the brief contends, and the commission has introduced no evidence to support the proposition that it is illegal. Similar contracts in other industries, which have been upheld by the courts, are cited in support of the contention that it is a legitimate mode of sale.

Dismissal of the case again is urged.

M. H. Hoffman

Trademark is No Criterion Says M. H. Hoffman

In speaking of competition and its beneficial results to the motion picture industry, M. H. Hoffman, vice-president of Tiffany Productions, points out the fact that, unlike the early days of the business, a trade-mark or the past performance of a company or star is no criterion of the worth of product sold from day to day.

It is Mr. Hoffman's contention that because art and ingenuity are part of the business, no one company can ever control the entire industry and in this connection states that his company's films, 26 Gems to be released during the current year, will be worthy of showing in every theatre throughout the country.

Schwerin New U. A. Sales Representative

A new appointment in the United Artists ranks is that of Charles F. Schwerin, who will henceforth operate from the United Artists home office as special sales representative.

Ticket Manufacturers' Assoc. Enjoined

In a consent signed in the District of Columbia Supreme Court, the Association of American Amusement Ticket Manufacturers and its thirteen members were permanently enjoined from operating in violation of the Sherman Anti-Trust law and from exchanging information concerning prices. The action of the court followed an effort made by the association to determine its powers under the Sherman law.

The Government charged that the association and its members had restrained trade by fixing prices and by allotting buyers. The statement was made that the ticket firms manufacture 85 per cent of all amusement tickets used in the United States. The members of the association have plants in New York, New Jersey, Nebraska, Pennsylvania, Illinois, Massachusetts and California.

In and Out of Town

W. F. CLARKE, of Cranfield and Clarke, was in town for the holidays and returned to Montreal in a day or so, going on to Toronto to complete his producing plans.

MAX EHRENREICH, United Artists' chief South American representative, arrived in New York Wednesday, December 29, on the "S. S. Voltaire." He will confer with Arthur W. Kelly, vice-president and treasurer of United Artists in complete charge of foreign sales, regarding the seven new pictures which United Artists is now selling.

ED SMITH, general sales manager of Tiffany Productions, left last Friday for the Middle West, where he will open several new Tiffany exchanges which have heretofore been handled by Tiffany franchise holders. He will open an exchange in Kansas City and then proceed to St. Louis for the opening of another Tiffany exchange.

CRESSON E. SMITH, United Artists general sales manager, Mid West division, left New York Sunday, January 2, for a fortnight's trip to the Middle West, where he will visit Detroit, Cleveland, Indianapolis and other central cities. He will return to New York about January 15.

I. E. CHADWICK, president of Chadwick Pictures, and Jesse J. Goldberg, supervising director-general of Chadwick Pictures, have both finished their trips having to do with production. The former has arrived in New York for a short stay at the company's home office. The latter has returned to Los Angeles, where he will personally supervise the production of several features to be started at once

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OTTO B. MANTELL, general manager of United Artists' Cristobal office, arrived in New York on Monday, January 3, from the Panama Canal Zone for conferences with Arthur W. Kelly, vice-president and treasurer of United Artists, in charge of foreign distribution. Mr. Mantell remains in New York for about a week.

HARRY REICHENBACH, publicist, left New York Tuesday, January 4, for a ten-day trip to Hollywood to consult with producers, stars and directors whom he represents in the East. The journey westward will be Reichenbach's first in more than six years.

BEN BLUMENTHAL, president of Export and Import, left New York this week on a trip to Hollywood, accompanied by his wife and daughter. This is Mr. Blumenthal's first visit to the production center.

Movie Ban Hurts Trade, Say Merchants of Iowa Town

A petition has been presented to the city council of Eagle Grove, Ia., asking that the ordinance passed two years ago and closing theatres on Sunday be repealed. One hundred citizens, including a majority of business men, have signed the petition, as they claim that trade is being injured. People go to the neighboring towns to see pictures and do their shopping while there.

Church groups are organizing to fight any attempt to change the law. E. E. Morriss, the manager of the Princess Theatre, is maintaining a neutral standard and says he is willing to abide by the demands of the majority.

Edwin Silverman

Edwin Silverman of Warners Receives Promotion

Edwin Silverman has been made a sales manager of the Warner Brothers organization, with headquarters in the New York office, according to an announcement from Sam E. Morris, general manager of distribution. Mr. Silverman, in his new capacity, will spend the greater part of his time in the field, establishing contact with exhibitors and sales staff. The appointment of Mr. Silverman, who was division manager of the Chicago and Milwaukee branches of Warner Brothers, is a reward for meritorious service rendered his organization, it is said.

Joseph S. Hummel has been made manager of the home office contract department, while Earle Silverman will assume the management of the Chicago branch, the appointment to be effective immediately.

Joseph Klein Joins Columbia Pictures

COLUMBIA Pictures Corporation has appointed Joseph Klein to the post of field representative to establish contact between the executive offices and distributors of its product and to enable showmen to receive information from other exhibitors of the reception of Columbia pictures in different territories that they may apply this information to their own mutual advantage.

Joseph Klein

Mr. Klein has been in the motion picture industry for fourteen years as a sales executive, having served with Warner Brothers, World Film Corporation, Metro, First National and F.B.O. For the past two years he has devoted himself to the independent end of the business.

German Import Quota to Remain 1:1

Berlin Correspondent Reports Authorities Doubtful of Ability to Increase Production for 2:1 or 3:2 Kontingent

THE German correspondent of the NEWS, Heinrich Fraenkel, reports that the German authorities have, regarding the import situation, taken exactly the decision which has been foreshadowed by him in his recent contributions to MOTION PICTURE NEWS, and will not alter the Kontingent.

It will be remembered that parts of the German trade had been clamoring for further restrictions of imports by tightening the 1:1 quota to 2:1. This would have meant that, in order to import a foreign feature, a renter would have had to handle the double amount of German footage, instead of the same amount, as provided by last year's regulations.

During the last few days, before the decision came, it seemed not quite unlikely that a 3:2 compromise would be reached. After all, however, the authorities were evidently convinced of the fact that the old 1:1 regulation suits best the demands and possibilities of the German market. For it seemed to be indeed rather doubtful if, under present circumstances, German production would find sufficient funds to provide for two-thirds of the market's demands, instead of one-half only.

Export Figures

Exports from Germany of sensitized but unexposed motion picture films during the first nine months of 1926 totaled 39,699,000 meters, valued at 8,981,000 rentenmarks, as compared with 56,747,300 meters, valued at 1,125,300 rentenmarks exported in the entire year 1925, according to advices from Berlin to the Motion Picture Section, Department of Commerce.

German exports of negative films in the first three-quarters of this year amounted to 316,000 meters, valued at 799,000 rentenmarks, as compared with exports of 93,000 meters valued at 13,000 marks in the entire year 1925. Exports of positive films totaled 10.449,900 meters, valued at 2.848,000 rentenmarks in the period under survey as compared with 4,215,200 meters valued at 1,071,000 marks in 1925.

Imports into Germany of sensitized, unexposed motion picture films in the January-September period of the current year totaled 2,012,400 meters, valued at 303,000 marks, as against 821,500 meters, valued at 157,000 marks in. Receipts of negative films totaled 413,900 meters, valued at 138,000 marks as compared with 134.200 meters, worth 41.000 marks in 1924. Imports of positive films amounted to 3,043.400 meters, valued at 1,049,000 marks, as compared with 1.132,700 meters, valued at 466,000 marks in 1925.

During the first nine months of 1926, 66,300 meters were imported for re-export and 61,300 meters were imported as returned general merchandise.

In 1925, 307,600 meters were imported from the United States and 137,800 meters from Great Britain. For the first nine months of 1925, 970,900 meters were imported from the United States, 887,200 meters from France and 257,900 meters from Great Britain.

Gov. Baker Reverts to His Admission Tax Plan

FOLLOWING the wave of protest from exhibitors, members of the Associated Industries of Missouri, State senators and other sources, Governor Baker of Missouri, in an announcement Tuesday, indicated that he would abolish his plan for a $10 tax on each motion picture film entering Missouri and, instead, revert back to his original idea of levying an admission tax of 10 per cent on all theatres. The revenue derived from the tax would be used to bolster up the State educational fund.

Thus the issue is put squarely up to the exhibitor again. The Governor has been looking with much favor towards a State tax on tobacco, also, but such strong opposition is indicated; in that direction that it is probable that the motion picture houses and other theatres may be the last resort.

"It simply is a case of defend ourselves or suffer the consequences," President R. R. Biechele, of the M.P.T.O. Kansas-Missouri, said Tuesday. "To an unprepared organization or individual always comes the unexpected attack. The M.P.T.O. Kansas-Missouri has strength aplenty to oppose any objectionable measures. We must stand shoulder to shoulder and fight for our rights."

An analysis of the raw film figures reveals that the total for this year will more than double the 1925 import total, which in turn was almost two and one-half times the total for the previous year, when it amounted to 337,700 meters. Great Britain was the chief supplier of this commodity during the 1926 months in question.

Raw Film Totals

On the raw film export side, since the available figures for the first nine months of 1926 show monthly average of 4,377,660 meters, it can be estimated that German exports probably will decline by more than 4,000,000 takings of the United States, its biggest market by far. Russia, the next important purchaser, will, it is believed, increase its imports from Germany, as will also Japan, Austria and France. China probably will more than double its takings. According to the estimate losses will be sustained in the direction of Italy, Netherlands, East Poland, Spain, Hungary and the Argentine. Czechoslovakia will increase its imports from Germany, it is thought.

By increasing its imports of negative film, from 134,200 meters in 1925 to an estimated total of about 377,000 meters (based on the monthly average of figures available for the first nine months of this year, minus returned German negatives) Germany probably will increase such imports by some 242,800 meters during 1926. By the same token it will increase its exports of negative film nearly five-fold by reaching figures of approximately 421,000 meters, as compared with 93,000 meters during 1926. France and the United States in this order have been the leading customers in 1926.

The situation as regards imports and exports of positives shows encouraging gains for Germany. Imports during 1926, less re-exports and returned German positives, should be more than two and one-half times the 1926 total and probably will approximate a figure of about 3,000,000 meters, with France closely following on the heels of the United States for first honors as the principal source, and Great Britain coming third. A large gain is reflected in German exports of positives during 1926 over the previous year, on the monthly average of the 1926 figures already in. It is thought likely that Germany should total more than 13,000,000 meters in positive exports during this year, and should thus increase its shipments abroad by 9,000,000 meters over the 1925 figure. Available figures show a considerable gain in shipments from Germany to its nearby markets (Germany's principal markets for motion pictures). L. Austria, its best customer, should, according to these figures, take four and one-half times as many positives during 1926 as it took during 1925, and should show a total of well over 3,000,000 meters. Latvia, undoubtedly for the Baltic markets and the adjacent Russian border, was the next best customer of these supplies, and, too, showed a very large increase over its 1925 figures. Other countries to register large advances are Czechoslovakia, Russia, East Poland, Switzerland and France. Spain appears in the list of substantial buyers for the year, whereas no record of any shipments to that country is recorded in 1925.

Bandit Robs Seattle Theatre Man of $1,200

As he was leaving Hamrick's Lakeside in Seattle, Wash., with Saturday's and Sunday's receipts, William Storey, auditor for the Hamrick Seattle chain, was robbed of $1,200 last week by an armed and masked bandit, who was seen to escape in a waiting automobile driven by a young woman. This is the second time within recent months that Mr. Hamrick has lost receipts of one of his houses to thieves, the safe of the Egyptian having been blown a short time ago by robbers who escaped with approximately $1,500. Insurance fully covers both losses.

Universal Controls Norfolk, Nebraska's Theatres

Universal will continue in control of Norfolk, Neb.'s theatres as a result of purchase of the New Koenigstein, now under construction by Jack Koenigstein. The company now operates the Auditorium, Lyric and Grand with the new house expected to open in March.

Warners Schedule New Product

With Half Year's Pictures Finished, Company Outlines Plans for Next

ACCORDING to Harry M. Warner, president of Warner Bros., the new year finds the company in the midst of its greatest production boom. Mr. Warner, in commenting on the progress made during the year passed, stated that the present line-up of product is the best in the history of the organization. He cited the pictures now playing extended engagements in the big cities throughout the country, "Don Juan" and "The Better 'Ole," and announced that the latest starring vehicle for John Barrymore, "When a Man Loves," would soon be given a Broadway showing at legitimate theatre prices.

The Warner executive also stated that plans are rapidly maturing for the filming of several big photoplays of the caliber of the three now showing. "Noah's Ark," directed by Michael Curtiz from a scenario by Bess Meredyth, is one; "Black Ivory," a story of New Orleans in the Creole days, is another. Due to the fact that the company was able to get away to an early production start last year, more time and concentration was allowed this year's product, says the Warner president, and, with the regular schedule held down to twenty-six pictures for the year, it is easy to see that proper care can be taken of all product released by the company.

Of the twenty-six Winners scheduled for release thirteen have been completed and stories, stars, directors, etc., have been chosen for practically all the remaining product. Those pictures now ready for production include "Matinee Ladies," with an all-star cast, directed by Paul L. Stein; "A Million Bid," with Dolores Costello, directed by Alan Crosland; "What Every Girl Should Know," with Patsy Ruth Miller, directed by Charles F. Reisner; "Tracked by the Police," with Rin-Tin-Tin; "The Brute," with Monte Blue, directed by Herman Raymaker; "Simple Sis," with Louise Fazenda, directed by Herman Raymaker; "Irish Hearts," with Dolores Costello, directed by Lloyd Bacon; "What Happened to Father," with Patsy Ruth Miller, directed by Howard Bretherton; "The Black Diamond Express," with Monte Blue, directed by Harry C. Hoyt; "The Climbers," with Irene Rich, directed by Paul L. Stein; "Dearie," with Louise Fazenda, directed by Charles F. Reisner; "The Heart of Maryland," with Dolores Costello, directed by Roy del Ruth.

Famous Starts Twelve Pictures

Nine Now in Production, with Three Scheduled for Filming Before Feb.

PRODUCTION on nine feature length pictures was started at the Famous Players West Coast studio on January 3 and three more are slated for filming before the end of the month. This constitutes the heaviest production schedule ever undertaken by the company in a single thirty-day period, state the Famous officials.

The pictures started January 3 are "Looie the Fourteenth," with Wallace Beery as the star and James Cruze as the director; "Fashions for Women," Esther Ralston's first starring vehicle and the first directorial effort of Dorothy Arzner; "Ritzy," Betty Bronson's first starring picture, to be directed by Richard Rosson; "Afraid to Love," with Florence Vidor as the star and E. H. Griffith the director; "Evening Clothes," Adolphe Menjou's next starring picture, with Luther Reed directing; "Special Delivery," Eddie Cantor's second starring comedy, William Goodrich directing; "Confession," Pola Negri's next vehicle, which Lothar Mendes is directing; a picture starring Raymond Griffith, with Erle C. Kenton directing, and "Too Many Crooks," the picture which will bring Mildred Davis back to the screen. Fred Newmeyer is directing.

Emil Jannings is to begin his first American production, "The Man Who Forgot God," next week under the direction of Mauritz Stiller, and Warner Baxter and Lois Wilson will begin work on "The Deer Drive," by Zane Grey. On January 17, Clara Bow will start her second starring vehicle, "Rough House Rosie," which Frank Strayer will direct.

With "Wings" continuing in production at San Antonio, Tex., and "The Rough Riders" and "Children of Divorce" carrying over into the new year at the Hollywood studio, the West Coast units of Paramount will have a total of fifteen productions in progress simultaneously.

"The Kiss in a Taxi," Bebe Daniels' current picture, and "The Mysterious Rider," a Zane Grey picture, with Jack Holt and Betty Jewel in the leading roles, will be finished shortly.

Five Chadwick Units Active

"Ladybird" in Work; "Life of Actress" "Shamrock and Rose" in Preparation

A NEW record is set for simultaneous production at the Chadwick studio in California, where five production units are now busily engaged in the making of features for the Chadwick 1926-27 program. Nine of these productions have either been completed or are in preliminary or working stages. James Young is now completing "Driven From Home," while Walter Lang has already launched production on "The Ladybird," the William Dudley Pelly story and the first of the Betty Compson productions for Chadwick. Malcolm McGregor, Ruth Stonehouse, Joseph Girard and Hank Mamm are some of the players in the cast.

Arthur Gregor, producer of "The Count of Luxembourg," a Chadwick picture of last season, is preparing the script of an original tale by himself which will serve as Miss Compson's second vehicle. Production will be started on this feature as soon as "The Ladybird" is completed.

Director Jack Nelson is casting "The Life of an Actress," which he will also direct. It is an adaptation by Harvey Gates of the play by Langdon McCormick. Jesse J. Goldburg, supervising director general of the Chadwick studio, is also in readiness to start production on "Shamrock and the Rose," an adaptation by Josephine Quirk of the play by Owen Davis, for which no director has been selected thus far.

Barnum Film Held Back for Additional Eight Months

Eight months more of preparation is planned for "The Greatest Show on Earth." Thus four years in all of research, planning and perfection of details will have been spent on the Paramount special when it goes into work next October instead of February as previously announced. Monta Bell, director, his staff, and Benjamin Glazer, scenarist, need an extra extension of time, it is claimed, to complete the great deal of preliminary work for the picture. Monte Katterjohn, author of the story, has already devoted more than three years to the preparation of the screen vehicle. It was advised by experts that seasonal weather conditions in various parts of the country where the sequences will be shot will have an important bearing, both photographically and as regards expenditures (incidentally it is claimed that more money has been proposed for this picture than for any other in Paramount history) and that therefore the months of October, November and December will be the best months for exteriors.

New De Mille Contract for Donald Crisp

The De Mille studio has signed Donald Crisp to a long term contract. This is one of the first steps in the preparation for the new season's program. Director Crisp has just finished Leatrice Joy's "Nobody's Widow," and his first picture under the new contract has not as yet been decided upon.

Title Changes in Two First National Productions

Milton Sills' next starring vehicle, formerly known under the working title of "The Runaway Enchantress," has been retitled "The Sea Tiger." Ray Rockett's next production for First National, known under several titles, has been finally titled "See You in Jail."

Einar Hanson Gets Long Term Famous Contract

Einar Hanson, at present playing in Frank Lloyd's Paramount production, "Children of Divorce," has been awarded a long term contract with that company.

Centennial Pictures Corp. Starts Production

Centennial Pictures Corporation, recently organized by John Raymond, Stewart B. Moss and George H. Wilcox, for the purpose of producing a series of two-reel historical films possessing entertaining as well as educational values, has started production on the first of the series entitled "The Boys in Blue," dealing with the early Indian period and from the pen of Arthur Hoerl.

Co-directing the series with Stewart B. Moss will be John Raymond. Grace Alyce Durkin, late from a current Broadway stage play, is under a long term contract with Centennial Pictures and will be featured in all of their stories. Jack McLean has been engaged as leading man for Miss Durkin. The supporting cast includes Rex Archer, F. C. Kupper, John Carlyle, George Williams, W. W. Jones, Phil Sanford, Billy Baker, "Chief," a canine actor, and "Silver Moon," an Indian chief who will enact his true-to-life role on the screen.

The production staff consists of C. W. Downs, cameraman, Carol Jean Brown in charge of historical research, while Joe Bannon and Larry Kane will assist the directors.

Sterling Releasing "Wolves of the Air" January 22

Sterling Pictures Distributing Corporation plans its melodrama of airplane adventure, "Wolves of the Air," for national release on January 22. Francis Ford directed from the story by J. Francis O'Fearna. Johnnie Walker and Mildred Harris are the featured players. In principal roles are Lois Boyd, Gayne Whitman, Maurice Costello, Jay Junt and Edmund Cobb. "Tongues of Scandal," the first of the Roy Clements productions for Sterling Pictures, was released January 3. It features Mae Busch and William Desmond and Ray Hallor, Lloyd Carleton, James Gordon and Wulfred North are cast in leading roles.

Rowland V. Lee Given Long Term Paramount Contract

Rowland V. Lee this week affixed his signature to a long term contract as a Paramount director. He won the contract through his direction of "Barbed Wire," Pola Negri's most recent starring vehicle. Lee's first assignment under the new contract will be "Soundings," A. Hamilton Gibbs' best seller. The leading roles will be played by Lois Moran, James Hall and Douglas Gilmore. Production will begin February 1.

F. N. Buys "Help Yourself to Hay," Short Story

First National Pictures, through John McCormick, general manager of West Coast production, has announced the purchase of a short story by Dixie Wilson recently published in a national magazine.

This is the second Wilson narrative to be purchased by First National, since this company recently completed "An Affair of the Follies," based on the author's short story, "Here Y'Are Brother."

M-G-M Schedules New Product

Number of Special Attractions Are Started and Others Being Planned

WHAT Metro-Goldwyn-Mayer considers the most ambitious producing program planned since the inception of the organization was ushered in by the new year at the Culver City studios of the company. Practically a dozen pictures are at present in the cutting rooms and six productions are in filming.

In addition to these features the company is planning the early production of three super-features, "Old Heidelberg," "The Trail of '98" and King Vidor's latest effort, as yet untitled. These will be followed by regular offerings and together it is expected that every star, director and stock player will be kept busy for the next few months.

Some of the pictures soon to be filmed include "The Enemy," Channing Pollock's next play, in which Lillian Gish will be starred, and "The Wind," which also will have Miss Gish in the stellar role. Victor Seastrom will direct "The Enemy." Next to be produced is "Anna Karenina," Count Tolstoi's novel, which Dimitri Buchowetski will direct; he is now adapting the story. "Red, White and Blue" is another on the new schedule.

Some of the popular novels to be filmed are "The Callahans and the Murphys," a story by Kathleen Norris which George Hill will direct, and Kathleen Newlin Burt's story of the Swiss Alps, "The Branding Iron" with Reginald Barker directing. William Beaudine will handle the megaphone on "Frisco Sally Levy," an original by Al Cohn and Lew Lipton and Edward Sedgwick will direct "Red Pants," a story by Lipton.

"Captain Salvation" will be director George Robertson's next assignment; it is an adaptation of a story of the sea by Frederick William Wallace. Tod Browning has written another original for Lon Chaney which will be released as "Alonzo, the Armless"; Browning will direct.

Tiffany Releases Twenty Gems

Variety in Evidence in the Score of Productions Scheduled for Release

TWENTY Tiffany films, called "Tiffany Gems," will be distributed by Tiffany Productions during the 1926-27 season.

The first picture on the list of releases is "That Model From Paris," featuring Bert Lytell, Marceline Day and Eileen Percy and directed by Louis J. Gasnier. The picture was released August 15, 1926. Other films on the Tiffany schedule are "Lost at Sea," also a Gasnier production, suggested by "Mainspring," a story by Louis Joseph Vance. Heading the cast are Huntley Gordon, Eva Novak and Lowell Sherman; "Fools of Fashion," directed by James C. McKay with Marceline Day, Theodore Von Eltz and Mae Busch in the cast; "Josselyn's Wife," starring Pauline Frederick and directed by Richard Thorpe.

Continuing the list are "Sin Cargo," a Gasnier directed vehicle which stars Shirley Mason and Robert Frazer; "Redheads Preferred," directed by Allan Dale and featuring Marceline Day, Theodore Von Eltz and Raymond Hitchcock; "One Hour of Love," with Robert Frazer and Jacqueline Logan and directed by Robert Florey; "The First Night," with Bert Lytell, Dorothy Devore and Harry Meyers, directed by Richard Thorpe; "The Tiger," directed by Oscar Apfel and starring Pat O'Malley, Helen Ferguson and George Hackathorne.

"The Husband Hunters" with Mae Busch and Walter Heirs; "The Enchanted Island," suggested by a Gouverneur Morris story; "Lightning," a story by Zane Grey; "Wild Geese," Martha Ostenso's best seller; "The Broken Gate," written by Emerson Hough; A. P. Younger's "Squads Right;" "Tale of a Vanishing People," by Rex Beach. "Flaming Timber," "Song of Steel" and "Snowbound" conclude the list.

P.D.C. Producing in Germany

Vogel Tells of Company Formed in Berlin; Speaks on Theatre Conditions

WILLIAM M. VOGEL, general manager of Producers International Corporation (foreign division of Producers Distributing Corporation), now in New York after a two months' trip throughout Europe, issued a statement this week concerning P.D.C.'s producing company in Berlin, Germany. Mr. Vogel says, in part:

"In order to develop greater local interest in P.D.C. pictures in the markets of Central Europe, we have formed a producing company in Berlin to produce pictures for our organization. The company is registered as Deutsches P.D.C. Filmfabrikation G.m. bH., and will be under the direction of our Berlin Manager, H. E. J. Spearman.

"The building of the sets started in the National Studio December 20, and actual camera work will begin today, December 27. National Film will co-operate in the production of the first group.

"The new organization plans to make a series of productions and arrangements have been completed whereby the first group will be released in Germany through National Film Aktiengesellschaft, Berlin, and in other markets of the world where these pictures may prove suiable, through the various branches or affiliations of Producers International Corporation."

Northwest Film Board of Trade Elects Officers

Election of officers for the Seattle Northwest Film Board of Trade was held last week with the result that the leaders for 1927 are as follows: George Ballentine, Fox manager, president; Charles W. Harden, United Artists, vice-president, and Jack Bower, First National, secretary-treasurer.

Exchange members of the Arbitration Board for 1927 are Carl Stearn, Warner Brothers; Jack Bower, First National, and Arthur H. Huot, F. B. O. Jack Lannon of Greater Features and D. C. Millward of Western Film Corporation are alternates.

One of the first moves of the new Film Board was the institution of a campaign among exhibitors and projectionists of the Pacific Northwest States in an effort to aid the exchanges by reducing unnecessary mutilation of prints to a minimum.

Pearl Keating to Aid in Choosing Goldwyn Material

Stationing herself at the headquarters of the Goldwyn office in New York, Pearl Keating now fills the position of head of the Eastern editorial office of the Samuel Goldwyn affiliations. Mr. Goldwyn, prior to his departure for Los Angeles, announced the appointment of Mrs. Keating, who has just returned from Europe, where she spent a three months' vacation prior to assuming the responsibilities of her new post.

Pauline Forney, formerly chief of the Eastern office of Mr. Goldwyn, has been permanently transferred to the Goldwyn studio on the West Coast, where she is in charge of the Coast editorial office.

Neil Hamilton in Herbert Brenon's Next for Famous

Associate Paramount Producer William LeBaron this week chose Neil Hamilton to play the male lead in Herbert Brenon's next Paramount picture, as yet untitled, for which Elizabeth Meehan is preparing the script. Production is scheduled to begin early in January, at the studio in Long Island.

Karl Dane and G. K. Arthur in "Red, White and Blue"

Karl Dane and George K. Arthur, screen comedians, will be a comedy team in Metro-Goldwyn-Mayer's ''Red, White and Blue.'' Marceline Day will be featured in the leading feminine role.

Chadwick's Jan. Release, "Driven from Home"

SIMULTANEOUS first run showings in several key cities throughout the country will feature the release on January 18 of "Driven from Home," the fifth of the Chadwick First Division pictures of the 1926-27 program. In the film, which was directed by James Young, are Virginia Lee Corbin, Ray Hallor, Anna May Wong, Sojin, Sheldon Lewis, Virginia Pearson, Eric Mayne, Fred Warren and Melbourne McDowell.

Lya de Putti Signed by De Mille-Metropolitan

A CONTRACT with De Mille-Metropolitan Pictures has just been signed by Lya de Putti. She will be featured opposite Joseph Schildkraut in "The Heart Thief," to be made at the Metropolitan studio. It is understood that other companies were anxious to secure Miss de Putti's services and that her signature was affixed to the De Mille-Metropolitan contract only after spirited bidding.

No decision has been reached at the Metropolitan studio as to who will direct "The Heart Thief."

"Notorious Lady" Nearing Completed Stage

''The Notorious Lady,'' Sam E. Rork's production with Barbara Bedford, Lewis Stone and Ann Rork, will be completed, it is estimated, about the middle of this month for release through First National early in the spring. First scenes, interiors at the Burbank studio, and the river sequences, were taken early in December; then the Rork unit moved to Balboa, near Laguna, Cal. After the Yuletide holidays the company removed the location twenty-eight miles to Needles, Ariz. Hundreds of negroes, men and women, are visualizing on the Colorado River a scene supposed to represent a native African village. Gerald Grove, a member of the British army and diplomatic service for fourteen years, is assisting Jack Okey, art and technical director, in preparing sets and location. Larry Ceballes has been engaged to rehearse and direct the several hundred negroes for native dances. Frank Lawrence is film editor, and Dan Thomas, Los Angeles newspaperman, has been engaged by the producer to write the titles.

Title of Constance Talmadge Film Is "Venus of Venice"

''Venus of Venice,'' is the title of the new comedy drama starring Constance Talmadge now in the process of filming at the United Artists' studio for First National release under Marshall Neilan's direction. The story was first called ''Carlotta,'' then ''The Vamp of Venice,'' but this latest title is promised as the last, according to John W. Considine, Jr., general manager for the Joseph M. Schenck organization. Supporting the star in the leading role is Antonio Moreno, and others in the cast include Edward Martindel, Julanne Johnston, Michael Vaviton, Arthur Thalasso, Andre Laney and others.

Sign Wallace to Direct "The Poor Nut"

Jess Smith Productions, Inc., has engaged Richard Wallace to direct the first Smith production for First National, ''The Poor Nut,'' which will be placed in work on the West Coast January 15 with Jack Mulhall enacting the title role and Gertrude Olmstead and Charlie Murray as additional featured players. Smith has also signed Paul Schofield to do the continuity on the picture and Henry Hobart to take care of the production's directorial supervision.

Gotham Washington Branch Merges With Columbia

Budd Rogers, vice-president of Lumas and Gotham, and Jack Cohn, representing Columbia, last week consummated an important consolidation whereby the Gotham exchange in Washington, D.C., was merged with the Columbia exchange in the same city. This merger affects the local distribution of Gotham and Columbia and makes for greater economy and efficiency. The Gotham Washington office will be closed and the physical distribution, booking and selling of Gotham and Lumas product will be handled through the Columbia office. W. G. Dutton of the Columbia exchange will be in charge of both sales and distribution for the two companies in the District of Columbia and Delaware, Maryland and Virginia.

T. McCoy Gets New M-G-M Screen Contract

Tim McCoy, Western star of the Metro-Goldwyn-Mayer studio, was recently presented with a new contract. McCoy, who has been under contract with the organization for several months, is being starred in historical Western features based on important incidents of the American frontier. Several of these productions are planned for the coming season; all of them will be radical departures from the cowboy and Indian pictures, it is said. The star has just completed ''Winners of the Wilderness,'' based on the struggle between the French and English during the French and Indian War.

Wallace Lupino Again With Brother in "Howdy, Duke"

Wallace Lupino, brother of Lupino Lane, again appears in one of the principal supporting roles in ''Howdy, Duke,'' the latest Educational-Lupino Lane comedy, which is released during Laugh Month. Kathryn McGuire is cast again as Lupino Lane's leading lady.

Darryl F. Zanuck Appointed Assistant to Jack Warner

Darryl Francis Zanuck, author of many Warner Bros. scenarios, has been appointed assistant to Jack Warner, production manager of the company. He will continue to write scenarios and will also supervise productions of his own and other stories.

Paramount to Launch 4 Comedies in January

DURING January, Paramount will release in the order named "The Kid Brother," Harold Lloyd's newest comedy, which has the mountains of the South as its locale; "Blonde or Brunette," a French comedy starring Adolphe Menjou; "Paradise for Two," a new Richard Dix vehicle, and "The Potters," W. C. Fields' third starring attraction and a story of American family life.

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Leo Maloney

in

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TRADE MARK

Titles of Two First National Productions Changed

The title of Ken Maynard's forthcoming Western for First National has been changed from "Somewhere South of Sonora" to "Somewhere in Sonora." George Fitzmaurice's first production for First National, formerly titled "Body and Soul" and "The Tender Hour," will hereafter be known as "Beauty in Chains."

M-G-M Purchases "Becky" Serial Story

Metro-Goldwyn-Mayer this week purchased the screen rights to "Becky," a newspaper serial story by Rayner Seelig, and it will be produced as a Cosmopolitan picture under the direction of John P. McCarthy, who, for a long time, was connected with D. W. Griffith. Marion Blackton, daughter of J. Stuart Blackton, will prepare the scenario.

Mitchell Lewis Villain in Charley Chase Comedy

Hal Roach, producer of "star" comedies for Pathe, has signed Mitchell Lewis to enact the role of the heavy in a forthcoming Charley Chase domestic comedy. The picture is already in production with James Parrott directing. Shirley Palmer and Anita Garvin have supporting roles.

Tiffany's "Husband Hunters" Elaborate Production

"Husband Hunters," now nearing completion will be one of the most elaborate pictures released thus far on the Tiffany schedule, it is claimed by Tiffany. In the cast are Mae Busch, Walter Hiers, Mildred Harris, Duane Thompson, Jimmy Harrison, Robert Cain, Charles Delaney and Jean Arthur.

Edna Marion Feminine Lead in New Mermaid Comedy

Edna Marion, formerly leading lady in Christie and other two-reel comedies, has been signed by Jack White to play the leading feminine role in a new Educational-Mermaid comedy which will go into production at the Educational studios shortly.

Four Scenarists Busy at Mack Sennett Studio

The Mack Sennett scenario department, composed of Harry McCoy, Phil Whitman, Scott Darling and Henry Johnson, is now hard at work at the producer's studio contriving fun for the antics of the various stars within the Sennett fold.

Two Juveniles "Big Boy's" Support in "Funny Face"

Two youthful comedy favorites—Jack McHugh and Bonnie Barrett—play supporting roles to "Big Boy," three-year-old "leading man," in "Funny Face," his Educational-Juvenile comedy for January release.

Fox Shorts Up to Schedule

Releases Include "O. Henrys," Urner Series, "Van Bibbers" and Varieties

FOX FILMS is making excellent headway on the schedule of short subjects. Many of the releases for the first quarter of the year are now in readiness for distribution.

"Roses and Romance," released February 13, and "A Man About Town," programmed for March 27, are two of the O. Henry series destined for the exhibitor. Leslie Fenton heads the cast of "Roses and Romance," while Carol Lincoln plays the chief feminine role. Marcella Daly and Ralph Sipperly are also listed. There will be three more of the O. Henry subjects during the season.

Earle Foxe and Florence Gilbert head the casts of two Van Bibber comedies, "The Motor Boat Demon," released January 2, and "A Society Architect," ready February 13. Ralph Sipperly performs in "The Motor Boat Demon," of which a race over the water is one of the features. Three additional Van Bibbers are promised for the current season.

Fox Films will release five more of the Mabel Urner series, "The Married Life of Helen and Warren." Their titles will be announced soon. There are four more of the Fox Animal comedies in production, but the titles under which they will be released are still to be given them. There will be two Imperials in January, "The Bathing Suitor" on the 9th and "Hello, Lafayette" on the 23d. Barbara Luddy and George Harris head the cast of the first, while Ernie Shields, Jean Arthur and Harry Woods are prominent players in the other. There are eight more of these Imperials on the current schedule.

Release dates for seven Fox Varieties have been set. "My Lady's Stockings" is due on January 9th, and "Constantinople" on the 23d; on February 6th comes "The Sky Sentinel," on February 20, "Portugal Today." For March there are "Everybody's Servant," which comes on the 6th and "Rock Ribbed Maine," to be issued on the 20th. April 3d has been decided upon as the release date for "Below the Equator."

Pathe's Jan. 16 Short Reels

List Headed by Mack Sennett Two-Reel Comedy and "Our Gang" Film

FOR the third week of Laugh Month, starting January 16, Pathe offers a Mack Sennett and a Hal Roach two-reel comedy in addition to the regular issues of Sportlight, Topics of the Day, Pathe Review and News, etc.

"Pass the Dumplings," starring Alice Day, is the Mack Sennett offering and "Bring Home the Turkey" is Hal Roach's contribution, with the "Our Gang" kids featured. Danny O'Shea, Eddie Quillan and others support Alice Day in the comedy which was directed by Larry Semon. Director Robert McGowan is responsible for the "Our Gang" two-reeler, which finds the gang having a hard but funny time in an orphanage.

Also on the release schedule is the ninth chapter of "The House Without a Key," in which Allene Ray and Walter Miller are co-starred under the direction of Spencer Bennett. The title of the current chapter is "The Wrist Watch." It is an adaptation of the Earl Derr Biggers story published in the "Saturday Evening Post."

Topics of the Day No. 3 offers the latest wit and humor culled from the press of the world. Pathe Review No. 3 offers: "An Unique Hobby": The operation of a complete miniature railroad system by Hugh Newson of New York; "The Island of Jersey": Pathecolor study of the most important and largest island in the English Channel; "The Lost Empire of Africa": continuing the camera chronicle of the American excavations throughout French North Africa by the Count de Prorok—the vestige of a once glorious race visited in the desert.

"Chasing Rainbows" is the Aesop Film Fables cartoon comedy offered for the week, which program is brought to a conclusion by issues Nos. 8 and 9 of Pathe News last minute world events.

Educational's Exploitation for Laugh Month

IN order to help along the Laugh Month idea Educational, cooperating with a number of exhibitors, has arranged a number of tie-ups with toy dealers and musical instrument manufacturers wherein the manufacturers will supply their product to theatres to be given as prizes to children who work out puzzles created by Educational.

One of the tie-ups is with the Ted Taylor Toy Manufacturing Company and another with the Hohner Company, which makes harmonicas. Local newspapers are featuring these puzzles. There are also a number of tie-ups built around the "Felix the Cat" cartoons which Educational releases.

Hopper Will Direct Three More Prevost Films

Metropolitan Pictures has signed E. Mason Hopper to direct Marie Prevost in "The Night Bride," and two of her pictures on next season's program. The star and director are now filming "Getting Gertie's Garter" and upon its completion they will begin work on "The Night Bride," which will complete the Prevost series on the 1926-27 schedule of Metropolitan Pictures. Preliminary preparation for next season's pictures starring Miss Prevost is now under way.

Studio Briefs

Del Andrews, F.B.O. director, has finished the third episode of H. C. Witwer's "Wisecrackers" series, entitled "Love at First Sight." He starts on the fourth of the series immediately, the "Survival of the Fattest," which is due for release during March.

Formerly known as "The Day of Souls," John Gilbert's starring vehicle for Metro-Goldwyn-Mayer will henceforth be known as "The Show." Tod Browning directed this photoplay of show life in Budapest and in it Renee Adoree plays opposite Gilbert for the first time since "The Big Parade." The star recently returned from a vacation in New York and will soon begin work on "Twelve Miles Out," a story of hi-jacking on rum row, which Jack Conway will direct for Metro-Goldwyn-Mayer.

"Matinee Ladies," one of the Warner productions, has been started in the Warner Hollywood studio under the direction of Byron Haskins, cameraman, who recently won the directorial position. He will start photography as soon as the cast is assembled. Harry Dittmar is adapting "Matinee Ladies."

Under a special arrangement with Universal, Irving Thalberg has borrowed Jean Hersholt to enact the role of the German tutor in "Old Heidelberg," which Ernst Lubitsch is directing for Metro-Goldwyn-Mayer and in which Chester Conklin plays an important supporting part. The feminine lead opposite Ramon Novarro in this film is still to be selected. It is expected that an early date will be set to start the production.

James Hall spent his Christmas Eve on board a train en route to California where he is to play opposite Betty Bronson in "Ritzy," which Elinor Glyn wrote especially for Paramount. He recently completed one of the principal portrayals in "Love's Greatest Mistake," Edward Sutherland's Paramount picture.

The choice of director for "The Branding Iron," a forthcoming elaborate screen version by Metro-Goldwyn-Mayer, of the novel of the same name by Katherine Newlin Burt, has fallen upon Reginald Barker, director of stories dealing with adventure in the outdoors. Elliot Clawson, who scenarized "The Road to Mandalay" and other features in the Metro-Goldwyn-Mayer studio, has been assigned the adaptation. The story was published several years ago and it is claimed that it has one of the largest circulations on record.

William Demarest, who appeared in "Finger Prints," and "The Gay Old Bird," both Warner Bros. productions, has been signed by that company to a long term contract.

The leading male role opposite Patsy Ruth Miller in that star's first stellar vehicle for Warner Bros.' "What Every Girl Should Know," will be played by Ian Keith, remembered for his roles in "Sunya" and more recently, in "The Prince of Tempters." Charles Reisner will direct Miss Miller in this film, which is based on a story of his own. Others in the cast include Carrill Nye and Mickey McBann.

Ralph Forbes plays the young Englishman, who by his betrayal of the mysterious mandarin's daughter, a role played by Renee Adoree, precipitates the strange Oriental plot of revenge in Lon Chaney's new Production, "Mr. Wu," a role portrayed on the stage by Walker Whiteside. William Nigh is directing this production.

Following "One Hour of Love" on the Tiffany program will be "The First Night," a farce comedy recently completed in which are featured Bert Lytell, Dorothy Devore, Walter Heirs, Harry Meyers, Frederick Ko Vert, Lila Leslie, James Mack, Hazel Keener, Joan Standing and Nellie Bly Baker. Richard Thorpe directed.

J. T. O'Donahue, scenarist and adaptor of "What Price Glory," is at present busily engaged with the continuity for "Cheating Cheaters," Max Marcin's stage play. Edward Laemmle, whose "Held by the Law" is to be released soon, will direct "Cheating Cheaters" and he and O'Donahue are collaborating on the story's treatment. Production is scheduled to start the earlier part of the month.

Berty Levy, for many years a vaudeville headliner and cartoon artist, has been added to the Metro-Goldwyn-Mayer studio scenario staff. Levy is also the author of several successful books. His first work under the new contract has not been assigned.

Bert Roach, screen comedian, is to remain with Metro-Goldwyn-Mayer as a featured player. He has just signed a new contract whereby his services will be confined exclusively to M-G-M. At present he is playing in the new Marion Davies production, "Tillie, the Toiler," based on Russ Westover's comic strip of the same name.

Olive Borden, Earle Fox and Margaret Livingston are prepared to start immediate work on "The Secret Studio," a Hazel Livingston story which will be directed for Fox Films by Harry Beaumont. Randall H. Faye wrote the script.

Madge Bellamy and Lawrence Gray have just begun work in "Ankles Preferred," by James Hamilton. Others supporting these two are J. Farrell MacDonald, Barry Norton, Marjorie Beebe and Allan Forrest. It is being directed by J. G. Blystone.

Originally scheduled as a vehicle for Alberts Vaughn, "Nice and Wicked" will serve Viola Dana for her fourth starring film of the F.B.O. 1926-27 series, after the completion of "Salvation Jane." Phil Rosen will direct.

The lead in Charles R. Rogers' production for First National, tentatively titled "The Road to Romance," will be played by Jack Mulhall. The actor has just completed the role opposite Colleen Moore in her starring picture, "Orchids and Ermine."

"Roses and Romance," a two-reel O. Henry comedy, is now going into production at the West Coast studio of Fox Films. Carol Lincoln and Leslie Fenton have the leads under the direction of Jess Robbins.

Allan Durant, young German actor, plays the leading role opposite Virginia Valli in the Fox Films production, "The Wedding Ring." For the last five years Durant has been playing on the German stage, appearing in tragedies as well as leading roles in Ufa films.

The last of the F.B.O. series on the 1926-27 program starring Ranger, the dog, will be "The Outlaw." The continuity is being handled by Dick Pine, and J. P. McGowan will direct. "When a Dog Loves," next to the last one of this series, has just been completed.

"All Aboard," Johnny Hines' forthcoming First National picture, is coming along at top speed before the battery of cameras. With the completion of photography on the desert sequences, which were filmed in El Segunda, and the settings of the Algerian village, practically all of the exteriors have been completed. The Tec Art studio is now the scene of the filming of the exteriors. Animals aplenty are being pressed into service for this comedy, including parrots, goats, donkeys, camels, sheep, horses and snakes.

Buck Jones began work Monday of this week on "Whispering Sage," a new Fox Films drama of the desert by Harry St. Clair Drago and Joseph Noel.

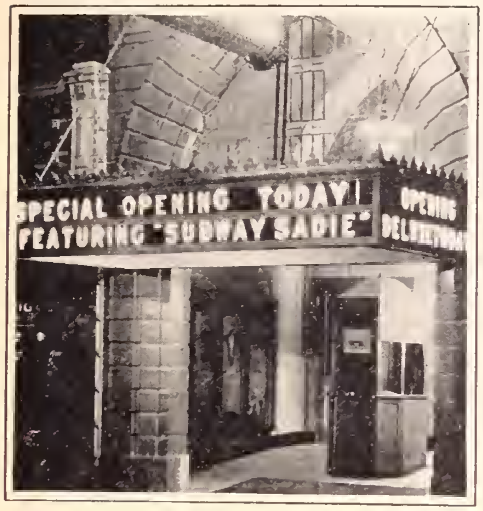
A new contract with the Metro-Goldwyn-Mayer company was recently given Gertrude Olmstead, who is appearing with Lon Chaney in "Mr. Wu." Six years ago Miss Olmstead won a beauty prize and a screen contract offered by the Elks in Chicago. In private life she is the wife of Robert Z. Leonard, director for Metro-Goldwyn-Mayer.

Lucia Backus Seger is to be Richard Dix's mother in that star's forthcoming Paramount picture, "Knockout Reilly," scheduled to go into work this week at the Long Island studio. Additional members of the cast thus far chosen are Mary Brian and Jack Renault, a prominent pugilist.

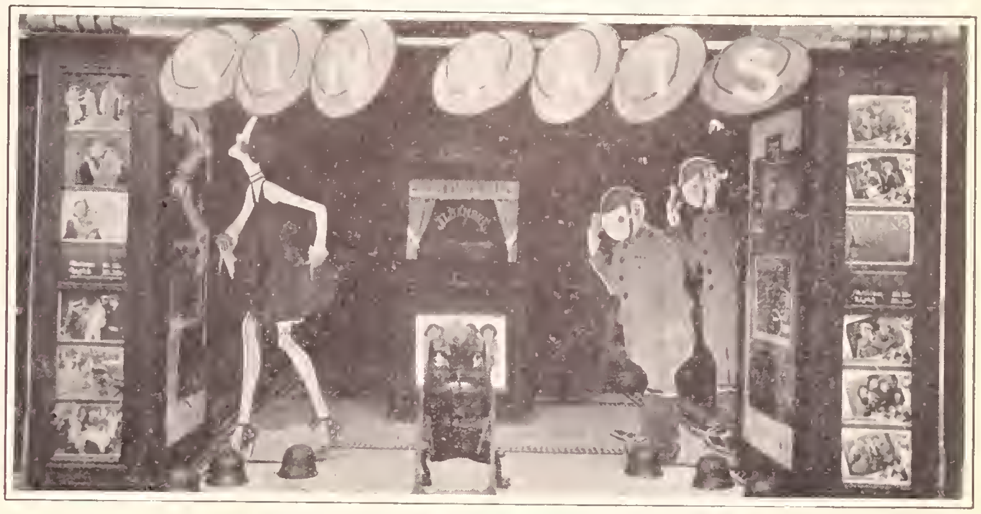
William Harrigan, stage actor, will have an important role in "Cabaret," Gilda Gray's starring picture for Paramount. Robert Vignola, the director, expects to start camera work some time next week.

Rosa Rosanova has been added to the cast of Columbia's "Pleasure Before Business." Winfred Landis will have a supporting role in Priscilla Dean's forthcoming vehicle, "Birds of Prey," by George Bronson Howard.

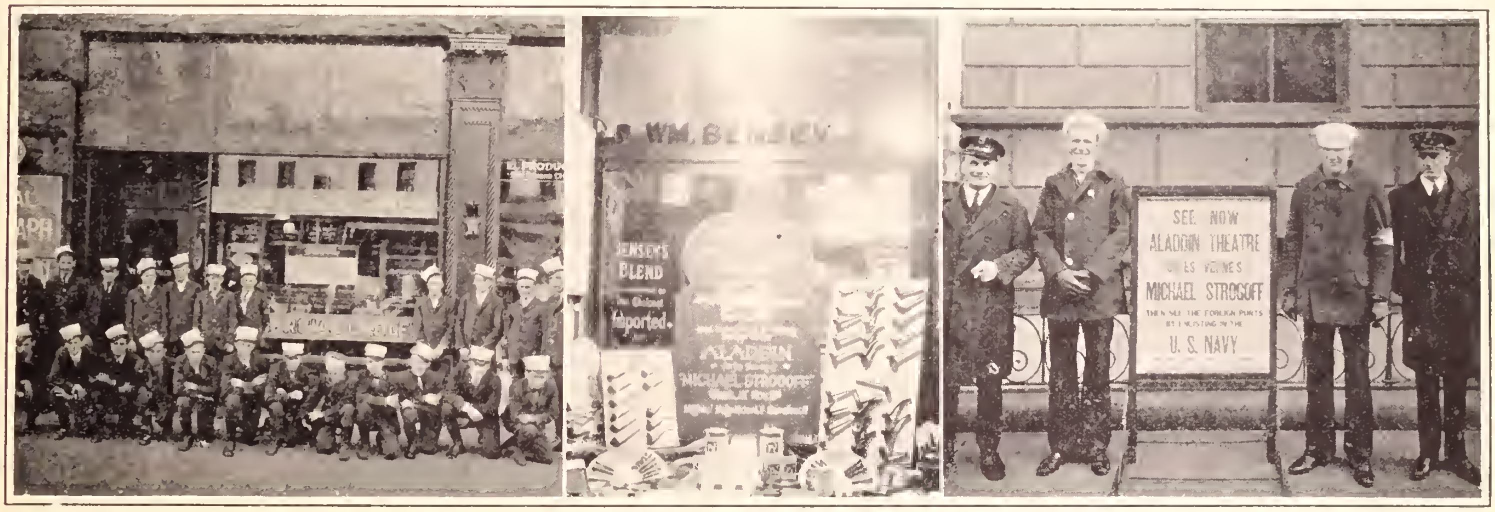
Exhibitors Service Bureau



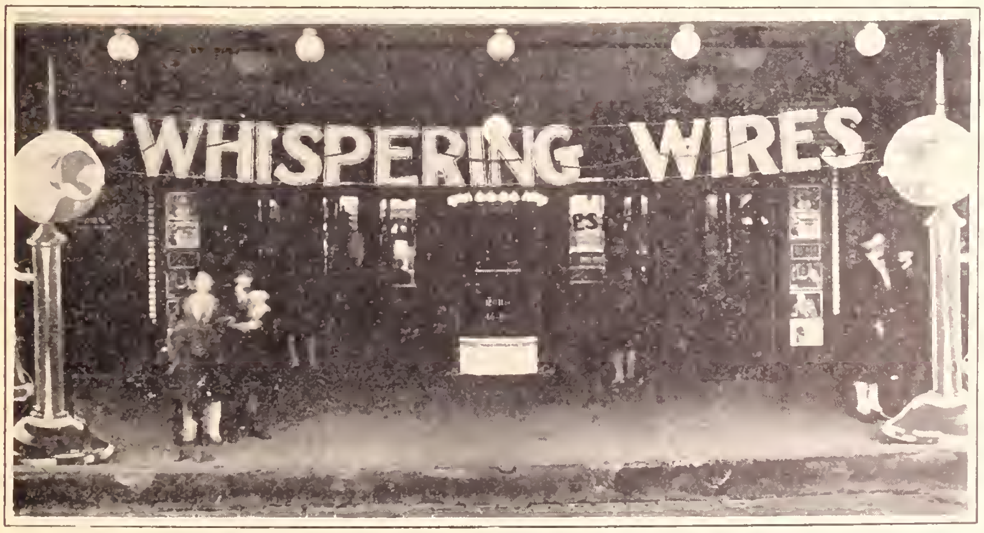
The new Lakeside Theatre in Seattle. Photo above shows electric billing for "Subway Sadie" (First National)



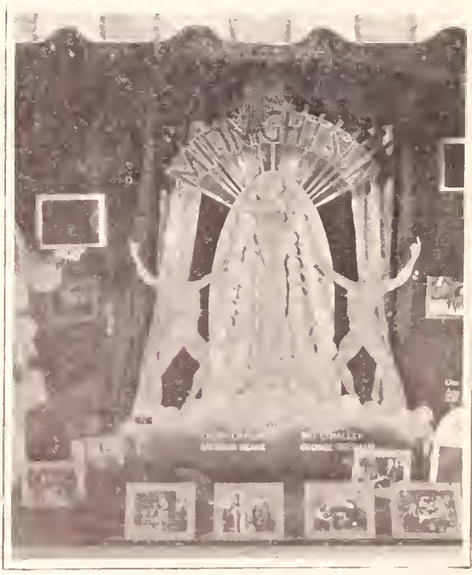
A sprightly and amusing lobby display exploited the showing of "Tin Hats" (M-G-M) at the Alhambra Theatre, Charlotte, N.C. The figures and hats used in the cut-outs are taken from stock paper. Display was designed by Manager James Carteledge of the Alhambra



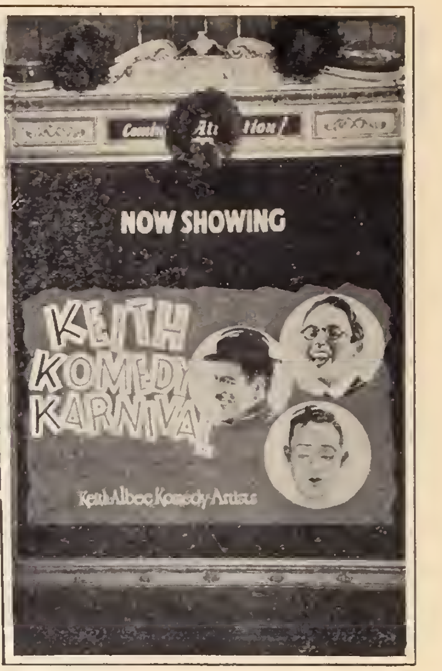
A pictorial record of the major items of the campaign which exploited "Michael Strogoff" (Universal) in Denver is shown above. The campaign was conducted by the management of the Aladdin Theatre, where the picture made its debut in the Denver territory. Photo on the left shows how the telegraph company assisted the drive with window display and cards advertising the film worn in the caps of messengers. Center a tobacco store display featuring Russian cigarettes, and on the right one of the Navy recruiting stations, where "Michael Strogoff" was advertised



Unusually effective display featuring the title was a leading item of exploitation for the showing of "Whispering Wires (Fox) at the Strand Theatre, Lexington, Ky. Electric bells, which sounded at frequent intervals were attached to the large cut-outs of the telephone instruments. Miss A. B. Ward is publicity director for the Strand



Russian costumes were featured in the tie-up window illustrated above and used as exploitation for Universal's "The Midnight Sun" at the Uptown Theatre in Los Angeles



MODEL LAUGH MONTH EVENT

Illustrating the exploitation displays which featured the Keith Komedy Karnival at the B. S. Moss Broadway Theatre, New York. A group of Pathe short films, including Chaplin, Lloyd and Langdon comedies, were the attractions stressed in displays, ballyhoo and advertising. Photos above indicate the type of exploitation used

Broadway Fans Respond to Komedy Karnival

B. S. Moss Theatre Features Program of Pathe Short Comedies on Popular Novelty Bill

THE B. S. Moss Broadway Theatre, New York, presented its annual Keith Komedy Karnival during the week of December 20th, and thereby set a style which may be profitably emulated during the current Laugh Month campaign. The theatre offers a combination program of films and vaudeville, but while the vaudeville was retained on the Komedy Karnival bill, it was a group of Pathe short comedies which received all the advertising and ballyhoo which brought Broadway fans into the house for this popular event.

Much credit is due Manager Harrington for the expert manner in which he arranged an effective exploitation barrage for this Keith Komedy Karnival, and piloted the show to a huge success against the usual theatre depression witnessed the week before Christmas.

The weeks prior and during the presentation of the Keith Komedy Karnival the Broadway broke with advertisements in all the New York newspapers. A special screen trailer arranged for the Karnival and featuring Pathe's comedians, was run well in advance. Special Karnival posters found prominent space in the theatre lobby ahead of the actual show. A novel shadow box was placed in the single lobby and contained a cut-out with an advance Keith Komedy Karnival notice and heads of Chaplin, Lloyd and Langdon in big display. A catchy, colored circus program was also issued. A unique and effective ballyhoo was created for the Broadway in the form of a gigantic ''Maggie Murphy'' dummy of Steeplechase Coney Island fame.

A feature of the Broadway's exploitation was the theatre front marquee, and lobby, which was decorated with a flashy circus atmosphere. On top of the marquee a huge cutout appeared announcing the Karnival with large heads of the Pathe comedy stars. Directly underneath the marquee were three big clown heads, with circus lettering. Over the box-office running the full length of the theatre entrance was another gigantic display board with painted heads of Lloyd, Chaplin and Langdon, with eye-catching letters on the Keith Komedy Karnival.

New Features for Exploitation of Harmonica Contests

ONE of the most outstanding exploitation features of Educational's Laugh Month activities will be the improved form in which the Juvenile Comedies Harmonica Playing Contests will be presented. These contests have passed through a trial period of one year that has proved their money-making possibilities for the exhibitor. There have been more than five hundred theatres staging them successfully and the exhibitor of the Educational series will have more material for his contests.

There will be available for give-away purposes a special ''Big Boy'' harmonica, similar to those sold in novelty stores at twenty-five cents each. This attractive novelty measures one and one-eighth inches in length and has eight perfectly tuned reeds. Each instrument has a small ring to which a neck cord may be attached, and is capable of playing a number of simple tunes. The instruments will be allotted to theatres according to seating capacity, absolutely without cost. A theatre with five hundred seats can count on at least six dozen harmonicas. Larger quantities will be provided for bigger houses.

The producers of Juvenile Comedies have prepared a trailer, for showing in advance of the contests, the running time of which is about two minutes.

A new broadside, being prepared by Educational's Publicity Department, will soon be available at all exchanges. This will outline the entire plan and give a number of the most successful ideas.

Show for Store Workers is Basis of Tie-up Drive

A tie-up which netted big returns in the way of co-operative advertising for the showing of ''Take It From Me,'' at the Grand Theatre, in Marion, O., had as its main point a special invitation performance of the picture for the employees of a large department store in that city.

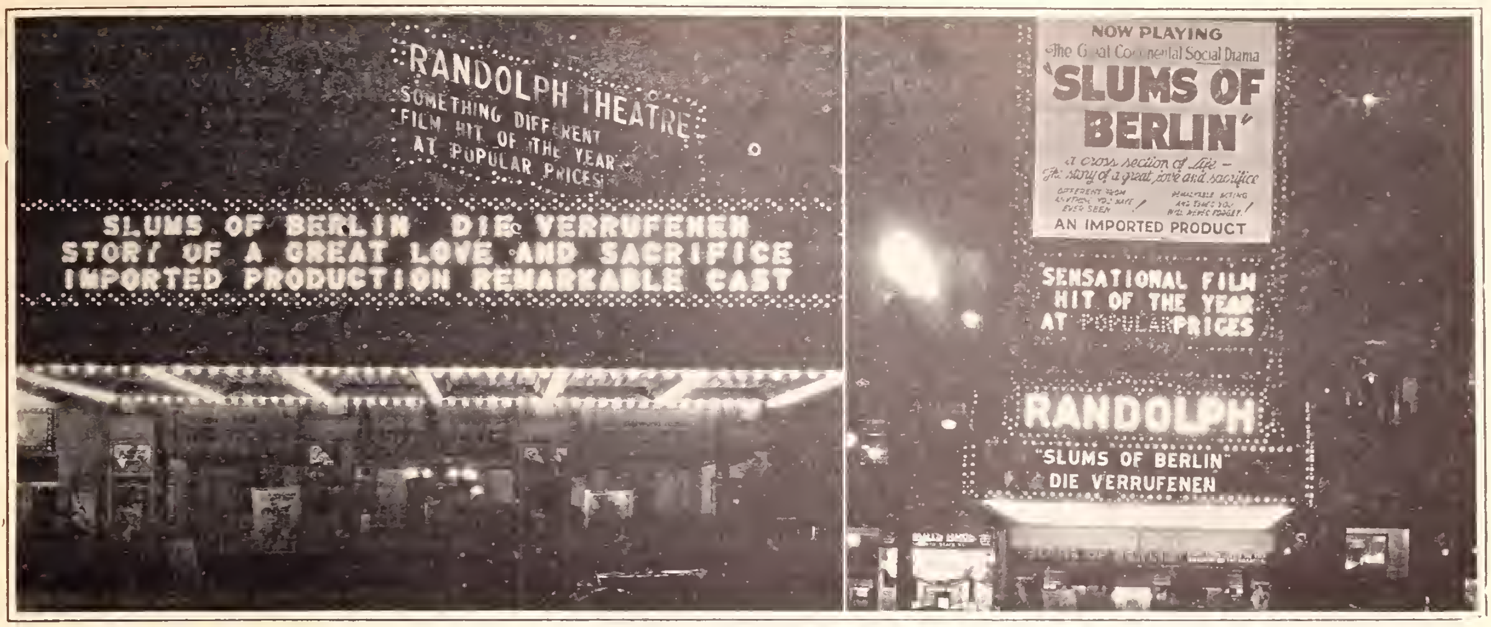
The showing resulted in a great amount of word-of-mouth publicity for the picture and as well some co-operative window displays. A drawing contest in conjunction with the ''Marion Star,'' which printed head photos of Reginald Denny and offered prizes for the best drawing of a body to the head, brought other window displays, some of the best drawings being shown in stores.

Canada Theatres Do Good Business Despite Cold

Blizzard weather played havoc with theatre patronage in some sections of Canada, but there were excellent crowds at most theatres when the gales died down, even though cold temperature continued. In other words, bright zero-weather does not seem to affect theatre attendance adversely but there is a difference when storm conditions are disagreeable.

F. B. O. Mat Service Extended

F. B. O. reports completion of arrangements with six hundred newspapers to carry that company's mat service. The announcement states that exhibitors situated in localities in which newspapers have tied-up with the service will be notified of the name of the paper.



Exploitation which proved the wisdom of selling "imported"—not "foreign"—films. The billing on the Randolph Theatre, Chicago, for the presentation of "The Slums of Berlin" (Imported Pictures Corporation) tied-in with the keynote of the campaign featuring the picture as an importation from the studios abroad

Don't Say *Foreign* Say *Imported*

A Review of the Most Successful Ideas Used to Sell Product from Abroad to American Audiences

JUDGING by all the signs of the film zodiac the Imported Motion Picture is here to stay. The recent spectacle of four European pictures running concurrently on Broadway is only one significant sign of the trend of the times. Nor is Broadway the only film thoroughfare to witness a foreign visitation. Chicago, Detroit, Milwaukee, San Francisco—just to mention a few of the first-run centers—have shown imported productions recently with marked success.

We have had imported pictures in American houses before, of course. But there has been practically no effort made to date to place any special advertising or exploitation effort behind them. In fact, we are strongly of the opinion that most exhibitors, while ordinarily appreciative of the value of publicity in winning box-office patrons, were inclined to adopt "hush methods" when it came to showing foreign-made pictures on their screens. The mediocre quality of some of the product was sufficient to explain the soft-pedal tactics in some of the instances; but in other cases this explanation did not apply, as the pictures were good entertainment. We felt, on the whole, that this secretive method of presenting imported pictures was a questionable one. If somebody with the spirit of a pioneer would only come along and tackle the problem in a radically different way—somebody with guts enough to throw precedent and tradition to the winds and try selling the foreign-made picture just for what it was—IMPORTED!

And then recently we met the man and the picture we had been looking for. The man is Walter W. Kofeldt, President and General Manager of Imported Pictures Corporation, a company devoted exclusively to the distribution of imported pictures in America. The picture is "Slums of Berlin," the first release on the program of Imported Pictures.

We will tell you first some of Mr. Kofeldt's ideas as to the proper methods of exploiting the imported production. Please remember that his contentions are not empty vaporings but conclusions based on practical tests and definite results at the box-office. His first formula is: *Tell them that it is imported!* Tell it in the theatre ads, in the advance and current publicity, in the posters, in the marquee lights. Never let a single opportunity go by without telling the world that this picture is an IMPORTED one.

And he backs this contention with these reasons: He says, first of all, you put your audiences in the proper receptive state of mind. They know in advance that they are going to see a foreign-made motion picture, with different faces, different story angles, different atmosphere and settings. Put the imported picture on the screen after making your audience think that they are going to see a domestic picture with American actors and American production technique and the chances are that your audiences will feel that they have been deceived, that they have had something "put over" on them—and the picture, irrespective of its merit, suffers accordingly.

Moreover, tell them that it is *"imported"* because the idea "Imported" has a strong appeal in itself, says Mr. Kofeldt. Mr. and Mrs. Average Citizen are rather proud of their imported possessions—of their British woolens, their Parisian gowns, their Italian laces, their French perfumes. The public pays gladly—in many cases, enthusiastically—for imported things of every kind—works of art, musicians, opera singers, dancers, artists, lecturers. Right in the film industry the acclaim given Negri, Lubitsch, Jannings, Murnau, Lya de Putti, Seastrom and a score of others show the hold importations have on the public imagination. Why then conceal or obscure the strongest selling point you can offer to your public—*it's imported?* Rather shout this message as often, as long and as loudly as you can—is the Kofeldt policy.

But the exhibitor must be careful to call his picture an imported,—*not* a foreign production. There seems to be a stigma that attaches itself to the word "foreign" that the showman should make careful note of. It smacks of the alien, of the incomprehensible and unsympathetic. Therefore, describe your picture as being "imported" not "foreign": that is the second formula in Mr. Kofeldt's code of presenting imported pictures on the screen.

Another formula, one that showmen as a class seem to have overlooked up to date, is: Use the foreign-language press. Usually their co-operation is easier to obtain than that of the regular dailies and weeklies. And among their reader-clienteles their prestige and influence are invariably very strong. A general public acceptance can be built up for a particular piece of imported product through making the foreign-language readers in a community your initial point of

(*Continued on following page*)

This growing use of imported pictures on the screens of American theatres has impressed MOTION PICTURE NEWS with the need for presenting to its readers a few salient points on the proper methods of advertising and exploiting imported product. We have heard much within the past few years of the invasion of American exploitation methods abroad. Some of our ablest exploiteers have been sent to foreign countries to teach foreign film men in the art of "putting over" pictures. Almost invariably the American production has been the subject of the demonstration. Now we enter upon a new phase. A fresh chapter in the history of American Exploitation is being written. This time it is the Imported Picture in the American theatre that commands attention.

GAY PAREE at the WINTER GARDEN
The Greatest Musical Show ever produced

Broadway was made visibly and audibly aware of the premiere of Metro-Goldwyn-Mayer's "The Fire Brigade" when that event took place at the Central Theatre, New York City. Above, some of the paraders who carried cut-out fire helmets in a march along Broadway. At the left, the electric sign on the facade of the Central, and below, the New York Fire Department Band, which gave a concert in front of the theatre

THE FIRE BRIGADE CENTRAL THEATRE
COLUMBIA BURLESQUE
MGM-5199

Exploiting Imported Film Attractions

Chicago Campaign Reveals New Showmanship Angles

(*Continued from preceding page*)

approach. Of course, the appeal to pride of nationality is one of the most powerful at the disposal of the showman. If you are about to present a picture made, we'll say for sake of example, in France with French actors and French settings you are bound to get a tremendous response from editors and readers of French origin or sympathies. Hence, for the effective presentation of imported product on your screen go after your foreign-language press. Appeal to their patriotism, to their love of the old country, its institutions, its industries and traditions.

The entire advance and current campaign of the Randolph Theatre was conducted in strict accordance with the principles just stated. "It's Imported!" was the keynote of the entire campaign and was sounded over and over again in the advertising and publicity released by the theatre management. Additional impetus was given the announcement of the imported character of the attraction by carrying the German title, "Die Verrufenen" directly after the English title wherever used. Even the marquee lights were no exception to this rule, as can be noted from the accompanying photographs. "Slums of Berlin—Die Verrufenen" blazed from the marquees, both over the front and side entrances to the theatres. And the Randolph's newspaper advertising re-echoed the message in the same form and language.

In addition to the liberal spread of advertising in the regular Chicago dailies a campaign was also used in the foreign-language press; notably in the German daily, "Abendpost" and the German Sunday paper "Sontagspost."

Billing Stresses "Imported"

Another feature of the Randolph campaign for "Slums of Berlin" was the unique lobby display put out by the Imported Pictures Corporation. The 11 by 14's made available on this picture instead of being the conventional scene-stills are in reality impressionistic, crayon line-drawings based on the famous story-sketches of Professor Heinrich Zille. These cartoons of Professor Zille's were sketched from actual scenes in the slum life of Berlin and form the basis of the story unfolded in the motion picture. Zille's cartoons created a furore in Germany when they were first published because of their realistic disclosures of slum conditions. The details of the 11 by 14's origin are explained here because we believe here is a truly novel lobby display with a genuine showmanship angle and an underlying story that every alert exhibitor can make use of.

As we stated above, the principles of exploitation just laid down for the proper presentation of imported pictures are radically different from the "hush methods" that have been too often applied heretofore. We also said that these principles were tried and found sound; our proof, briefly, is this: "Slums of Berlin" was originally booked by the Randolph for a week; its run was extended to three weeks.

~THE CHECK-UP~

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Cat's Pajamas	—	1	12	3	74	5,863 Ft.
Eagle of the Sea, The	—	1	5	—	65	7,250 Ft.
Everybody's Acting	—	1	4	—	64	6,139 Ft.
Great Gatsby, The	—	1	4	—	64	7,296 Ft.
Lady of the Harem	1	4	11	—	59	5,717 Ft.
Popular Sin, The	—	1	4	—	64	6,244 Ft.
So's Your Old Man	—	—	8	2	76	6,347 Ft.
We're in the Navy Now	—	—	5	8	88	5,519 Ft.
You'd be Surprised	3	8	8	—	52	5,994 Ft.
FILM BOOKING OFFICES						
Adorable Deceiver, The	1	1	5	—	59	4,879 Ft.
Her Honor, the Governor	1	2	3	2	64	6,709 Ft.
FIRST NATIONAL						
Don Juan's Three Nights	1	—	5	—	62	6,374 Ft.
Forever After	—	—	6	3	80	6,330 Ft.
Mismates	—	4	8	—	60	6,905 Ft.
Silver Lover, The	—	1	3	1	70	6,500 Ft.
Unknown Cavalier, The	—	2	3	—	58	6,595 Ft.
FOX						
Country Beyond, The	—	1	3	1	70	5,363 Ft.
Great K. & A. Robbery, The	—	1	8	2	73	4,800 Ft.
Midnight Kiss, The	—	2	3	—	58	5,025 Ft.
Return of Peter Grimm, The	—	2	4	—	60	6,961 Ft.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
METRO-GOLDWYN-MAYER						
Bardelys the Magnificent	—	—	2	3	88	8,536 Ft.
Love's Blindness	—	2	3	—	58	6,023 Ft.
Magician, The	1	3	2	—	47	6,960 Ft.
Upstage	—	2	4	—	60	6,048 Ft.
PROD. DIST. CORP.						
Young April	—	2	8	—	64	6,858 Ft.
Gigolo	—	4	7	1	63	7,295 Ft.
UNITED ARTISTS						
Winning of Barbara Worth, The	—	1	4	—	64	7 Reels
UNIVERSAL						
Buckaroo Kid, The	—	—	5	—	70	6,167 Ft.
Her Big Night	—	—	5	1	75	7,306 Ft.
Midnight Sun, The	—	4	9	2	66	8,767 Ft.
Old Soak, The	—	—	10	1	73	7,445 Ft.
Runaway Express, The	1	2	4	1	60	5,865 Ft.
Yellow Back, The	2	1	4	—	51	4,766 Ft.
WARNER BROS.						
My Official Wife	—	1	3	1	70	7,846 Ft.
Private Izzy Murphy	—	—	4	3	83	7,889 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,..

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage.. Theatre..

Population of Town.. City.. State..

Short-Subjects and Serials

Episodes brimming with humor from "Howdy Duke," a current Educational release

Universal's Short Reel Plans

Will Spend More Than $5,000,000 on Production of Comedies, Serials, etc.

UNIVERSAL is planning the expenditure of more money than ever before on the short subject productions it will release this year; the company has announced a short reel budget of $5,000,000 which, say company officials, is nearly fifty percent more than has ever been spent on that type of product in the history of the Universal organization in any one year.

New series of established comedy brands will be offered in addition to some newly acquired properties; five new serials will be made, a number of one-reel pictures are scheduled and, as usual, 104 issues of the International News Reel will be released.

Among the innovations on the new schedule will be a series of two-reel comedies based on stories written by Octavus Roy Cohen for Charles Puffy and a series of negro comedy stories, also written by Cohen and which have been published in the ''Saturday Evening Post,'' will be produced as two-reelers. Stern Brothers, Universal producers, have acquired the screen rights to ''Mike and Ike, They Look Alike,'' the cartoon strip by Rube Goldberg, and ''Keeping Up With The Joneses,'' another cartoon strip from the pen of Arthur (Pop) Momand.

The Sterns will also produce another series of twelve comedies based on ''The Newlyweds and Their Baby,'' which will be released as Universal Junior Jewels; likewise another series built around the ''Let George Do It'' stories. Universal will make a follow-up series of ''The Collegians'' stories and I. Von Ronkel is slated to continue with the ''Gumps'' comedies.

The serials to be filmed include ''Keith of Scotland Yard,'' by George Bronson Howard; ''The Trail of the Tiger,'' a Short Story magazine novel by Courtney Riley Cooper; ''The Vanishing Rider,'' an original by William Lord Wright; ''The Scarlet Rider,'' an original by Frank H. Clark, and ''The Phantom Rider,'' adapted from Frank R. Adams' story, ''Pleasure Island.'' The last two titles will probably be changed.

The line-up of two-reel Western productions include 13 Northwest Mounted Police dramas, 13 Texas Ranger dramas, 13 stunt Westerns and 13 variety dramas featuring a boy, an Indian and a dog. In addition to 26 Bluebird one-reel comedies there also will be a series of 13 one-reel comedy cartoons and a series of 13 one-reel novelties of which more will be announced later.

"The Crimson Tide" Next Pathe Serial

"THE CRIMSON TIDE," a mystery story, has been acquired by Pathe as the story basis of the next serial to be produced in the East. The author of "The Crimson Tide" is George Gray, newspaperman and writer formerly connected with "The Plain Dealer" in Cleveland, the "New York World," the "Dramatic Mirror" and other publications. Gray did the stories of the two-reel series of true detective stories released by Pathe and also wrote the novelized version of "Leatherstocking," another of the Pathe serials. He also edited the Pathe "Sun" for five years.

Casting is now in progress on the new serial to which a director will be assigned in a few days.

Banks' Feature Comedy to Be Released January 30

Pathe will release ''Play Safe,'' Monty Banks' second starring feature-length comedy, on January 30. Banks himself is responsible for the story which Charles Horan and Harry Sweet scenarized. Virginia Lee Corbin is leading lady and the support includes Syd Crossley, Bud Jamison, Max Ascher, Fatty Alexander, Charles Girard, Charles Mailes and Rosa Gore. ''Play Safe'' was directed by Joseph Henabery and photographed by Blake Wagner.

The comedian has already completed studio work on ''Horse Shoes,'' his third Pathe feature and it is now in the hands of the editors and title writers and will follow ''Play Safe'' on the Pathe release schedule.

"Laddie Be Good," Cody's First Pathe Western

Bill Cody and J. E. Story, assistant general manager of Pathe, in charge of production in the West, have chosen ''Laddie Be Good'' as the title best fitted for the first of the new series of feature-length comedy-dramas of the Western type in which Cody will star. Production was started at the Fine Arts studio in Hollywood on December 27. Ben Cohn is directing, Ben Westland is production manager of the unit and Joseph Murphy is assistant director. Art Reve and Dave Smith are at the cameras.

Coast Revue in Educational's "Break Away"

The chorus from a well-known Pacific Coast revue was imported intact for the several theatrical episodes in ''Break Away,'' the new Educational-Christie comedy featuring Neal Burns. The beauties were trained and costumed especially for screen work. Many of the ''exterior'' settings used in this comedy were built inside the Christie studio in order to be free from curious crowds.

Resume of Current News Weeklies

PATHE NEWS, NO. 1: New York City—Santa is world's busiest man during Yuletide season; Over Alaska—Navy fliers photograph Alaska from the air; Baldwin, N.Y.—Terrific explosion wrecks block of buildings; Lahore, India—India's new Viceroy royally welcomed in the Punjab; Pictorial highlights in news of 1926—Suzanne Lenglen's triumph over Helen Wills; Tunney's victory over Dempsey for the heavyweight crown; Trudy Ederle made herself famous as the first woman to swim the English Channel; Calles Government directed enforcement of religious laws of 1857 and 1917; First Eucharistic Congress ever held in the United States; Lightning blew up the Naval Arsenal in New Jersey; Florida's tragic hurricane; Byrd's airplane and Amundsen's dirigible fly over North Pole; San Antonio, Tex.—Dedicate new Olmos concrete detention dam; Cincinnati, O.—Cincinnati walkers go on anniversary hike; Kansas City, Mo.—Dedicate Ararat Shrine temple; Hoboken, N.J.—Honor schoolboy policemen; Philadelphia, Pa.—Founder's Bell welcomed to Philadelphia.

PATHE NEWS, NO. 2: Boston, Mass.—Winter blasts coat fishing trawlers with tons of ice; San Francisco, Cal.—Army grenade tossers hold target practice; Beverly Hills, Cal.—Will Rogers hailed as new Mayor; Rockmart, Ga.—Railway wreck costs 20 lives, injures 100; Brooklyn, N.Y.—18 lusty-lunged babies come to Borough Park Hospital on Christmas Day; Philadelphia, Pa.—Eddie Collins returns to scenes of early baseball triumphs; San Francisco, Cal—Starts training for Catalina Island swim; Augusta, Ga.—Home town pledges faith in Ty Cobb; Manila, P.I.—Typhoon and floods work havoc in Philippines; San Antonio, Texas—Army fliers start Pan-American flight; Buras, La.—Harvest oranges in Louisiana groves; Allegheny County, Pa.—Dedicate William Flinn Highway.

PATHE NEWS, NO. 3: Lake Placid, N.Y.—Outdoor enthusiasts gather for season's opening at beautiful Adirondack resort; Nashville, Tenn.—Thousands made homeless in Tennessee floods; Jupiter, Fla.—Dashing simian sports enjoy sunny Southern holiday; New York City—Son of late Japanese Emperor hastens to his father's funeral; New York City—Australian Prime Minister visits U.S.; Shanghai, China—Remarkable pageantry marks Chinese funeral; Newcastle, England—Complete Britain's largest battleship; Trenton, N.J.—Celebrate 150th anniversary of Battle of Trenton; Rome, Italy—Italy's best cavalry maneuvers before the King; Cisco, Texas—Bellefonte Academy conquers Randolph Junior College in grid battle; Tampa, Fla.—Hillsboro High School beats New Rochelle in title game.

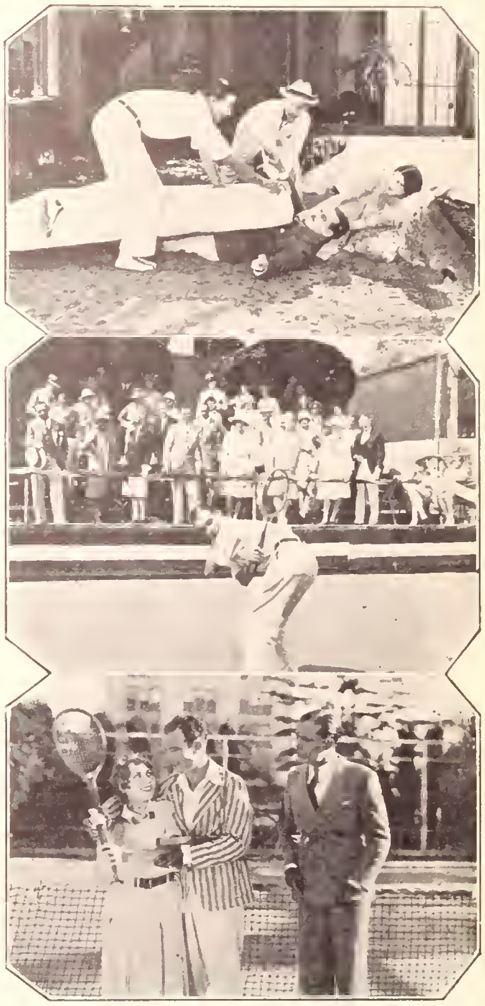
PATHE NEWS, NO. 4: Pasadena, Cal.—Alabama's last-minute rally ties Stanford eleven; Pasadena, Cal.—Tournament of Roses a fanciful vision of fragant beauty; Albany, N.Y.—Alfred E. Smith inaugurated as Governor for fourth time; Liverpool, England—Test new "man-bird" motorless plane; Washington, D.C.—President and Mrs. Coolidge greet throngs of callers; Philadelphia, Pa.—Mummers hail 1927 with gay pageantry; Washington, D.C.—Wood alcohol doubled in denaturing formula; Quebec, Canada—Sportsmen revel in Jack Frost's kingdom; Indianapolis, Ind.—Boy Scouts welcome winter sports at scout reservation; Denver, Colo.—Boys take over city government for a day; Nashville, Tenn.—Tennessee flood continues to spread devastation; Lansing, Mich.—Fred W. Green is inaugurated Governor of Michigan.

KINOGRAMS, NO. 5253: Nashville, Tenn.—Cumberland River rises and forces thousands to flee as waters cause untold damage; New York—His Highness, Uasuhito Chichibu, second son of late Emperor of Japan, arrives on way to father's funeral; New York—Stanley M. Bruce, Prime Minister of Australia, arrives on way home from Imperial Conference; Paris—King of Belgium visits France to become member of French Academy of Political Science; New York—Champion Billiardist Hagenlacher and A. G. Cutler hold exciting match and then entertain crowds with amazing trick plays; London—Troupe of midgets in tiny vehicles draw street crows as they travel through city streets; Astoria, N.Y.—Paul Berlenbach, famous light heavyweight pugilist, proudly displays ten Great Dane puppies from prize mother dog; Trenton—President Coolidge visits city to aid celebration of 150th anniversary of Battle of Trenton; Lake Placid, N.Y.—Adirondack resort is officially opened by torchlight procession and skijoring thrills.

KINOGRAMS, NO. 5254: Washington, D.C.—President Coolidge meets Army and Navy heads, members of the cabinet, and shakes hands with 3,000 more on New Year's Day; Newburgh, N.Y.—Gorman again wins Middle Atlantic championship at annual skating races; Pasadena, Cal.—Crowds flock to city as annual magnificent rose carnival is held; New York—Robbye Cook, fourteen-year-old songbird, appears before Metropolitan directors; Washington, D.C.—Premier Bruce, of Australia, places wreath on tomb of Unknown Soldier; Pasadena, Cal.—Stanford and Alabama gridiron heroes play a thrilling tie game; Albany, N.Y.—Governor Alfred E. Smith is inaugurated for fourth time and reviews big parade; Philadelphia, Pa.—Mummers' annual New Year's carnival is more gorgeous than ever before; Quebec—Men and girls make thrilling leaps in annual amateur ski-jumping contests.

INTERNATIONAL NEWSREEL NO. 2: New York City—European skating stars introduce new ice "dances"; Trenton, N.J.—150 years ago Washington crossed the Delaware; Nashville, Tenn.—Disastrous flood sweeps wide district in South; Brownsville, Texas—Army Pan-American fliers sweep across Rio Grande; Boston, Mass.—Picking the 1927 Queen of the chickens; Tokio, Japan—Daughters of Japan mourn passing of Emperor; New York City—Walter Damrosch, famous conductor, retires as symphony chief to give more time to radio audiences; Los Angeles, Cal.—Mrs. Ella Swickard, 67, grows old gracefully listening to song of spinning wheel; Barnes City, Cal.—Miss Lois De Lisle opens manicure shop for elephants; Paris, France—Marcel Doret, famous French ace, gives a little demonstration of his flying skill; Quebec, Canada—Longest toboggan slide lures winter tourists; Rome, Italy—Cavalry college riders in thrilling graduation tests for King of Italy.

FOX NEWS, VOL. 8, NO. 27: Japan. Prince Regent Hirohito becomes the 124th Mikado while nation mourns Yoshihito; Washington, D.C.—President and his family attend special service at Methodist Church; Rockmart, Ga.—20 are killed, 50 hurt, as two crack Southern expresses meet head-on in blinding rainstorm; Pittsburgh, Pa.—The Wm. Flinn Highway, extending from West Virginia State line into Erie, Pa., is dedicated; Beverly Hills, Calif.—Movie celebrities induct Will Rogers, "self-made diplomat," as Mayor of California cinema city; Berlin, Germany—Graduating class of trained police dogs put through paces just before joining force; Augusta, Ga.—Home-folks tell Ty Cobb they don't believe it's so and express their faith in accused baseball hero; Miami Beach, Fla.—Why artists go south—Quite a colony appears on beaches to paint wonderful scenery; Easton, Wash. — Heavy snow in Cascade Mountains calls out big rotary plows to clear Yellowstone Trail; Coronado, Cal.—Gertrude Ederle, with her sister Helen, tries aquaplaning and quickly masters surf sport.



Some of the more prominent scenes from "The Tennis Wizard," an adaptation by Fox Films of a story by Richard Harding Davis

INTERNATIONAL NEWSREEL, NO. 3: Phila., Pa.—Gorgeous display dazzles thousands viewing Quaker City's unique Mummers' pageant; Pasadena, Cal.—Dixie battles west in rose festival thriller; Albany, N.Y.—Inauguration for overnor "Al" Smith; Monrovia, Cal.—Sunshine aids kiddies in battle for health; Longmire, Wash.—Northwest hikers scale snowclad Ranier; Miami Beach, Fla.—National diving champion prepares to defend title; Berlin, Germany—Leaping Leana of Berlin loops the loop; Washington, D.C.—"Fine feathers" reign at White House reception; Newburgh, N.Y.—New speed records in first skating classic of 1927.

Cranfield & Clarke Take Over "Gems" Series

The motion picture firm of Cranfield & Clarke has made known, through W. F. Clarke, its acquisition of the "Gems of the Screen" series, which until recently were distributed by Red Seal Pictures Corporation. Cranfield & Clarke intend to push these subjects in the United States and Canada, due to the fact that they have only been partly released. These releases had first run showings on Broadway, either at the Capitol or Rivoli theatres.

Laugh Month Spurs Nation's Interest

Newspapers and Radio Broadcasting Stations Throughout the Country Helping Sell Idea of Mirth; Many Theatres Lined Up

ENTERING the second week of January, reports from every section of the country tell of remarkably widespread interest and participation in the Laugh Month idea. Exhibitors everywhere are cashing in at their box offices on the idea of plugging Laugh Month in general and short subjects in particular.

Almost every key city through the chairman of its local Laugh Month Committee reports the majority of the theatres in its locality participating.

New York is being inundated by radio waves carrying Laugh Month comedy propaganda. Among the big radio stations putting Laugh Month material on the air are WOR, WBCA, WRNY, WHN and WPCH. The dailies are devoting considerable space to Laugh Month. Among the theatres participating in the New York territory are the Loew houses, B. S. Moss Theatres, and in New Jersey the Haring & Blumenthal chain, the Branford, Newark, and many other houses throughout the State. Upstate New York is solidly in line, with Buffalo, Albany, Rochester, Syracuse and several other big cities in the van.

Omaha states that that city is being split wide open by the idea. A proclamation designating January Laugh Month has been signed by Mayor James C. Dohlman; the Omaha Daily News is devoting big space every day to Laugh Month; the A. H. Blank enterprises, controlling about 200 theatres in the district, are solidly behind the idea, and the powerful radio station, WOW, controlled by Woodmen of the World, is broadcasting special Laugh Month programs and conducting contests.

Hilarity reigns in these shots from "Bringing Home the Turkey," another adventure in the lives of the members of "Our Gang," whose vehicles are released by Pathe

Scenes from "Battling Kangaroos," a Fox Films comedy of two reels

In California they are especially enthusiastic on the idea, the entire West Coast Theatres chain, the Golden State circuit and many others taking active part.

Reports of definite participation by large numbers of theatres already have been received by the National Laugh Month Committee from Albany, Atlanta, Boston, Buffalo, Charlotte, Cincinnati, Cleveland, Dallas, Denver, Detroit, Indianapolis, New Haven, Kansas City, Los Angeles, Milwaukee, Minneapolis, New Orleans, Oklahoma City, Pittsburgh, Salt Lake City, San Francisco, Seattle and Washington, D.C.

Splendid Results

In a national way, the efforts of the Laugh Month Committee are bearing much fruit. Every known medium of publicity is spreading the gospel of Laugh Month to the four corners of the earth. Newspapers everywhere are running special Laugh Month editorials, feature stories, news stories and illustrations. Scores of clippings are pouring into the office of the National Committee every day. Radio stations, fan publications, humorous periodicals are plugging the idea.

On top of all of this come many entries in the Laugh Month exploitation contest. No complete campaigns have as yet been submitted, but already there are scores of entry blanks on file.

Summed up, indications point to the belief that this year's Laugh Month will set a success record that will be hard to beat.

Strong Cast Supports Dooley in New Educational Comedy

An unusually strong cast will appear in the forthcoming Educational-Billy Dooley comedy, which is now in production. Headed by Billy Dooley, the cast includes Vera Steadman, as leading lady; Max Asher, Eddie Baker, Bill Blaisdell, George Towne Hall and George Burton. Asher only recently finished a role in "We're in the Navy Now," in which he impersonated "Admiral Puckerlip."

Nathanson Announces New Series of Two-Reelers

Nat Nathanson, president of Hi-Mark productions, has announced that his company will distribute a new series of two-reel subjects in story form to be known as the "Collegiate" series. The title of the first release is "The Sophomore," featuring George O'Neil, George Chapman, Steve Carruthers, Churchill Ross, Lucille Graydon, Pauline Crowley and Eddie Biggins. Sherwood MacDonald directed.

Duncan in "Dear Season," Educational Cameo

Bud Duncan, who made his debut in the comedy field with Lloyd Hamilton in the old-time team of "Ham and Bud," has the featured role in "Dear Season," a one-reel Cameo comedy which is nearing completion at the Educational studio.

Opinions on Current Productions

"The Tennis Wizard"

(Fox-Van Bibber Comedy—Two Reels)

(Reviewed by Paul Thompson)

THE sort of tennis which Van Bibber plays would be the despair not only of the late Richard Harding Davis, his creator, but of Tilden and Richards, those two tennis stalwarts of the court today. His troubles commence on top of a bus when he drops a locket intended for Florence Gilbert down the back of Marcella Daly. This arouses the jealousy of the latter's husband, William Davidson, who makes Van Bibber's (Earle Fox) life unhappy from that time on. The real trouble starts when Earle Fox boasts of his tennis prowess and receives a challenge from Sherman Ross, the Fox moving picture champion. With the aid of various things including springs in his shoes which make it possible for him to reach the highest balls, Van Bibber triumphs.

It is an amusing, slap-stick comedy rather far removed, as they all are, from the Davis original. They doubtless have to be any way for moving picture purposes. In selecting tennis it has the merit, at least, of a new field, and that helps a bit.

The Cast: Florence Gilbert, Earle Fox, Sherman Ross, Frank Beal, Marcella Daly, William Davidson. Director, Orville Dull. Supervisor, George E. Marshall. Story, Richard Harding Davis. Cameraman: King Gray.

Released November 21, 1926.

Artistic Skies—Sweets and Fashions

(Pathe Review No. 2—One Reel)

FIRST in the January 9th Pathe Review is a series of mighty effective photographic shots of skies under varying conditions. They represent the sort of thing that must have made a great hit with the cameraman when he was shooting them because of their beauty. The spectator can share that enthusiasm.

"Growing sugar cane on the Island of French Martinique" in the West Indies is done in Pathecolor and they are beautiful pictures. Here is a section of a reel that is not only instructive but also eye-satisfying. Curiously the bucolic or primitive seems always to lend itself to color photography much more successfully than urban scenes do. The cameraman has done justice to his subject.

Fashions of 1927 will score with women because Irene Castle is the mannequin who shows the frocks and gowns. Several are characterized by their novelty and originality. For the man with a limited pocketbook it would be just as well for him to stay away from the theatre with his wife during the showing of these particular pictures. Either that or approach them in the same spirit that a man with a Ford pocketbook enters a Hispano-Suizza salesroom to look but not to buy.—PAUL THOMPSON.

"The Courage of Collins"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

"COLLINS," otherwise known as Edmund Cobb of the Universal, belonged to the Northwest Mounted; also, of course, he had courage. In this particular instance it was more or less up to him to protect two kids, Helen Foster and her brother, from land squatters. To get the goods on the latter he doffed his uniform so that neither the crooks nor the two youngsters knew that he was what he was. He even incurred the enmity of the girl because she thought he was unfair to the villian who was a real villain because while he was trying to do the girl and her brother he posed as their friend. The boy knew better and for once the woman intuition was not working. However in the end she learned better when she saw the villains being led away by Cobb's associates and discovered that he too belonged to that picturesque body, the Mounted Police.

Before all this came about there had to be several hand-to-hand battles and lots of typical Mustang hard riding before the final fadeout could be thrown on the screen.

It is all exciting and interesting and shows how justified Cobb is in having the followers that he has. There is no reason why some day he will not be found with the Tom Mix, Buck Jones and Fred Thomsons of the longer length pictures.

Ray Taylor directed this particular Mustang, which will be released February 5, 1927.

"The Newlyweds Build"

(Universal-Stern Bros—Two Reels)

(Reviewed by Paul Thompson)

THE reason the newlyweds get the building bug is because they can do nothing else after Snookum's hell-raising has resulted in their practical eviction. A billboard with its siren-like question of "Why not own your own home?" proves their undoing. They start to build one of those collapsible bungalows with the accent on the collapsible. The trials and tribulations that they and the builder go through in getting the house up are many and varied. Whenever things seem to be going along fairly well the youngster gets busy and throws a monkey-wrench into the machinery. The house finally completed, the family takes refuge therein to escape a thunder shower, but, as might be expected, the shelter afforded is non-existant. Then comes the sun again but there is no rainbow for them because the house has shrunk and looks like one of those buildings in Dr. Caligari's Cabinet. Or, if you did not see that, imagine a drawing by Marcel DuChamps, Picasso, Gleize, Picabia or any other favorite futuristic impressionistic art'st

It is one of the best of the Newlywed releases and reflects credit on whoever wrote it, Gus Meins, the director, and Ethlyne Clair and Sid Taylor as the young married couple with the George McManus kid for offspring.

Released February 2.

"Up Against It"

(Universal-Gump—Two Reels)

(Reviewed by Paul Thompson)

"ANDY" through vanity gets into his usual amount of trouble. He overhears "Min" telling her mother "No, Andy couldn't possibly paper the spare room; he is too dumb." This has the desired effect. Of course he insists upon doing the papering and does, but how? Anyone at all familiar with the Sidney Smith cartoon strip will know that he balls things all up. In this instance he papers the entire room, leaving no egress. With characteristic Gump initiative he spends the night in the room because he is too dumb to find a way out. A monkey that hides behind pictures and under coverings creates in the moronic Gump mind the idea that there are ghosts or spirits in the room. Finally his release comes when he stumbles against the section of wall paper pasted over the doorway. That is about all there is to it. So between carpet-beating and paper-hanging the much anticipated fishing trip that Andy had looked forward to becomes more or less of a bloomer. But "Andy" is accustomed to the frustration of his plans by now as "Min" is that type of wife and always tries to see that, like the typical American husband, he shall be kept in his proper position.

Joe Murphy, Fay Tincher and Jackie Morgan still impersonate the Gump family with Francis Corby directing. January 24th is the release date for this picture.

"Wild and Woozy"

(Educational-Christie Jimmy Adams Comedy—Two Reels)

(Reviewed by Paul Thompson)

JIMMY ADAMS' moving picture father-in-law wants to add a sacred monkey to his collection or that of the zoo in which he is professionally interested. This bird can be found on a cannibal island. With the weirdest looking plane made to resemble some bird unknown to ornithology they make the trip. Once on the island the trio, Jimmy, Vera Steadman and her father, Billy Engle, are regarded as heaven-sent food by George Towne Hall, the cannibal chief. Then ensues one grand rough house. The cannibals try to get their prospective meal into the pot; the visitors trying to escape. Jimmy at one stage of the game puts the cannibal chief down and out and assumes his regalia and role. Finally they manage to escape for the return journey to so-called civilization.

The mystifying part of the whole thing is the aforementioned weird-looking plane. By ingenious, skillful photography the machine seems to actually rise and fly. For the island scene a number of extras are employed and they successfully create atmosphere. It is a rough and tumble burlesque and will doubtless be productive of the expected and requiste number of laughs.

Harold Beaudine directed.

"Rollin' Along"

(Pathe-Sportlight—One Reel)

DICE, for some unknown reason, are not included in this Grantland Rice Sportlight. Practically everything else that rolls, on wheels at least, is included. Evidently the author discovered in Terra Haute a cache of bicycles of all ages and vintages, for the earliest type is shown leading down to the most modern motorcycle skimming a modern velodrome bowl. Conscientiously and appropriately the owner-exhibitor of the old bicycles puts on the costumes of the period which makes the pictures even more effective. It is a series which should delight those reminiscent writers, Thomas Beer with his "Mauve Decade" and Mark Sullivan with "The Turn of the Century," for it is before, through and after those periods that Rice deals with in this release.—PAUL THOMPSON.

"Chasing Rainbows"

(Pathe-Fable—One Reel)

IF community of interest counts for anything, this one of Aesop's Fables should score, for are we not all chasing rainbows from the cradle to the grave? Farmer Al, Tom the cat and Milton the mouse are surely no exceptions. Following a storm in which the unholy trinity take refuge in the house, Al tells the oft-told tale of the pot of gold at the end of the rainbow. The three set out to locate the same. They dig so deep at different locations that they reach the excavation of each other. A rope which they think will pull the pot of gold to the surface only lands Al, who is at the other end of the same. Shattered is their dream of wealth, but twice shattered when they all awake to discover the whole is but a dream and they are still in the room where they took refuge from the thunder storm. Al vents his spite and unhappiness at the unfortunate awakening by chasing the cat and mouse over the hill and far away.

There must be some moral other than the facetious one credited to Aesop. I think possibly it is that "it is better to dream of wealth even though you have to wake up than not to dream at all."

Anyway it is an interesting and amusing one of the series.—PAUL THOMPSON.

Diversified Castle Offering
(Music Legend, Novelty and Six Shorts)

(Reviewed by Paul Thompson)

RELEASED by Castle Films December 17th, were two interesting pictures. The first of these is a music legend explaining how the Bridal Veil Falls in the Yosemite were named. The story is of the Indian maiden who fell in love with the Evil warrior spirit whose face she saw in the stream. In reaching for an embrace she lost her balance and was swept over the falls. The sighing sound made by the wind in the trees adjacent to the falls naturally became her lamentations over her ill-starred fate. The falls formed a mist resembling a bridal veil. Hence their name. With a proper Indian musical accompaniment this should be quite effective.

The second December 17th release is a Rainbow novelty. It is on the Santa Fe trail and shows the life of the cliff dwellers. The photographer used good judgment in his selection of subjects. The result is that there is a succession of interesting shots despite the fact that he is traveling ground that has been much crossed by other cameramen. The finale of an Indian brave standing making obeisance to the setting sun is most effective.

The third of the program really forms its own division, being released one week later than the two preceding, December 24th. This is the famous short subjects, six in number. They include a "nut" who roller-skates on the edge of a Los Angeles skyscraper, another who puts burning objects in his mouth, and kids and their pets. For a program lacking in novelty or variety these will fit in quite satisfactorily.

"Bring Home the Turkey"
(Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

ANYTHING that "Our Gang" does is worth while; that is axiomatic. Consequently it is one of the biggest assets that Pathe and Hal Roach can boast of because it brings smiles not only to the movie public but, possibly more important, to the countenances of exhibitors. Possibly with this title, "Bring Home the Turkey," and the theme, it might have been more appropriate to have scheduled the release last Thanksgiving. But—show me the boy or girl to whom a turkey is not timely in January or any other month in the year. For the purposes of this particular chronicle of the gang's activities they are quartered by Director Robert McGowan in an orphanage, not exactly a Charles Dickens type but bad enough as it is. Farina, Mango and Pleurisy have been borrowed by Uncle Tom (not Harriet Beecher Stowe's) who lives in a shack. His philosophy is characteristically negro, "The Lord helps those who help themselves." Despite his light-fingered theories, like many people called by the world immoral, he is infinitely more kind and charitable than the representatives of law and society. For this reason, when the orphanage authorities try to get the three children back for labor on the farm they humanly object and protest. The climax comes with a pitched battle with the representatives of the law.

Need I add that there are laughs galore and justification for a furtive tear now and then? These kid pictures are about the most human short subjects in the moving picture world of make-believe.

Railroads, A Famous Isle and Africa
(Pathe-Review, No. Three—One Reel)

ALMOST every boy loves a railroad and "boy" means from five to fifty or older. I remember that Gelett Burgess, the famous creator of the Goops, had a complete railroad system in which he sold shares to Will Irwin and other friends and which they operated on the floor of his rooms (this was before his marriage) with great profit and pleasure. So with Hugh Newsom, of New York City. He has a complete system which he operates and which Pathe has photographed. It cannot fail to wake a responsive chord in the breast of every boy—age regardless—in the theatres where shown.

The second in the Pathe January 16th Review release is the Island of Jersey off the English coast. Many will remember it as the birthplace of beautiful Lily Langtry, known for years as the "Jersey Lily." The largest and most important island in the English channel, it lends itself to beautiful Pathecolor shots.

Another section of Count de Prorok's African discoveries is shown. His departure, bidding farewell to wife and child at the expedition base, precedes the journey across the desert. Often photographed, but never failing in interest, are these glimpses into the native life of French North Africa. Moreover, they are educational without seeming to be, and that is a decided asset and recommendation.—PAUL THOMPSON.

"Mister Chump"
(Educational-Cameo—Two Reels)

(Reviewed by Paul Thompson)

PHIL DUNHAM is married to Aileen Lopez, Clem Beauchamp having performed the moving picture marriage ceremony for Cameo comedy purposes. Phil is extremely jealous of his wife and when he finds a note intended for the maid, he husbandly mistakes it for Aileen. Then he starts for the park, where the rendezvous is. Sailors, policemen and others in turn are suspected of being the note writer and assaulted by the irate Phil. When he causes the involuntary plunge of several cops into the lake there naturally ensues a typical moving picture pursuit race. This leads the suspicious Benedict to join a group of Nature dancers celebrating the birth of Spring or some such auspicious event. He makes a somewhat graceful dancer but is compelled once more to flee. Finally he reaches his home to be rescued from the mob of pursuers by his faithful wife. Man-like he forgives her for the suspicions he had, and she, like a poor sap, agrees to forgive and forget. Such is the homely little tale of this Cameo comedy.

It is a bit rough but jazzed up so that probably the majority of theatre-goers who like that sort of thing will like this particular offering. The title is justified and if the hero is a true representative of most husbands I can understand why many wives leave home.

"Felix Collars the Button"
(Educational-Animated Cartoon—One Reel)

FELIX plays first-aid to the injured and does so in order that he may get some much-wanted, whether needed or not, sleep. He can not sleep with the husband and wife quarreling because the husband, in dressing for the theatre, has lost his collar button. This means the theatre party is off and the husband is given a tongue-lashing and a physical dressing down that interfere with Felix's slumbers. For this reason he sets out in search of the errant collar button and not because he gives a hang about the people themselves. His chase leads to the bakers. Felix finally locates the button lost in the dough, through the aid of a magnet. The rest is easy. "Mr. and Mrs." depart for the playhouse and Pat Sullivan's animated cat goes to sleep.

In this instance you will be rewarded by the return in laughs you secure. — PAUL THOMPSON.

"Love on a Weak Stomach"
(Universal-Bluebird—One Reel)

SURELY no better cure for a hypochondriac could be devised than for the patient to inherit valuable property. That is what happens to Neely Edwards in this Bluebird Comedy. He is delighted, not because it affects his condition, but because it makes it possible for him to have a nurse and really indulge in his fancied maladies. His ex-employer tries to gyp him out of the property but a telegraphic order for ten times the amount offered for the inherited real estate arrives just in time to save Neely and the situation.

It is an innocuous little trifle that is mildly amusing. If all the people who think they are ill support the one-reeler there will be no question about its financial success. January 31st is the release date.—PAUL THOMPSON.

"The Relay"
(Universal-No. 7 "The Collegians"—Two Reels)

(Reviewed by Paul Thompson)

AND still George Lewis and his Freshmen classmates continue to triumph over the Sophomores. This time it is an en masse victory rather than individual accomplishment. Because the first-year girls win the inter-class relay race the Sophomores pay the penalty by being compelled to don masquerade costumes and do the bidding of the lower classmen. That is, they do until at a dance they kidnap through the agency of fake policemen the entire body of Freshmen. The latter return, however, to engage in a battle royal in the dance hall. This is a glorious, titanic struggle that surges back and forth all over the dance floor, into the fountain, on chandeliers and elsewhere. Clothes are torn and eyes blackened until victory finally comes to the once dinner-coated Freshmen and it is all over.

It is one of the best moving picture college fights I have ever seen. The chapter or episode is one of the best in "The Collegians" series and helps to maintain a really excellent average. Instead of seeking Ponce de Leon's mythical youth-giving spring in Florida, or visiting either Doctor Steinach in Vienna or Voronoff in Paris, I recommend these Carl Laemmle, Jr. co-ed college two-reelers for youth-restoring qualities.

George Lewis and Dorothy Gulliver, she of the blondness, are featured. Wesley Ruggles directs. Released January 31st, 1927.

"The Spotted Menace"
(Pathe-Serial—Chaper 8)

THE solution of the Earl Derr Biggers *Saturday Evening Post* story of murder and mystery, "The House Without a Key," which Frank Leon Smith adapted and Spencer Bennet directed comes on apace. Only a short time and we will all know who murdered Dan Winterslip. In the meantime you must expect to get your weekly quota of thrills and suspense for that is the way of a serial. No sooner do hero Walter Miller and heroine Allene Ray get out of one scrape than they find themselves in another. There is no limit to the ingenuity and devilishness of villains on the screen. The native who unquestionably is responsible for the original murder has tactfully suggested that the Miller-Ray team swim ashore, knowing full well their chances of getting away from the sharks that infest the waters are slight. Or he would know, did he not stop to think they must be alive and triumphant when the end comes two chapters hence.

Quite a galaxy of well-known players support the two stars. They number among others Frank Lackteen, Harry Semels (two of the villains), John Webb Dillion, Natalie Warfield and William Norton.—PAUL THOMPSON.

"Nic-Nax"
(Educational-Curiosities—One Reel)

A WILD WEST barbershop whose proprietor shoes horses or bobs hair with equal facility. This is in Montana and it really is true and not a movie camera's optical illusion. This starts the Movie Side Show. Then follows the Polyps, the freak of the ocean, which has a Japanese fan effect. It snares the shrimps that get too near. A dog which hunts turtles and a white heron battling with the turtle provides several feet of film.

In Elberfeld, Germany, is a monorail, the trains being suspended. Thus they go through the streets of the city and the suburbs. In contrast with the suspended "L" trains, because they travel on the ground, are shown wild porcupines with a snow background.

For a finale, possums with their young, a pony of Cognac (not a drink, but a young horse), and old-fashioned Chinese junks. Like its predecessors, this issue of Curiosities is characterized by its diversity. — PAUL THOMPSON.

One Increasing Purpose

Hutchinson's Best Seller Becomes a Picture

(Reviewed by Paul Thompson)

AND still the screen version of popular novels and plays continues. This time it is the work of the English author of "If Winter Comes," A. S. M. Hutchinson. The novel which has had a pronounced vogue is "One Increasing Purpose." William Fox sent Edmund Lowe, the featured player, and several of the others to England, the locale of the story, for the taking of the various photographic shots. Whether it will satisfy the readers of the novel I have no way of knowing, not being among that group. I imagine not. But that is not a reflection on the picturization.

The story is of a younger brother returning from the war to discover with his new outlook on life the universal selfishness of most of mankind, especially in his own family. His the task of spreading the gospel of unselfishness. At the end, with his wife, he is caravaning through the British Isles preaching this new religion, or, if not actually new, one but seldom practised.

It is moderately good drama. Beaumont has done quite a satisfactory bit of directing, being fortunate in uniformly good performances by Lowe and the supporting cast. It is the type of picture which will create no furore but should interest the novel's many readers and others.

The Cast: Edmund Lowe, Lila Lee, Holmes Herbert, May Allison, Huntley Gordon, Lawford Davidson, Emily Fitzroy, George Irving, Josef Swickard, Jane Novak, Nicolas Sousanni, Frank Elliott, Tom Maguire, Pat Somerset, Gwynneth Bristowe, Fisher White. Director, Harry Beaumont. Story, A. S. M. Hutchinson. Scenario, Bradley King.

THEME: Attempting spiritual regeneration of characters in the drama.

PRODUCTION HIGHLIGHTS: Effective English rural scenes. Lowe's straightforward performance. Retention (as far as can be discovered) of spirit of novel.

EXPLOITATION ANGLES: Novel's popularity. Interesting, human drama with moral lesson.

DRAWING POWER: Good.

Length, 7,677 feet. Released January 2, 1927.
Produced and distributed by William Fox.

Climactic excerpts from "The Lady in Ermine," a First National release

Dramatic highlights from Metro-Goldwyn-Mayer's offering, "The Little Journey"

The Third Degree

Charles Klein's Famous Melo "Goes Movie"

(Reviewed by Paul Thompson)

MORE and more do the theatrical ghosts of the past rise in the inhabitants of screen clothing. The latest is the famous melodrama excoriating the third degree methods of modern police departments to wrest confessions true or otherwise from suspects. It served a decade ago to make famous the name of Charles Klein. Now it is used by Warner Brothers as a starring vehicle for Dolores Costello, she who won fame as leading woman for Jack Barrymore in "The Sea Beast." It is melodrama of the melo-est with a circus background that adds greatly to its appeal. Possibly the outstanding feature is the use made by the director,

The tale is of a girl born of circus parents. The mother runs away from the brutality of her death-daring motorcycle-riding husband and leaves her child behind. The latter becomes a famous wire-act artist. She meets and marries the son of a millionaire who in turn has married the mother of the girl. The millionaire opposes his son's marriage because of the difference in social positions. His emissary to break up the marriage is killed by the wife, but the guilt is fastened on the boy.

Dolores Costello, Louise Dresser, David Torrence, as the boy's father, Tom Santchi, father of the girl, and Jason Robards, as the boy, give satisfactory performances.

The Cast: Dolores Costello, Louise Dresser, Rockcliffe Fellowes, Jason Robards, Kate Price, Tom Santchi, Harry Todd, Mary Louise Miller, Michael Vavitch, David Torrence, Fred Kelsey. Director, Michael Curtiz. Author, Charles Klein. Adaptor, Graham Baker. Cameraman, Hal Mohr.

THEME: Police third degree methods with a circus and society background.

PRODUCTION HIGHLIGHTS: Circus scenes; third degree episode, camera angles of the "Variety" kind. Dolores Costello's performance.

EXPLOITATION ANGLES: Play up origin of picture, Charles Klein, great melodrama author. Circus phase of story. Dolores Costello's stardom. Good supporting cast. Well photographed.

DRAWING POWER: Should be good.

Length, 7,647 feet. Released December 25, 1926.
Produced and distributed by Warner Brothers.

A Little Journey

Neat Little Number, Slight But Enjoyable

(Reviewed by Laurence Reid)

THOROUGHLY enjoyable because it is treated with tender humanities tempered with a good play of humor, this picture succeeds in capturing the attention from the first scene and holding it all the way. It might be called a slender tid-bit of romance that keeps from evaporating through the clever handling of the scenes.

Starting off by showing a flirtatious youth determined to win a charming girl who passes him in the railroad station it takes them both on a transcontinental trip to Frisco. The girl boards the train after rebuffing the calloused but eager young bounder. And he leaps after her and comes to the rescue when she loses her ticket. Which of course precipitates a series of 'give and take' ideas on the subject of romance. The youth will not be licked.

The gentle comedy is balanced with some scenes of pathos—with most of the action taking place on the sleepers and drawing-rooms of the train. William Haines gives a corking performance as the irrepressible and impressionable youth, showing considerable skill in the lost art of flirting. Claire Windsor is sufficiently poised and careful to add spice to the romance, while Harry Carey, out of his chaps, makes a very human character.

The Cast: Claire Windsor, William Haines, Harry Carey, Claire McDowell, Lawford Davidson. Director, Robert Z. Leonard.

THEME: Comedy-romance of tempestuous youth who sweeps girl off her feet with the ardor of his attentions.

PRODUCTION HIGHLIGHTS: The flirtation. The ticket episode. The scenes in the drawing room and smoking car. The clever acting by Haines. The titles. The realistic atmosphere.

EXPLOITATION ANGLES: Tease the title and play up the action taking place on train. Bill Haines in big style and mention others. Handle in light comedy vein.

DRAWING POWER: Sure to please all the romantic people. Haines should draw them. For any type of house.

Produced and distributed by Metro-Goldwyn-Mayer
Length, six reels. Released January, 1927.

Screen episodes from the Warner Brothers feature, "The Third Degree," an adaptation of the Charles Klein play

Highlights from "One Increasing Purpose." This Fox Films production is a screen version of the novel of the same name by A. S. M. Hutchinson

The Lady in Ermine

Well Mounted, But Not Much To It

(Reviewed by Laurence Reid)

SOMETIMES an adaptation of a musical comedy or operetta turns out to be an enjoyable affair on the screen. Here is one instance where it isn't so good, principally because of story weakness. In order to cover up its flaws most of the good points are centered in the production. Insofar as lighting, photography, sets and costumes are concerned, the film succeeds in being interesting.

The plot, however, never gets under way with any success. It goes back to 1810 during the Austrian invasion of Italy, braving an excursion into romance which fails to arouse much interest. The central figure is a countess whose castle is invaded by the Austrians. The gate-crashing general orders her to appear for dinner and starts to win her away from her husband if possible. The film takes one back to a previous generation when the heroine's great grandmother suffers the same disgrace. Which accounts for the title. The general has a vivid dream of conquering the countess just as her ancestor was conquered.

It ends with a particularly weak climax. There are few worthy episodes, but on the whole it lacks the punch to appeal. Corinne Griffith gives a satisfactory performance. At least she decorates it with her beauty.

The Cast: Corinne Griffith, Einar Hansen, Ward Crane, Francis X. Bushman, Jane Keckley. Director, James Flood.

THEME: Romantic drama of countess who suffers humiliations from invading troops, but who is resourceful enough to triumph over them.

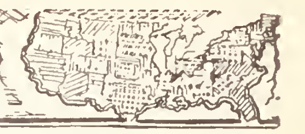
PRODUCTION HIGHLIGHTS: The backgrounds and lighting. The scene between introduction of countess to general. The dream sequence. The close-ups.

EXPLOITATION ANGLES: Play up the star's beauty and run stills of her lobby display. Tie up with fur stores. Bill as film version of successful operetta.

DRAWING POWER. Should draw where star is popular. Satisfactory for average trade, especially neighborhood houses.

Produced and distributed by Metro-Goldwyn-Mayer
Length six reels. Released December, 1926.

Regional News from Correspondents



Cleveland

THE year starts with a good crop of rumors. One is that Charlie Schwerin has resigned as Columbia exchange manager in Pittsburgh to become central division manager for United Artists. Following that is the rumor that Sam A. Gerson, who recently joined the Universal sales force in Pittsburgh, succeeds Charlie Schwerin as Columbia exchange manager. And still another: Lew Thompson, prominent in local film circles, has been appointed manager of the United Artists exchange in Minneapolis. Because all of these men are well known, these reports are of interest to local readers.

Jack Hays. Remember him? He used to be with Paramount. For the past two years he has been Universal's representative in Mexico. Jack's present address is Hotel Geneve, Calle de Liverpool, Mexico City, D.F. He is anxious to hear from the boys. Not long since Hays underwent an operation. He wrote up to friends that his Thanksgiving dinner consisted of opiates. But he has recovered from that and says, in a letter to Jack Lawrence of the Cleveland Standard Film exchange, that he'll be 100 per cent well if he gets some news from his friends in the States. Now you have his address, boys, don't forget to sit down and write Jack a letter.

Irving Meisel has been added to the local United Artists sales staff by Manager William Rosenthal. Meisel was formerly with Fox.

By the way, it has never been recorded that William Rosenthal has been officially appointed resident exchange manager here for United Artists. When William Shallitt was transferred from the Cleveland office to an eastern office, Rosenthal was made acting manager. Seeing as how he was a good "actor," he has been given the job without qualifications.

Frank Paskert, for the past seven years one of the Universal family, is now with United Artists as travelling auditor. In that capacity he has been spending the week in Cleveland.

Chick Taylor has resigned from the Washington Circuit organization. For the past three and a half years he has been manager of the Shaw-Hayden. Last week, M. B. Horwitz, general manager of the Washington Circuit, sold the Shaw-Hayden to the Silverman Brothers. Chick will take a vacation before tieing himself up to a new contract.

E. E. Oliver, of the Oliver Motion Picture Supply Company, is showing signs of improvement. He has just moved into larger rooms on the second floor of the Film Exchange Bldg. Oliver distributed Superior Projection machines as well as other theatre equipment.

William F. Barrett, sales manager for Lee Bradford state rights productions, spent a few days in Cleveland last week calling on the independents.

Billy Exton has resigned as manager of the Temple Theatre, Toledo. Exton has been managing the house for E. Mandelbaum for the past year. He severed his connection there this week to become genral manager of the Smith Enterprises. The Smith Enterprises consist of picture houses in Alliance, Waren and Huntington, W. Va., with LeMotto Smith as president.

Cleveland will have another new neighborhood photoplay house after January 15th, the date set for the opening of the Broadvue Theatre. This is a 2,000-seat picture house built by Messrs. B. Z. Levine and Ernest Schwartz. It is located at West 25th Street at Broadview Avenue. Levine operates the Erie Theatre, and Schwartz has other theatre interests.

Max Marcus, affectionately known in these parts as "Daddy" Marcus who owns and operates the U. S. Theatre, Woodland Avenue, Cleveland, is recovering from an illness which has confined him in a local hospital for the past few weeks.

Paul Mueller, of the McKinley Theatre, Canton, and the Grand Theatre, Massillon, spent the Christmas holidays with friends in Cleveland.

Jack Soglovitz has resigned as manager of the Pittsburgh exchange of Standard Film Service Company, to go into business for himself. Jack has opened a poster rental department. It's called the Theatre Poster Rental and is located in the new United Artists building on East 21st Street. Happy New Year, Jack, and good luck in the new enterprise.

Pete Morrison, who covered part of the Ohio territory for Pathe, is now touring for Tiffany. Mark Goldman is the local Tiffany manager.

Anne Gaton, who left here several weeks ago to become private secretary to H. A. Bandy, general manager of First National's foreign department, spent Christmas at home and returned to New York immediately after the holidays.

The Strand Theatre at Newton Falls, O., is reported closed on account of an epidemic.

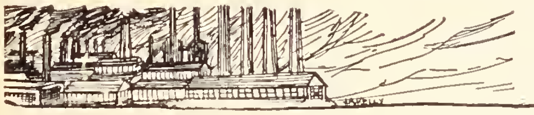
Kenneth Reid, manager of Loew's Doan Theatre, is so versatile that he acts equally well on both sides of the stage. Last week, in addition to managerial duties, he used the burned cork and acted as interlocutor for a musical minstrel show, which he put on as a special Christmas week stunt.

Gertrude Donnely, cashier at Loew's Cameo Theatre, has joined the first rank of local baseball rooters. There's a reason. She has just announced her engagement to Homer Summa, fielder of the Cleveland Indians.

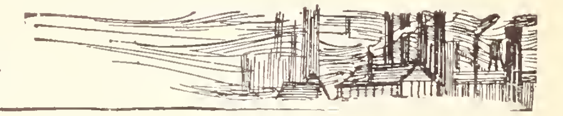
Lester Huff is now commander-in-chief of the organ at the Allen Theatre. He succeeds Clara Giese, who resigned recently.

Here's one on Nick Carter, projectionist at the Allen. The other day he found a pink slip parked in the windshield of his car. He wasn't a bit worried. He played it for one of the fake arrest notices distributed recently during the engagement of Gilda Grey at the State. Only this time, he made a mistake. The pink slip happened to be one of the real kind, and now Nick is busy explaining.

The holidays saw many out-of-town exhibitors come and go through the Filx Exchange Bldg. Among those noted in the Film Register were Mr. and Mrs. A. Cohn of the Grand, Liberty and New theatres, East Liverpool; James Velas, Capitol, Bellaire, Family, Bridgeport and another house in Wheeling; Nat Charnas, movie magnate of Toledo; Mrs. L. B. Yoerns, Bedford Theatre, Bedford; Gus Lambrigger, Grand, Orville; P. M. Tracy, American, Leetonia; H. J. Geiselman, Opera House, Loudonville; Dan Robins, Robins' Theatre, Youngstown; J. W. Trunk, the sheik of Youngstown, and manager of the Mahoning, Victory and Uptown theatres; M. Moran, Lincoln, Youngstown; Albert Stalder, Spicer Theatre, Akron; Max Federhar, Regent and Rialto, Akron; Joe Schagrin, Park, Youngstown, and Selma Zigiob, who has succeeded her brother George as manager of the Dreamland, Paris and Cozy theatres in Lorain.



Central Penn



TWO performances on New Year's Eve marked the formal opening of the new Lion Theatre, in Red Lion, York County, Pa. This is a modern photoplay theatre with a seating capacity of almost 1,200, and the owner is Walter J. Rothensies, lessee of the Red Lion Opera House.

The theatre includes among its equipment a splendid Wurlitzer pipe organ on which a recital was given by John DePlama, organist at the Strand Theatre, York, who was obtained through the courtesy of the Nathan Appell Amusement Enterprises, of York. The house was filled to capacity at both the opening performances.

R. A. Robillard has been promoted from the position of manager of the Roosevelt Theatre, in the Green Ridge suburb of Scranton, to manager of the large State Theatre, in the central part of the city. Both theatres belong to the Comerford Amusement Company chain.

Among the property destroyed in the fire which recently wrecked the Forrest Theatre, Bristol, Pa., was one of the first motion picture projection machines ever made. It was the property of Ed Lynn, manager of the theatre and one of the pioneer exhibitors of Bristol.

A new $100,000 picture theatre is to be built in Conshohocken, Pa., for Nicholas Falone, of that city. The plans are being prepared in Lancaster by Architect M. S. Bean. A site for the theatre has been obtained at Fayette Street and First Avenue.

Two hundred employees of the six Wilmer & Vincent theatres in Harrisburg were entertained by their employers, headed by C. Floyd Hopkins, divisional manager for the company in Harrisburg and Reading, at a Christmas party in the Penn-Harris Hotel on the night of December 23rd, just after the night performances in the theatres closed. Headliners at the State Theatre for the week provided much of the entertainment while the theatre employes "sat back" and enjoyed it.

The performers were assisted by local talent headed by Mrs. Florence Ackley Ley, head of the Community Service Bureau maintained by Wilbur & Vincent in Harrisburg; Miss Mae Shope, Elmer Ley and a number of the girls from Mrs. Ley's school of fancy dancing. There was dancing to music by the State Theatre Orchestra.

Robert S. Steele, manager of the Strand Theatre, Carlisle, was guest of honor at an after-theatre party given by his employees on the night of December 23rd. He was presented with a gold watch as a Christmas gift in appreciation of his kindness to his workers during the year.

Those of his employees or former employees who were present, in addition to Mr. Steele, are: Mr. and Mrs. A. Karl Kramer, Miss Elmina Thompson, Miss Alice Barrick, Miss Thelma Deitch, Marshall Kline, John Meck, Arthur Herr, Richard Wistotskey, John Day and Miss Martha Reickenbaugh, of Harrisburg, formerly of Carlisle.

Use of the Capitol Theatre, Hazleton, was tendered by the management for the afternoon of Sunday, December 19th, to the Drama Club of the Hazleton High School, for the presentation of a Christmas play.

Buffalo

THE RIVERA, a new theatre in Webster Street, North Tonawanda, was formally opened Thursday evening, December 30. Henry S. Henschel, president of the Main-Go Realty Corporation, and James J. Kelly, manager, are financially interested in the house. The theatre has been under construction for a year and was completed at a cost of $300,000. It has a seating capacity of 1,300 and can rank in beauty with any other theatre its size in New York State. It was built under the State code and it contains all the modern improvements and facilities to be seen in the modern showhouse. A feature is the $30,000 Wurlitzer organ, with ivory console. It is one of three organs in the country with such a console, it is said, and was designed to improve spotlight effects. The spacious lobby with its rich draperies, chandeliers and frescoes exceeds anything that ever had been attempted in the Tonawandas. Mayors of both Tonawandas were present at the opening. The programs will be changed three times a week. Nearly a thousand lights are used on the theatre's Webster Street exterior.

It is understood that the Schine Theatrical Corporation has leased the new theatre which the Hager-Askey Company is building at Main Street and West Northrup in Buffalo. It is expected that the house will open this spring.

Elmer C. Winegar, veteran Buffalo showman, is managing the new Riverside Community Theatre, which the Schine Theatrical Corporation recently opened in the Black Rock district of Buffalo. Elmer has been engaged for several years in making industrial film and prior to that was manager of several local theatres.

Robert T. Murphy is the manager of the new Shea Kensington which was opened to the public on Christmas Day. This beautiful 1,500-seat community house, at Bailey and Kensington avenues, is the second neighborhood theatre in the Shea-Publix chain in Buffalo. Bob Demming, formerly organist at the Palace in Lockport, is presiding at the console of the Kensington Wurlitzer. Mr. Murphy formerly was manager at the North Park, where George Walker, formerly at the Shea Court Street, now is manager.

The first New Year's Eve show held in the magnificent Shea's Buffalo was a great success. The entire house was sold out and there were hundreds of standees. The program consisted of the combined attractions of the Buffalo and Hippodrome as well as an augmented orchestra, under the direction of Herbert Straub. Luncheon was served back stage for the performers and house staffs during the show.

The Genesee Theatrical Enterprises, Inc., have announced the company has taken over the management of the Allen Theatre in Medina. Several other projects are planned. The Allen was managed for many years by Sid Allen.

The holding of Sunday motion picture shows in Andover has been temporarily held up despite the fact that a petition signed by a large number of villagers was recently circulated. A study of the law shows that the village board must give its consent before the shows can be held. It is possible that the village board will refuse to grant the necessary permission and the only other course there is, is to hold a special election. Those promoting the Sunday shows say they will ask for such an election if the board refuses to act. There is a strong sentiment for Sunday pictures in the town, but certain members of the board are known to be opposed.

The Film Board of Trade of Buffalo has published a very complete and handy list of all the local exchanges, managers, bookers and telephone numbers.

Arthur L. Skinner, former manager of the Victoria, has leased the Savoy Theatre, an east side community house, which is making a popular center of entertainment.

A new motion picture theatre with 2,500 main-floor capacity, is planned for the corner of Genesee and Bailey, according to an announcement by the Stanley Mark-Strand Corporation of New York. Frontage on Bailey Avenue will be 230 feet and the depth on Genesee 275 feet. There will be 12 to 14 stores on the Bailey Avenue frontage. Henry L. Spann is the architect.

Basil Brothers, associated with Barney Vohwinkel, have completed arrangements to erect a large theatre and office building at Genesee and Nevada streets. The property occupies almost the entire block, with a frontage of 170 feet on Genesee Street and a depth of 200 feet. The plans are being prepared for eight stores, offices and a 2,200-seat theatre. The cost of the building will be $500,000. Mr. Vohwinkel is one of Buffalo's pioneer exhibitors, his present 400-seat theatre being one of the first built in the city. Basil Brothers are owners and operators of the Clinton-Strand and the Central Park, which they are leasing.

The Central Theatre in Lackawanna is now under the management of Frank Babuinski. The theatre has been thoroughly renovated and redecorated throughout, and a new heating system installed.

Minneapolis

THE Finance Advisory Board of the Northwest M.P.T.O. held its first meeting recently and gave the time to organizing this special committee and to a review of the past year. Otto Raths of St. Paul, and Theodore Hays of Minneapolis, were chosen chairman and vice-chairman of the committee, respectively.

O. H. Lambert has been appointed office manager of the Minneapolis branch of Metro-Goldwyn-Mayer, according to W. H. Workman, manager. Mr. Lambert was formerly special representative at the Kansas City branch.

The Gem Theatre, at Midland, S.D., has been sold by B. F. Schimke to J. F. Willoughby.

John Basche has sold the Alexandria Theatre, Alexandria, S.D., to F. W. Kutil.

Miss Olive Hough, of the Metro - Goldwyn - Mayer Exchange, Minneapolis, is considering leaving for Hollywood soon. Miss Hough won first honors in a beauty contest recently conducted in North Minneapolis.

J. J. Keaton has sold the Lyric Theatre, Presho, S.D., to Charles Blanke. Mr. Keaton had operated the house for four years.

William Hausmann has announced that he will discontinue showing pictures at Churches Ferry, N.D., until spring. He has closed the house because of lack of patronage.

The motion picture theatre in W. O. W. Hall, Gonvick, Minn., which was recently closed by John Brummund will be re-opened by D. B. Green.

The Crystal Theatre, Muscatine, Ia., is to be remodeled and redecorated. A new pipe organ has already been installed.

George Meisner is building a new theatre at Greenfield, Ia., and has decided to name it the New Grand.

The Liberty Theatre, Republican City, Neb., is to be closed, owing to lack of patronage, according to its manager, Mr. Bash.

The motion picture theatre at Hamilton, N.D., has as its projectionist, Curtis Paxman, a thirteen-year-old high school boy. It is believed that he is the youngest person in the State to operate a motion picture machine.

Mrs. T. A. Decker, sister of Morris Abrams, well-known Metro-Goldwyn-Mayer exploiteer, died this week in Chicago after an attack of pneumonia. Abrams has had two other sisters die since last February.

The theatre at Merna, Neh., has been remodeled and reopened by S. E. Rodman, of Dunning, Neh.

George W. Johnson, manager of the theatre at the Sheldon Memorial Auditorium at Red Wing, Minn., has made a Christmas benefit matinee an annual affair. This year was one of the most successful ever held. A special performance for children is given and they are admitted free if they bring something in the way of food or clothing, which is later distributed to the poor. Mr. Johnson says this feature at the theatre results in much good will and much food for the poor.

W. H. Workman, manager of the Metro-Goldwyn-Mayer branch office in Minneapolis, was host to the M.-G.-M. employes at a Christmas banquet given at the Hotel Radisson. L. H. Coen was toastmaster and was a member of the entertainment committee, together with Mr. Workman and Morris Abrams, Exploiteer. There were forty guests present at the dinner, which was followed by a dance.

A new theatre was opened in Minneapolis Christmas Day by the Porter Amusement Company. It is a suburban house, located at Twenty-third Avenue and Twenty-eighth Street. The theatre was the fifth suburban house to be opened in Minneapolis this year, a record for the city. Other theatres which opened their doors in Minneapolis during 1926 are the New Heights, the Rex, the New Logan and the Rohhinsdale.

The Minneapolis branch of Universal received a visit from W. E. Troug, district manager, recently.

'Peaches' Can be found at Room 903,
723-7th Ave., New York City

New York and New Jersey

ECHOES of the Sunday amusement disturbance that succeeded in getting the city of Irvington front page publicity reached several other New Jersey communities recently when further evidence of hostility between theatre interests and those who are supporting the old New Jersey blue laws came to light this week.

George W. Hosford, proprietor of the Dunellen; his wife, Mrs. Maizia Hosford, cashier, and Carl Knapp, projectionist, were arrested by Chief of Police Mohan shortly after an advertised Sunday performance. The show was stopped and over a hundred patrons had their admission fee returned to them. All three concerned with the operation of the theatre were hailed before the recorder, charged with violating the State Sunday law. A further hearing will be held on January 10.

Over in Red Bank, N.J., in order to get patrons past a couple of dozen constables, the Carlton Theatre management found it necessary to play Santa Claus to the extent of furnishing about two hundred prospective customers with a free motion picture show, thus evading an impending disturbance the sale of tickets would have caused.

Another phase of the Sunday situation occurred at Paterson, N. J., where, it had been announced several times last week, a Sunday performance would be given at one of the Fabian-Stanley theatres. This did not materialize, according to reports. It is said that Jacob Fabian, the Mayor of Paterson, and the chief of police held conference with the result that these men reached a decision not to push matters until the anti-blue law bill now before the State legislature was acted upon in some way.

The recent sale of the northwest corner of Jamaica Avenue and Merrick Road, Jamaica, L.I., for the reported sum of $850,000 to a syndicate of Jamaica business men and the additional purchase of an adjoining piece of property by the same group at a price said to be $110,000, will probably materialize in the erection of a three-thousand-seat theatre which may be leased to the Keith theatre interests, if reports be true. The combined plot has a frontage of 140 feet on Jamaica Avenue and 319 feet on the Merrick Road. Estimated theatre construction cost is $900,000.

The Newburgh Cinema Company, operators of the Park Theatre, Newburgh, N.Y., of which Charles S. Duryea is manager, and which concern practically built up that section of the city, have recently added to their estate holdings by the purchase of a Broadway site on which stands a three-story building.

Castleton Corners is the next community on Staten Island to have a motion picture theatre, according to plans filed for the structure with the Commissioner of the Building Bureau. The site is adjacent to Victory Boulevard. The operators are unnamed at present.

The Sunnyside Theatre, Sunnyside, L.I., the third of a chain of theatres built by Messrs. Grobe and Knobel on Long Island and said to be the finest constructed by this firm to date, held its opening night on December 28. The two other Long Island houses owned by Messrs. Grobe and Knobel are the Jackson and Boulevard. They also operate a New York City circuit.

It is reported that the Washington Theatre, Washington Street, Brooklyn, near Sands Street, has closed indefinitely. It is one of the smaller theatres.

The Terrace Theatre, Yonkers, N.Y., passes this week into the hands of a new owner.

Another local theatre scheduled to change hands in the near future, according to report, is the Gates Theatre, Gates and Reid avenues, Brooklyn.

A rumor circulating around the "Curb" to the effect that two large theatre circuits of New York's East Side were on the point of merging, has been emphatically denied by one who ought to know. "Make your own book."

The Chatham Square Theatre, 5 Chatham Square, New York City, will be closed for several days on account of a recent fire. Lou Goldman is the owner and also operates the Arch Theatre on Southern Boulevard, Bronx.

Herman Goldberg, manager of the Daytona Theatre, Bronx, New York City, reports that Proprietor Goldrich has bought himself a new automobile. We think he said a Chandler.

The boys who comb New Jersey territory for Charles Stombaugh, Pathe-Jersey branch manager, recently presented that genial executive with one of the season's finest bath robes.

Not that this has anything to do with non-theatrical product—but we hear that Andy or Al Sawtell will look over the next edition of Earl Carroll's Vanities when they open in the near future.

The Monroe Theatre, a new house located on Westchester Avenue and owned by Messrs. Geller and Hirsch, will open on Thursday of this week. The Monroe is said to seat around a thousand.

Denver

THE Opera House of Hanna, Wyo., was completely destroyed by fire Christmas Eve an hour after the last show of the evening, an elaborate Christmas entertainment. Tom Love, manager of the theatre, estimates the damage to be not in excess of $20,000.00. Mr. Love immediately came to Denver to make temporary arrangements to open another theatre until a new one could be erected. The Opera House was the only theatre of the town located in one of Wyoming's best producing oil fields. The origin of the fire is not known.

Two other theatre fires last week caused considerable damage chiefly to films. A fire in the Queen Theatre of Denver destroyed a feature film and damaged the interior of the building. A fire broke out in the booth of the Garden Theatre of Lusk, Wyo., destroying several hundred feet of film and damaging the projection equipment to the extent that the theatre will be closed for several days.

Homer Ellison has bought the bulk of the stock of the Federal Theatre Company, thereby coming into possession and the management of the Federal Theatre, large suburban house of North Denver. The new interests took possession January 1st, succeeding Gordon B. Ashworth, who has managed the theatre since its opening several years ago. Mr. Ashworth is chairman of the Denver Board of Arbitration and an active member of the local M.P.T.O.

The Princess Theatre of Meeker, Colo., has again reopened after being compelled to close the second time because of a smallpox epidemic.

H. W. Braly, Paramount manager, has returned to his desk after spending Christmas with his son in San-Diego, Cal. Young Mr. Braly is located in the naval station of the California city. Mr. Braly made the trip by motor.

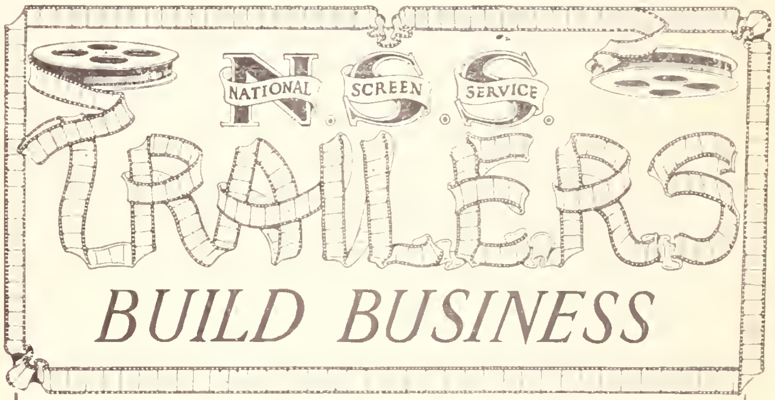
Sam Cain, new Universal branch manager, spent most of the holidays visiting exhibitors in Wyoming.

Buddy Hooten, live wire manager of the America Theatre, continues to attract considerable attention with a basketball team which he organized and started going early in the season. The America Theatre team has a record of twelve won and two lost.

Chas. R. Gilmour, local Warner Bros. branch manager, is holding a sales meeting during most of the holiday period. All salesmen were called in and every day Mr. Gilmour conducted a conference with every sales representative of the local Warner Bros. office.

Hugh Rennie, new United Artists sales representative, left for his second trip into the territory since returning to Denver, this time to visit his old exhibitor friends in the New Mexico district. Mr. Rennie returned last week from a trip over the entire western slope of Colorado.

J. C. Lang, an attorney of Eads, Colo., has taken over the management of the La Cenima Theatre, formerly operated by Percy Devereaux.



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New England

THE Universal Theatre at Fitchburg, Mass., which has been a Famous Players house, has been sold to E. M. Loew, who thereby strengthens his circuit in Massachusetts.

The Liberty Theatre at Pittsfield, N.H., which was leased a short time ago by Droulet Brothers to A. N. Sanborn, is now leased to Walter E. Young, who operates theatres at Farmington, Milton, East Rochester and other New Hampshire towns.

Universal has disposed of another New England theatre, the Franklin Park Theatre, at Dorchester, Mass., to Jacob Laurie of the New England Theatres Operating Co.

J. N. Schmidt has been appointed assistant poster clerk at the Fox exchange at Boston.

H. F. Campbell, manager of the Boston exchange of Fox Film Corp., has returned from several days' visit to the home office at New York.

Salesmen for the Fox Film Corporation in New England are back on their territory again this week after a week's vacation for the holidays.

Christmas was celebrated at the United Artists new exchange on Stanhope Street, Boston, with a sort of housewarming at which some 60 guests and the entire staff of United Artists were present. Music was supplied by a three-piece orchestra and Manager Henry Scully, who is also head of the New England Film Board, was presented a beautiful traveling bag. A catered luncheon was followed by general dancing and an exchange of gifts.

The new Scollay Square Strand Theatre, Boston, built on the site of the former Crawford House facing the new Bowdoin Boulevard, opened this week and will play a policy of straight pictures, continuous. Louis N. Boas is director in charge.

The Empire Theatre at Palmer, Mass., will open this month under the direction of Frank Roberts, formerly in charge of the Globe Theatre at Holyoke, Mass.

The new owners of the Winter Hill Theatre, Somerville, will continue the theatre as a motion picture house.

C. L. DeVizia of the sales force of Educational at Boston is showing his friends a new wrist watch which was awarded him by Educational in a contest run by the home office throughout the country.

Members of Educational's staff at Boston were gladdened at Christmas by the Christie Film Co., which sent to each of them from Los Angeles a wonderful basket of fruit and nuts from that section of the country.

Bud Rogers, vice-president of Gotham Productions of New York City, was in Boston during the week to attend the golden wedding anniversary of his parents. An unusual feature of the occasion is that the father is the fifth of six brothers to celebrate his golden wedding within a period of five years, and the sixth brother and his wife will celebrate their golden wedding anniversary three years hence.

Jack Waldron, shipper at Educational exchange, Boston, and Miss Bessie Novak were married on Tuesday at Boston. Following the wedding there was a reception, collation and dancing at Roxbury Mansion, Blue Hill Avenue, Boston, which was attended by a large representation from Film Row.

The Academy of Music at Northampton, Mass., announces a change in policy. This house has previously been playing stock. Hereafter it will play stock on three days only and the other three days will have straight pictures.

James R. Grainger, general sales manager of Fox Film Corporation, was a visitor to Boston for one day during the holidays.

William Harding is the new manager of the Columbus Theatre at Providence, R.I. Mr. Harding was for a time associated with the Keith-Albee interests in Providence and more recently was with Nate Yeamans in southern New England.

Members of the Boston exchange of Educational were the guests of Branch Manager J. J. Scully at his home in Brookline, where a delightful Christmas party was held. Gifts were exchanged, there was a beautifully decorated Christmas tree and Mark King took the part of Santa Claus. A collation was served by the host and an entertainment was given in which the feature number was by Finn and Waldron, both members of the exchange staff.

Independent Films, Inc., held a party at its Boston exchange during the holiday week, where there was an exchange of gifts, and each member received in addition a gift of gold from the company.

W. F. Leonard, formerly of the Nantasket Theatre at Nantasket, Mass., has taken over the Rialto at Maynard, Mass.

N. J. Trahan, who operates theatres in Manville and Centreville, R.I., celebrated his birthday on Tuesday by paying a visit to Boston's Film Row. Friends learned of the occasion and showered him with gifts, both humorous and useful.

Joseph McConville, head of Independent Films, Inc., in Boston, bought many Christmas gifts on a shopping tour just prior to the holidays and left them in his car while attending a luncheon. Returning to the car he found that thieves had taken all of the gifts, together with some of the accessories of the car. After reporting the theft to the police, McConville made a second tour of the shopping district and renewed the stock of gifts. To date police have been unable to get any trace of the thief.

Pathe exchange in Boston held a Christmas party on Christmas Eve with William O'Brien, who covers Maine for the company, acting as Santa. Gifts of $10 gold pieces were distributed to each member of the staff and there was a grab bag with humorous gifts. A special feature which was greatly enjoyed was a special film made and donated by Jake Coolidge, Pathe News cameraman, showing the entire office force at work. There were vocal numbers by Agnes Crowley and Gerald Swaebe of the force, followed by group singing and dancing and refreshments were served. A beautifully decorated Christmas tree was the central figure of the decorative scheme.

Walter Young of the Strand Theatre at Farmington, Me., was a visitor to Boston's Film Row this week.

The new laboratory of the Pathe News at 36 Melrose Street, Boston, which takes the place of the old quarters on Tremont Street which were badly damaged by fire, are now open. The move by Pathe to bring the laboratory into the Film district is meeting with hearty approval by the exhibitors.

William Bosse of the La Serana Theatre, Providence, R.I., was a visitor to Boston exchanges during the week.

David Grover, cashier of the Pathe exchange at Boston, supplied the fragrant Havanas during the week as the result of the arrival of the second girl at the Grover home.

Christmas Eve was celebrated at the Metro-Goldwyn-Mayer exchange with a party at which gifts were exchanged, a catered lunch was served and a program of entertainment provided by members of the exchange and an orchestra. M. N. Wolf, branch manager, acted as Santa, but this time the tables were turned and it was Santa who was surprised when the staff presented him with a beautiful Morris chair.

The American Feature Film exchange, Boston, had a Christmas party with decorated tree, exchange of gifts and an entertainment of high order, several numbers of which were given by members of the staff.

First National exchange, Boston, had its annual Christmas exercises Christmas Eve with a beautifully decorated tree and a grab box from which all received gifts. Staff members supplied the entertainment. The staff presented Branch Manager Thomas Spry with a set of platinum studs and cuff links.

South East

THE Christmas spirit pervades Film Row. Innumerable parties and a good time in general is being enjoyed by the Film Fraternity. All companies have held their salesmen in during Christmas and New Year's as it has proven in the past to be very unsatisfactory having salesmen travel through that period, as the returns did not warrant the expenditure.

E. W. Street, who was formerly manager of the Princess Theatre, and connected with the Publix Theatres in Birmingham, Ala., is now manager of the Almo Theatre in Greensboro, N.C. This theatre is owned by the Piedmont Theatres, Inc., of which H. F. Kincey is general manager.

P. C. Osteen, of Anderson, was a visitor along Film Row setting in pictures for the new year.

Exhibitor Stough, of Davidson, was a Charlotte visitor the past week on business for his theatre.

C. L. Welch, owner of the Victory Theatre, Salisbury, N.C., accompanied by Mrs. Welch, is spending a couple of days in Charlotte visiting friends.

Mrs. William Conn, wife of genial "Bill" Conn, manager of F.B.O. office, is spending a few days in Atlanta visiting relatives.

C. P. Patrick, manager of the Y.M.C.A., Pacolet, S.C., was a Charlotte visitor during Christmas week.

H. E. Joyner, Jr., manager of the Gem Theatre, Wake Forest, N.C., spent a day along Film Row the past week.

Miss Pauline Hardin, secretary of the Charlotte Film Board of Trade, received a beautiful Christmas present from the members of the Board.

H. F. Kincey, general manager of the Piedmont Theatres, Inc., accompanied by Mrs. Kincey, spent the Christmas holidays with his parents in Selma, Ala.

Mrs. H. R. Marlowe, wife of Mr. H. R. Marlowe, auditor of Universal Film Exchanges, Inc., is spending the holidays in Charlotte with her mother, Mrs. B. L. Eskridge.

W. S. Wishart has taken over the Grand Theatre, at Vineland, N. C.

H. P. Howell, who has a chain of theatres in Eastern North Carolina, has taken over the Whiteway Theatre, Selma, N.C. This is the sixth theatre in Mr. Howell's circuit.

The Grand Theatre, at Biscoe, N.C., which was formerly owned by C. T. Crotts, has been taken over and is being operated by Mr. G. H. Russell.

We understand J. V. Barrett has let a contract for a suburban theatre in East Gastonia. Mr. Barrett also has the Lincoln Theatre, Mt. Holly.

Mrs. Fred L. Davie, wife of F. L. Davie, salesman for Universal, whose home is in Opopka, Fla., is spending the holidays in Charlotte.

Atlanta

ENTERPRISE Film Corporation's Atlanta offices are now at 111 Walton Street, the move having been effected Friday, Dec. 31, so that the advent of the new year finds Major John W. Quillian, president of the company, and his staff in more commodious quarters.

The golf tournament at Lake Wales, Fla., on for the past six weeks, closed Saturday with the Von Elms in the lead. They had chalked up a total of 64 wins against 60 for the Hill Billies.

N. W. Remond made the highest number of wins of any individual player coming off with fourteen out of a possible 15. Apparently Mr. Remond can make a hit on the golf course as easily as he chalks up at the Scenic Theatre, of which he is owner and manager.

John W. Mangham, Jr., manager of the Atlanta branch of Arthur C. Bromberg Attractions, is visiting Birmingham and Nashville.

P. C. Parrish, purchasing agent for National Theatre Supply Company, with headquarters in Atlanta, spent the greater part of last week visiting the company's branches at Memphis and Oklahoma City.

C. R. Beacham, head of the Atlanta branch of First National, recently spent several days in Alabama territory.

J. J. Powell, who owns the Star Theatre at Toccoa, Ga., was a visitor on Film Row last week.

C. D. Haug, live-wire exploiteer for Metro-Goldwyn-Mayer, who has been in the Birmingham territory for the past month, is expected back in Atlanta, the early part of January.

Joe McDavid, minority stockholder in the Jefferson Theatre, and part owner of the Dixie, both of Birmingham, sailed a few days ago for a tour of Italy and southern Europe.

R. W. Mitchell, who formerly owned and operated a small theatre in Newborn, Ga., has moved his residence to Atlanta where he expects to re-enter the theatre business.

Bill Sharp packed his United Artists portfolio and checked out of Atlanta the day after Christmas.

George F. Lenehan, district manager for P.D.C., is now at his Washington headquarters.

Paul Strachan, First National's representative in Northern Alabama, spent a few days in Atlanta during the holidays.

Major John W. Quillian, president of Enterprise Film Corporation, is back in Atlanta after a trip to New Orleans.

H. B. Wells, manager of the Opera House at Newberry, N. C., was a visitor on Film Row the early part of last week.

Joe Wheeler, owner of the Capitol Theatre in Montgomery, Ala., was recently seen on Film Row.

"Bob" Kelly is receiving congratulations from his friends on his appointment to the managership of the New Orleans office of Enterprise Film Corporation.

J. H. Sapp, head of the Charlotte office of National Theatre Supply Company, stopped over in Atlanta the other day on his way to his home in Birmingham, Ala., to spend the holidays.

Harry G. Ballance, district manager for Paramount, with headquarters in Atlanta, is in Florida this week.

S. E. Mortimore has resigned from Enterprise Film Corporation at New Orleans.

W. W. Anderson, head of the Atlanta branch of Pathe, is on a trip to Chicago.

J. T. Monnier, general manager of the Si-Non Circuit of Demopolis, Ala., has invited a number of his friends to a dove hunt this coming week. South Alabama is something of a huntsman's paradise, with partridges, wild turkeys, ducks, and even black bear and deer aplenty.

All the uptown Birmingham theatres put on gala dress for the holidays. Marquees and lobbies were tastefully decorated with holly, spruce, and cedar with hundreds of colored lights illuminating the setting.

Manager Willis Grist of the Galax declares that what he needs most for New Year's is a set of "bigger and better adjectives" with which to sell pictures.

North and western Alabama theatres are seriously affected by the heavy rains and resulting floods in that section. In northern Alabama the roads are virtually impassable, one town, Huntsville, being completely isolated for the time being. Eleven days of heavy and continuous rainfall have created a serious situation in that section.

Lou B. Remy, Fox southern district manager, paid a flying visit to Birmingham this week where he spent most of the time in conference with Interstate managers.

W. S. Thornton is completing his new theatre at Carbon Hill.

Seattle

I. A. GAGE, manager of the local Educational Exchange, has had his hands full during recent weeks handling the many details entailed in his position of chairman of the Laugh Month Committee of the Pacific Northwest district. His success in staging the month, however, is apparent from the long list of comedy bookings announced by Washington and Oregon theatres for the month. Mr. Gage has had the assistance of L. A. Samuelson, Pathe manager; A. H. Huot, F.B.O. manager; and Mat Aparton, Universal manager, in putting on his campaign.

Manager Huot, of F.B.O., incidentally, returned last week from a visit to his Portland branch, where he spent several days in conference with Hal Moore, manager of the Oregon territory. Mr. Moore was a member of the Portland Laugh Month Committee, along with L. M. Cobbs of the Portland Pathe office and George Jackson of Universal.

Robert Anderson, owner and manager of the Olympic Theatre at Forks, Wash., spent a short time on Film Row last week. He announced that he is at present negotiating for the Grand Theatre at Burlington, now being operated by A. O. Jones.

Dave Bershon, district manager of Metro-Goldwyn-Mayer, has been in this city for the last few days conferring with Manager Ben Fish and Assistant Manager A. J. Sullivan, the latter having just returned from a three-week sales trip into Southern Alaska.

Sam Wineland, one of Seattle's favorite orchestra directors, left this city last week for the Liberty Theatre in Portland, where he will assume the leadership of the orchestra in that house. He was formerly connected with Manager Al C. Raleigh's Coliseum Theatre in this city. Both the Coliseum and Liberty are operated as Pacific Northwest Theatres, Inc., houses.

W. K. Bloom, sales representative for the Film Booking Offices exchange, blossomed out last week with a brand new Oakland car.

Advice received last week from Butte announced the reopening of the Temple Theatre in that city, under the direction of William Woolfall and John Gavan, well-known Montana exhibitors. The house, with a seating capacity of 1,500, has been entirely remodeled and operates a combined vaudeville and feature picture policy, using the Pantages circuit shows.

Several changes in the personnel and organization of Jack Lannon's Greater Features exchanges were announced last week by Percy Hurst, sales manager, to be effective January 1, 1927. On that date, the present offices at Portland and Butte will be operated as shipping offices only, with the accounting department for the Northwest being handled from the Seattle exchange. At Portland, Walt Millar has resigned as manager; Marvin Dryness will remain as booker and assistant manager at that office. In Butte, M. T. Denton, former booker, will join the sales force for the Montana territory. Ed Shafer will continue in charge of sales in Montana.

Manager J. Lloyd Dearth of Pantages Theatre last week entertained the 200 members of the Seattle Advertising Club at their weekly luncheon with a program of talent gleaned from his current week's program at the theatre.

Edwin Hitchcock, former manager of the Liberty and Rivoli theatres in Portland for Pacific Northwest Theatres, Inc., was expected to arrive in Seattle this week with the brand new Mrs. Hitchcock, a bride of a few weeks, to assume the management of the United Artists Theatre. The United Artists house, controlled jointly by Pacific Northwest and the United Artists Corporation, was scheduled to open on January 14 under Mr. Hitchcock's direction.

Jack Bower, First National manager, last week was receiving congratulations of his friends on winning the Lieber Month contest in the Western division and copping second place in the national standing, only a few hundredths of a percent behind Buffalo, the prize-winning exchange. The prizes range from $300 for Mr. Bower to a week's salary for the inspectors, and it is reported that they were quite welcome just at this time of year!

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Chicago

SHOWS are now being held in the Grand Theatre at Carlinville, Ill., following destruction by fire of the Marvel Theatre of that city. It is probable that a new house will be erected to replace the Marvel.

William Maloney has purchased the Grand Theatre at Eldorado, Ill., from B. O. Lanham. Other theatre transfers reported from Southern Illinois are that of the Community Theatre, at Raymond, Ill., which A. R. McNeal has sold to the Farmers' Theatrical Company, and the Worden at Worden, transferred by Mrs. Frances Pert to Mr. Lanac.

Mrs. Frank Paul, owner of the Marvel Theatre at Carlinville, is scheduled to leave on January 7th for a ten weeks' trip to Miami, Fla.

Divisional Manager Cleve Adams of F.B.O. has had several additional territories put under his supervision and his title has been changed to mid-West sales manager. The exchanges now in his territory include Chicago, Milwaukee, Minneapolis, Sioux Falls, Omaha, Des Moines, Kansas City, Dallas and New Orleans. The change became effective on January 1st.

Jimmy Coston has moved his offices from 845 S. Wabash Avenue, where he has been located for the past two years, to the Standard Oil Building, corner of 9th and Michigan. He is now booking approximately fifty theatres, including many large houses, and his new offices are in keeping with the importance of the circuit he now controls—beautifully furnished and commodious.

C. C. Pettijohn of the Hays organization was a Chicago visitor this week and spent Monday and Tuesday conferring with President Jack Sampson and the other executives of the Chicago Film Board of Trade.

J. H. Goldberg, Booking Manager for West Coast Theatres in Los Angeles, was also visited by Pat Dowling on his Christie Comedy coast to coast tour

Harry C. Miller, a pioneer among Chicago theatre managers, is in charge at the Drake Theatre. This theatre was opened last week by the Ambassador Theatre Corporation, of which William P. McCarthy is president. Nate Leavitt, former musical director of the Ambassador, is now conducting at the Drake, and Gabe Wellner is presiding at the organ.

A movie· star who created a great deal of interest wherever he appeared on Film Row this week was Wolf, the highly educated German police dog, which is scheduled to make some personal appearances in this city. Wolf was chaperoned by his owner and trainer, Jere Evans, who is making his headquarters at the Morrison Hotel.

Ascher Brothers are observing their eighteenth year as Chicago showmen, and one of the important events of the anniversary celebration will be the opening of their new Sheridan Theatre.

James Kozak is the leader of the symphony orchestra and Leo Terry is presiding at the organ console of Clyde Elliott's new Varsity Theatre in Evanston.

B. J. Voght, formerly owner of the Paris Theatre, Paris, Ill., has purchased the Palace Theatre, Crown Point, from Bikas Brothers of Gary.

Christy Brothers of the Elmo Theatre, 2406 W. Van Buren Street, have broken ground for a new eighteen hundred-seat house opposite their present theatre and expect to have the new house ready for opening next Thanksgiving. An interesting feature of this contemplated theatre is that Christy Brothers plan to operate it under the same policy which has made the Elmo successful for the past sixteen years—ten cents admission and daily change of pictures. Upon completion of the new theatre, the Elmo will be closed and converted into a garage or some other business building.

The Crystal Theatre at Waterloo, Iowa, was destroyed by fire on the night of December 27th. Arthur Weld was the manager.

Abe Gumbiner has sold his Bryn Mawr Theatre, 1125 Bryn Mawr Avenue, to Joseph Pastor, owner of the Argmore, Lincoln-Webster and Mohawk theatres.

Manager McLaughlin is putting the finishing touches on his new Glen Theatre at Glen Ellyn and expects to open its doors to the public on the tenth of January.

Frank Cook, owner of the Strand Theatre at Plattsville, Wis., which was burned to the ground on December 13th, has decided to build a new theatre to replace the Strand.

W. J. Gable has closed the Grand Theatre at Lincoln, temporarily, on account of poor business.

Hulquist Brothers, who operate the Chicago on South State Street, and the Illinois in La Grange, have taken over the Rosette Theatre, 2150 W. 22nd Street.

Canada

J. CHRIS GEORGAS, proprietor of the Classic Theatre, Owen Sound, Ontario, was haled to court on a charge of overcrowding the theatre and expected to pay the usual fine for the offense.

When he faced the judge, he was handed a real surprise when the bench declared that he had been at the show on the night in question, had enjoyed it very much and expressed the opinion that it was not surprising that the house was crowded for such an excellent performance.

"I liked it so much that I will let you off this time," declared the judge.

The staffs of three prominent moving picture organizations at Toronto, Ontario, enjoyed a combined Christmas party at the King Edward Hotel, Toronto, these being the employes of Famous Players Canadian Corp., Regal Films, Limited and Famous-Lasky Film Service, Limited. There was dancing in the Pompeiian Room, a banquet and the presentation of handsome cigarette holders to the men and orders on local merchants for the ladies.

The happiest of New Year celebrations was that which was held back-stage at B. F. Keith's Theatre, Ottawa, Ontario, with Manager J. M. Franklin as host-extraordinary. Following the regular evening performance there was a cabaret and amateur show and after this again there was dancing and eats until dawn. Many friends of Mr. Franklin, as well as all employes of the theatre, representatives of other theatres, vaudeville artists, orchestras to the number of two or three, civic officials and yet others enjoyed the function. There were no speeches—just fun.

The Capital Theatre, a downtown house of Ottawa, Ontario, owned for many years by the late Harry Prouse has again passed it to new control. Harry C. Lewis of New York has now taken over the direction of the theatre, which had been under the management of James T. Moxley, manager of the Imperial Theatre, Ottawa, since last summer.

The Town Council of Aylmer, Quebec has approved the application for a permit for the construction of a new moving picture theatre in Aylmer to replace the Family Theatre, which was destroyed by fire of unknown origin recently. The new house will be of fireproof construction, the materials to be brick and stucco. The frontage is thirty feet and the depth one hundred feet. The application was made by E. and U. Lavigne, sons of Mrs. Lavigne who owned the previous theatre. Building operations are to start immediately.

The largest Christmas tree on display in Ottawa during Christmas and New Year's weeks was the monster fir, some thirty feet high, which stood at the foot of the grand staircase in the foyer of B. F. Keith's Theatre.

W. H. Golding, manager of the Imperial Theatre, St. John, N.B., and Mrs. Golding have celebrated the [illegible]5th anniversary of their marriage, the occasion being marked by the presentation of a silver tray from the employes of the theatre. The Imperial is owned by E. F. Albee of New York, and Walter Golding has been the manager for years.

The Lyric Theatre, one of the older picture theatres of Hamilton, Ontario, has been sold under the order of the mortgagee, the house being disposed of by auction. It has a capacity of 1,800.

The Weston Theatre Company, Limited, Weston, Ontario, has decided to erect a new neighborhood theatre, with a capacity of 1,000 in Mount Dennis, Ontario, a suburb, the site being at the corner of Bartonville Avenue and Weston Road. J. A. Morrison is president and general manager of the Weston Theatre Company, which erected a new cinema in Weston about one year ago.

J. B. Barron, managing director of the Palace Theatre, Calgary, Alberta, issued very unique holiday greetings in behalf of himself and the staff of the theatre at the holiday season in the form of a display card which bore the special messages from various officials of the Palace.

The card started off with a wish for a prosperous New Year from Mr. Barron and this was followed by greetings from William Palmer, V.C., doorman; Mrs. Bessie Russell and Miss Gertie Smith, cashiers; Alfredo Meunier, musical director, and Leon Asper, assistant director; Charles Anderson and Bert Foster projectionists; James Bird and William Lacey, scenic artists; Thomas D. Cook, stage manager; Clarence L. Dowsley, house manager, and others of the staff.

Albany

THE Universal exchange in this city certainly set the pace for its contemporaries in the way of Christmas observance. It was the only exchange along the Row to be decorated and the only one to hold a Christmas party, with grab bag and dancing and other forms of entertainment. Of course C. R. Halligan was master of ceremonies and it was only natural that Mr. Halligan was presented with a cigar lighter, while H. C. Bissell, the manager, received a smoking set.

Snowy roads are causing some of the exhibitors to take the trains these days, bringing John Mattice and his brother, of the Novelty, in Middleburg, to town. Last week's visitors also included Matt Moran, of Coxsackie, who is making as much off his dances on odd nights as he is from his theatre. Lewis Fischer, of Fort Edward, was also in Albany.

Alex Herman, manager for Pro-Dis-Co, and his brother, Leon, journeyed down to Hartford for over Christmas, spending a day or two with their mother.

The theatres in Cairo and in Paris, the latter being Paris, N.Y., have closed for the winter, a bit discouraged from the extreme cold weather and heavy snows of the last two or three weeks.

Earl Leonard, in charge of the Albany branch of the State Motion Picture Commission, was along the Row last week.

Edward Hayes had a delightful surprise the day before Christmas, when he found a twenty-dollar gold piece on his desk at the Pathe Office. The gift came from his employes and what could be more natural than that Mr. Hayes should return the compliment with candy for the young ladies. Oh, yes, one thing more. One young lady in the Pathe exchange, who exacted a promise that her name would not be revealed, received a diamond ring in her stocking.

About everyone along Albany's Film Row was over in Schenectady on Monday night, December 27, attending the opening of Proctor's new million-dollar theatre, which will be managed by Ackerman Gill. Jake Golden, manager of the Griswold in Troy, handled the publicity in connection with the opening and did an excellent job.

The regular meeting of the Albany Film Board of Trade was held last week, but no business of importance was transacted. Many of the managers were out of town.

J. H. MacIntyre, who resigned several months ago as local manager for Famous Players, finds Detroit much to his liking, according to letters that have reached here. Mr. MacIntyre is connected with the Metro-Goldwyn exchange in the automobile city.

Mr. and Mrs. R. J. Meigs, the former connected with the Pathe exchange in this city, spent Christmas Day in New York City. Mr. and Mrs. John Bulwinkel, John being manager for First National here, also spent the day in the big town. Before Mr. Bulwinkel departed, he tucked away a pen and pencil and likewise a cigar lighter that had been presented to him by his employees. Mr. Bulwinkel gave the young women in the office candy, while the salesmen drew down ties that made every other man along Film Row green with envy.

There is a possibility that Schenectady may have still another theatre. Feldman and Son, who appear to have been doing very well with the Lincoln since they acquired it, are now talking of erecting another theatre.

William Murray, who is doing the booking for Odd Fellows Hall in Willsboro, has been in bed for the past six weeks, but is now reported as being on the road to recovery.

George Robidoux, who runs the theatre in Peru, is mourning the loss of his wife, who died two or three weeks ago, following a brief illness.

P. B. Gordon, owner of the Photoplay Theatre in Keeseville, is certainly an optimist. It is nothing uncommon these days for the mercury around Keeseville to drop to twenty below. Despite this fact, Mr. Gordon believes that summer will come, just as it did a year ago, and in fact for quite a few years, and so he is building a number of small cottages that will be used by campers next summer.

S. E. Feld and C. N. Johnston, salesmen for Pro-Dis-Co out of Albany, are telling a thrilling tale these days of having been stuck in the snowbanks of northern New York with the mercury at thirty below, and then being forced to summon aid, their car being eventually pulled from a drift by a team of horses.

It is natural for a woman to shop. This may explain why Margaret Sullivan, who books for the San Souci in Watervliet, takes her time and as a result always shows a bang up good program.

Pat Quinlan, owner of the Ideal in Chateaugay, plans to leave soon for the West Coast, where he will spend three months, during which time he hopes to visit a number of the studios.

Harry Hellman, owner of the Royal in Albany, N.Y., blossomed forth last week with all the appearance of a college boy in a coonskin overcoat presented him for Christmas by his wife. Mrs. Hellman also presented her son with a similar coat.

Dave Seymour, who recently resigned as manager of the Pontiac Theatre in Saranac Lake, is a lucky sort of a fellow, for within the next few days he will leave for West Palm Beach, to remain for the rest of the winter.

George Dwore, associated with his father in the Capitol and Cameo theares in Schenectady, has been confined to his home for the past two or three weeks on account of illness. He is once more back on the job.

There is a report along Film Row to the effect that Harry Seed, manager for Warner Brothers here, is no longer receiving collect telegrams. The explanation is entirely up to Mr. Seed.

Harry Lazarus, of Kingston, never waits until the last minute to do anything. When he heard that there was a possibility of a small structure being erected next door to the big handsome theatre he is building, he hurried to Albany and blocked the proposition.

L. N. Sanschagrin, of Saranac Lake, who runs a house with about 450 seats, is now talking of enlarging the same so that it will have a seating capacity of about 1,000 persons.

Walter Roberts, manager of the Troy Theatre, received only two neckties this past Christmas, which may acount for the pleasant smile Mr. Roberts is wearing these days. House employees presented him with a mantle clock and a fountain pen.

Mrs. William Rose, wife of the manager of Gardner Hall in Troy, died last week after a brief illness. Burial was made in Watertown. Mr. and Mrs. Rose were married only last February. Harry Rose, a brother, who is manager of the King Theatre in Troy, accompanied William on the sad trip to Watertown.

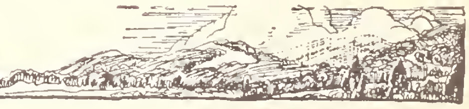
Mrs. Walter Roberts, of Troy, has been entertaining her father, Simon Oppenheimer, of New York City.

When the employees of the Lincoln Theatre in Troy heard Ben Stern, the manager, say that he had lost the fountain pen which they gave him last year, they lost no time in presenting him with a new one this Christmas, Al Lemay making the little spech as the pen was handed over.

Jake Rosenthal, owner of the Rose in Troy, was very much pleased last week when the Salvation Army informed him that the collections at his house to aid the city's poor, had exceeded the amounts taken in at the kettles.

Jacob Rosenthal, proprietor of the Rose Theatre, Troy, N.Y., was presented with a fine traveling bag as a Christmas gift from his employes. Proud as a peacock, Jake set out for New York, where he spent a week with his daughter Celia.

Cincinnati



THE new Clinton Theatre, one of the houses in the Wm. James' chain at Columbus, was formally dedicated on New Year's Day. The new house is located on North High Street, between Brighton Road and North Broadway, has a seating capacity of 1500, is of Adam design, with an exterior of gray pressed brick and light gray terra cotta trim, and thoroughly modern in every detail. Robert Glick, who has been manager of the James' Vernon Theatre the Fred S. Meyer, formerly managpast year, will manage the new Clinton. Another James house, the Eastern, is nearing completion, and will open shortly. It is located at East Main Street and Berkely Road, and is likewise a 1500 seat house. John T. McCormick, who has been associated with the James' ing director of the Palace Theatre, interest for some time, will be manager. The total cost of the two houses is reported as $600,000. This gives the Wm. James circuit a total of eight houses in Columbus.

Word has been received from Hamilton, Ohio, that he has been made managing director of the Alhambra Theatre, Milwaukee.

Joe H. Mayer, publicity and exploitation director of the Palace Theatre, Hamilton, spent a part of his Christmas vacation in bed as the result of a severe attack of throat trouble.

The Imperial Theatre Company has been incorporated at Zanesville, Ohio, by Sam. E. Lind, Robert T. Irvine, Albert C. White and others.

A new house will be erected at Woodmont Street and Montgomery Road, Cincinnati, by the Montgomery Amusement Co., at an estimated cost of $75,000.

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Salt Lake City

THE new fire alarm system connecting the film exchanges direct with fire headquarters has just been installed, according to the report of Branch Manager L. J. McGinley of the local Famous Players-Lasky exchange, who returned last week from a trip to Logan, Utah. Frank J. Murphy of the Butte Paramount office, with Mrs. Murphy, spent the holiday week in this city.

A number of the local exchanges held Christmas celebrations December 24th here, with several of the offices having Christmas trees and even Santa Claus.

L. T. Fidler, manager here for Columbia Pictures, is leaving for the Idaho branch immediately after the first of the year.

Mell Stringham, operating the Colonial Theatre at Ogden, Utah, is spending a few days in this city this week conferring with exchange managers.

It is announced that Mr. Littlejohn has purchased both the Lyric and the Star theatres of Price, Utah, within the past week. The Lyric formerly was owned by Nick Salevurakis; the Star having been owned by the Georgeites Brothers.

George A. Homrig of Midvale, Utah, has purchased the Iris Theatre at Murray, which house they expect to open on New Year's Eve. Homrig is also the owner of the Hub Theatre at Midvale.

Walter S. Rand, exchange manager here for United Artists, spent the holidays in San Francisco.

E. Rowel, Special Home Office Representative for United Artists, left the local exchange after having spent about three weeks here.

H. A. Dunklee, Warner Brothers sales representative, came in a few days ago from the Idaho country, and Ed. C. Mix returned from Southern Utah.

Jesse Soloman, formerly manager of the Goldwyn Salt Lake office, is returning to this city to cover Montana for Warner Brothers. Dunklee will henceforth make the Utah section, and Mix has been assigned to the Idaho branch.

Paul Burger, assistant to General Manager Fiest for Metro-Goldwyn-Mayer, is to arrive in this city this week for a stay of four or five days.

Russell Egner, special home office representative for Metro-Goldwyn-Mayer, is in Salt Lake for a few days.

James Allen Epperson, exchange manager here for Pathe, was presented with a beautiful gold fountain pen and an eversharp pencil as a Xmas gift from the employes of this exchange. All of the employes here have been presented with a ten dollar gold piece at Christmas time.

Walter Mendenhall, owner of the Poise Theatre Company, at Boise, Idaho, was recently in this city on a buying trip.

Vete Stewart, who has been in the First National office for a few days, will leave after the first of the year for his territory in Montana. Claude Hawkes has left for Idaho.

George Mayne, owner of the Preferred Pictures exchange of this city, is also leaving for Idaho.

W. J. Heineman, Universal manager here, returned recently from a trip as far as Richfield, Utah. Heineman was hit by an automobile while driving in his own car here a few days ago, and narrowly escaped serious injury. At the Christmas party held here this week, Cashier C. W. Peck, Jr., acted as Santa Claus, and a wonderful time is said to have been had by all.

Kansas City

"THE most successful Christmas" was the manner in which Kansas City newspapers summed up the activities of Kansas City motion picture theatres in contributing towards Christmas relief for needy families and children.

At the Newman Theatre a total of 1,000 toys were turned over to the Mayor's Christmas Tree Association for children, that theatre, through Bruce Fowler, manager, having charged toys for admission on three successive Monday afternoons. More than 1,000 children were guests of the Liberty Theatre, through Samuel Carver, manager, Christmas morning, while Bebe Daniels telegraphed from New York to adopt one of the Kansas City Star's Christmas families, paying the bill for a Christmas dinner.

Under the supervision of the West States Amusement Company, the Garden Theatre of Kansas City, a large and comparatively new house which has been dark for some time, opened Saturday afternoon as a first-run motion picture and vaudeville house. The company is operated by Dan McCoy and J. F. Lynch. The company plans to operate a chain of theatres which will reach from Kansas City to the West Coast.

Among the out-of-town exhibitors in the Kansas City market this week were: J. R. Burford, Arkansas City, Kans.; Frank Whittan, Bonner Springs, Kans.; Frank Weary, Farris Theatre, Richmond, Mo.; C. A. Rehm, Baxter Springs, Kans.; L. Brueninger, Topeka, Kans.; S. E. Wilhoit, Grand, Springfield, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.

Some black eyes are due on Kansas City's movie row ere long. The Film Inn has installed a punching bag and a set of boxing gloves for "tired business men" and several exhibitors already are looking for certain film salesmen.

S. E. Wilhoit, veteran exhibitor of southwest Missouri, has taken over the management of the Grand Theatre, Springfield, Mo. Mr. Wilhoit formerly was connected with the Jefferson Theatre of Springfield.

The Orpheum and Main Street theatres, Kansas City, gave a supper dance Saturday night for performers, persons attached to the theatres and their friends.

William Powell paused long enough in his work as a film bad man to come from New York to Kansas City to eat Christmas dinner with his parents, Mr. and Mrs. H. W. Powell of Kansas City. He departed Monday morning for New York.

Max Stahl, special Educational home office representative, visited the Kansas City exchange this week.

A. S. Feinberg, sales manager for Nu-Air, also paid the Kansas City office of that company a visit.

Miss A. L. Menagh, secretary of the Kansas City Film Board of Trade, departed for Des Moines, Iowa, for a visit with her parents.

J. E. Flynn, district manager for Metro-Goldwyn-Mayer, was a Kansas City visitor.

J. A. Masters, F.B.O. office manager, went to Des Moines, Iowa, last week, where he installed a new office system.

Jack Auslet, film veteran, has returned to work for the Pathe exchange, covering northern Kansas on the all-comedy program.

D. Sidney, manager for First National Screen Service, left for Chicago, to be gone over the holidays.

Joe Silverman, president of the Independent Film Corporation, made a Christmas prediction that 1927 would surpass 1926 in film business.

John Nolan, Fox branch manager, left for New York, his home, to spend the holidays.

Oklahoma

CREIGHTON and Williams of Cherokee have sold their Majestic Theatre to Tom Lewis, according to reports.

Bob Montgomery of Perry has sold his interest in the Lyric Theatre to his partner, J. D. McCollum. The Lyric has recently been enlarged by extending the building back twenty feet, adding a stage and 150 seats extra. New scenery has been installed so that the Lyric now is ready to show road attractions along with pictures. Mr. Montgomery will devote all his time to his new theatre that is being installed at Ponca City.

Claude Leachman, manager of the Aggie Theatre at Stillwater, was host at a Christmas supper given the Aggie's employees and visiting actors. Preceding the supper the guests gathered around the big Christmas tree and received gifts from its heavy boughs.

Charles Brent, superintendent of the schools at Clayton, Okla., has purchased the Liberty Theatre at Bennington from Mrs. C. H. White.

E. E. Lutz, who owns a theatre in Borger and Holliday, Tex., was in town Tuesday making purchases for his several theatres in the neighbor State.

Roy Wellman is enlarging his Victory Theatre at Shawnee to take care of increased business. Mr. Wellman is extending the Victory back twenty feet or so in order to get extra seating capacity.

The Empress Theatre at Mangum was sold to Edward Kadane of Frederick, Okla., on December 18th. Mr. Kadane purchased the Empress from Messrs. Slayton and Summers.

Charlie Milton, well known in film circles in Oklahoma, was here for the holidays. Mr. Milton now has several road shows in the State of Idaho.

The National Theatre Equipment Company has moved into its new offices at 516 West Grand Avenue, Oklahoma City. This company will hold a formal opening of its new home on January 25th.

New Year's night the four companies that have moved into the new film building at 700 West Grand Avenue held an open house which included an informal banquet and dancing. Every one connected with the film exchanges, as well as all the exhibitors in this territory, were invited and the new building was crowded on that night. Griffith Brothers Amusement Company, Anderson Theatre Supply Co., Educational Film Exchange and Liberty-Specialty were the hosts.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Juvenile Movie Matinees at Height of Season

Community Enterprise Fosters Goodwill Toward Cinemas-- Movement Gains Influence

THE season of children's Saturday morning matinees is now in full swing at the cinemas of the country, and the number of houses which have instituted these special performances assumes a greater number than any previous year. The Saturday morning matinee movement, launched on its present extensive scale by the Hays organization, unquestionably has become the most potent community enterprise for the extension of the goodwill and prestige of motion pictures and the exhibitors of the country.

The majority of the leading theatres offering these special Saturday morning shows have the assistance and co-operation of some civic or social organization in the preparation of programs. In most instances committees appointed by these co-operating bodies take over the responsibility of approving the programs—a responsibility of great import to the theatre man, who though in many cases blameless, is not infrequently made the target of attacks by those cranks from which, unfortunately, no community either large or small is entirely free.

The excellent results in the way of increased goodwill and a more active community interest on the part of prominent groups which exhibitors have obtained through their special morning matinees for children, makes it entirely worth while for showmen to introduce these programs, provided, of course, his local situation is conducive to its success financially and socially. There is but one real pitfall, that being the selection of pictures suitable to the occasion—and the occasion in this sense is not entirely restricted to the tastes and opinions of the youngsters for whom the entertainments are designed. The show must also be free from anything that the most sensitive soul could consider "improper" for children. Caution on this score will prove a safeguard to the exhibitor.

Selecting Pictures

To illustrate the "kick-back" that may result from showing pictures not selected with the greatest of care, there is at hand a newspaper clipping from a leading journal in a Middle West city. The photoplay editor takes to task a theatre manager who gave a special children's matinee. The editor retails the complaint of a parent who took his boy to the show, at which a picture featuring a well-known canine actor was the leading attraction. Instead of a film devoted to wholesome adventure, the picture, the parent declared, was full of thrills designed for unwholesome appetites. The editor's remarks severely criticize the theatre, and there is no telling how harmful to the theatre this unfortunate occurrence proved. On the face of it the exhibitor probably was as surprised at the unwholesome incidents of the picture—if there really were any—as the irate parent, for in booking a film starring an animal actor he no doubt felt that he had succeeded in getting just the sort of entertainment for the youth of his community.

The Goodwill Harvest

There's the dark side of the picture. Now turn to a more pleasant view of the matter, and a view which illustrates the important place which the theatre can take in a community through the medium of special morning matinees for children.

Recently there was announced a series of Saturday morning matinees for children at the Lyric Theatre in Birmingham, Ala. The matinees are to be given under the auspices of the Newcomb Alumnae Association of that city. In a strong editorial commending the movement, "The Birmingham News" pays high tribute to pictures and appeals to parents for their co-operation.

"Whatever contributes to the growth of imagination in the minds of children develops the inner life of childhood and should be patronized by the parents of this generation," the editorial declares. And further on is this fine tribute to the pictures, conveying a thought which not only induces a high regard for the special children's showings, but places the motion picture, the entertainment which the exhibitor relies upon to make his enterprise a profitable one, on a basis of ethical as well as entertainment value for the adult as well as the child: "Whatever is done that is calculated to lift the minds of children out of this sordid and materialistic age and carry them, even for little whiles, into Wonderland, where elves and pixies dwell, is giving them gifts whose value cannot be reckoned in terms of shining pennies and silver money, or in paper or gold."

Equipment

Air Conditioning

By P. M. ABBOTT

ACCORDING to refrigerating equipment manufacturers and air conditioning engineers, theatres are going to turn the tables on hot weather this year. Instead of a dull business season from June until October, the cool, refreshing auditoriums of a fairly representattive portion of our better houses will prove the most comfortable places in cities, and with this attraction, no need to predict box-office results.

The few companies that are specialinzing in theatre cooling and air conditioning, report a big increase in the number of new installations that will start operations this summer over those initiated last season. These manufacturers and engineers find, from their studies, that every section of the country is going in for cooled theatres. Further, that the more theatres there are in any given locality that employ refrigeration, the easier it is to sell new installations.

Our prediction is that within the next five years practically all first-class theatres will be equipped with cooling systems. Also, many of the better smaller houses will enjoy this improved equipment. When, and if, our forecast becomes a fact, then the picture industry will have received one of the biggest boosts of its career.

In further regard for the prospects of theatres with capacities ranging from nine to twelve hundred seats, developments now give promise of the early perfection of equipment and systems that will perform efficiently and be within price range of these theatres. In fact, a few one-thousand-seat houses are today proving that cooling is a sound investment.

Another point, those exhibitors who have in mind installing theatre cooling to be in operation this coming summer must act immediately, for the installation of air conditioning equipment takes considerable time.

We wish to congratulate those who have made such plans, as they are, so to speak, getting the jump on the field.

Publix Shows Open in Houston

Metropolitan Theatre Joins Presentation Circuit

The new Metropolitan Theatre in Houston joined the circuit of Publix de luxe theatres presenting programs combining pictures, music features and stage numbers, on Christmas Day with an elaborate inaugural bill. The screen feature was "Stranded in Paris."

Surrounding features of the bill were a stage presentation titled, "The Inaugural Banquet," first of the Publix unit shows which will play the house regularly. The Metropolitan has an orchestra of twenty musicians, under the direction of Alexander Keese, for a long time conductor of the orchestra at the Palace in Dallas and later at the Newman Theatre, in Kansas City.

That a new element of competition among Houston cinemas has been introduced with the launching of the Publix house is made plain by the new policy inaugurated last week by the management of the Isis Theatre, which presented the first of a series of unit shows which Fred Cannata, manager of the house, will offer each week in conjunction with feature photoplays. The Isis recently introduced a "new idea" orchestra, under the direction of Pedro Avelar. The unit show at the Isis last week was the "Frivolity Girls," a vaudeville flash act. "The Blonde Saint" was the screen attraction.

Stage Acts Gaining Favor in Albany and Troy

Presentation acts appear to be finding favor with the theatre owners in Albany and Troy, although not being featured to any great extent as yet. At the Mark Strand in Albany, during the past week, Phil Romano's orchestra was used along with the regular picture program. There were special performances at the Mark Strand as well as at the Mark Ritz on New Year's Day.

At the Griswold Theatre in Troy, it was found that a recent "Black Bottom" contest for cash prizes had panned out so well that it is now proposed to stage a "Black Bottom vs. Charleston" contest to run for at least six weeks.

Demand for Center Seats Or Money Back

A new annoyance to theatre managers in Albany is assuming epidemic proportions among the flappers of the city, many of whom are now demanding that they be given seats in the center of the house or their money back. The young women do not seem to recognize the fact that with seats it is a case of first come, first served. At one of the theatres, the manager is now cheerfully refunding the price of admission to the flappers rather than argue matters with them, and also in the hopes of doing away with what appears to be the latest fad.

The MANAGER'S OFFICE

RAY M. HENDRY of Salt Lake has succeeded Emmett Sorg as manager of the Paramount Theatre in Ogden, Utah. Hendry is 21 years old and one of the youngest men holding a manager's post. Sorg resigned as manager of the Paramount to take a position in the studios in Hollywood.

JACK H. ROTH, for thirteen years connected with the theatrical business in Kansas City, has taken over his new duties as manager of Loew's theatre in Nashville, succeeding Howard Price Kingsmore, who is now managing Loew's State in St. Louis.

MARVIN C. PARK is now manager of the Beverly Theatre, Beverly Hills, Calif. He succeeded E. S. Kuykendall, recently appointed manager of Loew's State in Los Angeles.

RICHARD A. MITCHELL, until recently in charge of the western tours of "Ben-Hur," is now manager of the Forum Theatre in Los Angeles, succeeding John P. Goring. The Forum is now operating under a policy of showing super pictures on the two-a-day basis.

Circle Theatre, Portland, Celebrates 14th Birthday

The Circle Theatre in Portland, Ore., celebrated its fourteenth birthday during the week of December 1. G. T. Woodlaw has owned and operated the playhouse for the past thirteen years. Previously, Woodlaw operated several neighborhood houses. F. M. Mamburger is manager and W. A. Whitten is house manager.

The Circle is perhaps the only motion picture theatre on the coast in which the employees share part of the profits. It was the first house to play midnight shows. It now runs until 4 a.m.

Fred Miller, whose latest achievement in showmanship is the attractive and flourishing Carthay Circle Theatre in Los Angeles, was one of the "welcome home" committee which greeted Pat Dowling when the latter completed his cross-continental motor tour in the interests of Educational releases

Crandall Employee Fund Benefit

Elaborate Program Planned for Performance at Earle

A giant benefit performance is being planned by Harry M. Crandall, of the Stanley-Crandall Company, of Washington, to be given in the Earle Theatre, beginning at 11:30 P.M. on Friday night, January 21st. The purpose of this benefit will be to supply an emergency fund for local use by the Stanley-Crandall Company's employee beneficial association.

The program to be presented is under the supervision of John J. Payette, supervisor of theatres for the Stanley-Crandall theatres. One price of admission will prevail, with all tickets selling for $1.00. It is planned to enlist a majority of the principal players appearing in Washington the week in which the benefit is held, as well as to import from nearby cities others interested in the cause for which the benefit is to be given.

Annual Xmas Stage Feature Staged at Newman

The Newman Theatre last week presented "Toyland Phantasy," staged by Marie Kelly and performed by pupils of her dancing school, as one of the features of the bill presented for Christmas week at the Kansas City house, now operated by Publix. The Phantasy has come to be an annual feature at the Newman, and it was produced this year despite the fact that the program also had a Publix unit show, "Barnyard Follies," booked as the stage presentation. The local production drew its usual quota of enthusiasts.

The Newman's program was headed by "Stranded in Paris," the photoplay attraction. Sigmund Boguslawski was the guest conductor of the orchestra which recently was presided over by Alexander Keese, who is now at the new Metropolitan in Houston.

Cold Spell Deals Blow to Theatres in Northwest

The coldest weather for early December which the Northwest has experienced for many years dealt a severe blow to the theatre business. Few of the Minneapolis theatres escaped a deficit for one week, one house reported taking in only $1.05. In the smaller towns many theatres have closed for the winter, and Minneapolis and St. Paul have an unusual number of dark houses.

Malden Theatre Announces Change of Policy

The Orpheum Theatre, Malden, Mass., one of the Ramsdell Brothers' houses, last week announced a change of policy under which the former two weekly changes of programs would be supplanted by three weekly changes. New programs will begin Mondays, Wednesdays and Fridays. A reduction in prices also was announced, both for matinee and evening shows.

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2 B'way Cinemas Repeat Stage Shows

Strand and Capitol Presentations Held Over for 2nd Week

STAGE presentations at leading Broadway cinemas reached a new distinction this week with the repetition, owing to popular response, at the Strand and Capitol theatres of their Christmas Week stage numbers. The hold-over engagement is not rare in cases where the entire bill is repeated, but it seldom occurs that an entire presentation is given a second week when the feature picture is changed.

The great enthusiasm which greeted "The Toy Maker," a ballet designed by Chester Hale, at the Capitol and the response accorded The Yuletide Frolic at the Strand decided Major Bowes to retain the Capitol number as his leading divertissement on the current program, headed by "A Little Journey" as the screen attraction, and Joseph Plunkett, managing director of the Strand, to hold over the Frolic, with a few substitutions in the specialties included in it as the presentation for "The Lady in Ermine," this week's film feature at the Strand.

The Strand has added Bernardo De Pace, "wizard of the mandolin," Fay Adler and Ted Bradford, the famous Trado Twins, to the personnel of the stage performers appearing in the Yuletide Frolic. The Capitol's current bill offers, in addition to "The Toy Maker," an Italian cycle, featuring Tchaikowsky's "Capriccio Italien," by the orchestra, and a group of Folk Songs by Carlo Ferretti, baritone, and the Capitol Quartet.

Sword Duel Climax of Stage Act for "Bardelys"

There was an unusual punch to the atmospheric prologue which Director John Arthur presented during the week of December 13 at the Uptown Theatre, Toronto, for "Bardelys the Magnificent." Following the staging of a court scene the climax came in a sword duel in costume similar to that in the picture, between Prince Volkonsky and Jaap Mees, the latter the champion fencer of Holland.

Van and Schenck at Metropolitan

Van and Schenck are appearing as the main stage attraction this week at the Metropolitan Theatre in Washington, D.C. The famous team are making three appearances daily.

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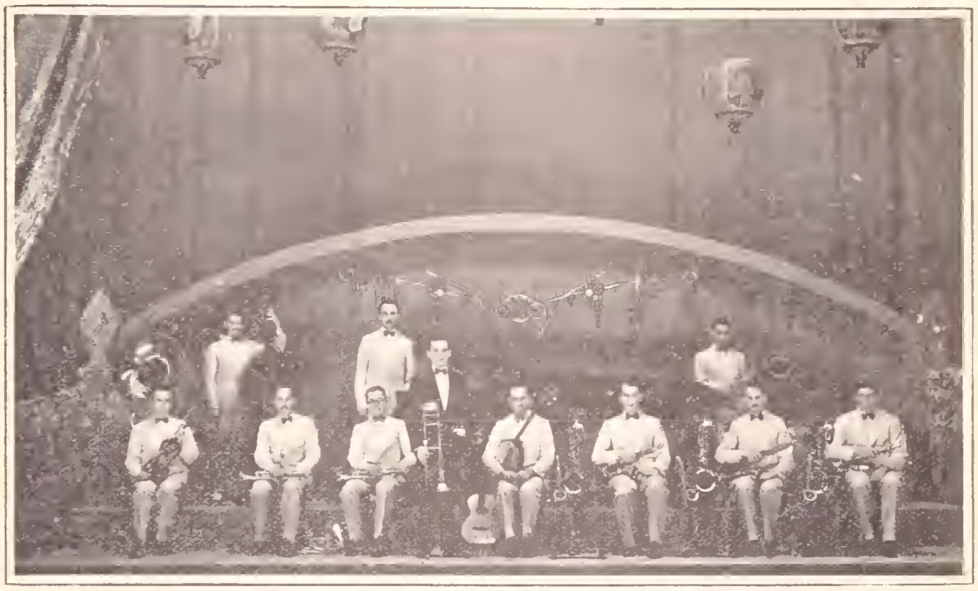

SEATTLE ATTRACTION

Jackie Souders and His Olympic Hotel Orchestra, shown in photo above, are a weekly feature on the stage of the new Fifth Avenue Theatre in Seattle. Setting illustrated was used with Fanchon and Marco's "Jazz Idea" and was offered in conjunction with First National's "Syncopating Sue"

"Snow White" Pantomime at Eastman Theatre

The Eastman Theatre, in Rochester, provided a presentation of special appeal to children during Christmas week. This was a ballet pantomime based on "Snow White and the Seven Dwarfs." The ballet was arranged by Ronny Johansson, with music by Benjamin Machan. Principals who appeared in the presentation were Thelma Biracree, Marion Tefft and Harold Kolb.

"Twinkletoes," the Colleen Moore vehicle, was the screen attraction. "Southern Rhapsody" was the overture by the Eastman Theatre Orchestra. A topical reel and Hy Mayer's screen novelty, "Tripping the Town," completed the bill.

Stage Presentations Prove Draw in Salt Lake City

The Paramount Empress Theatre, in Salt Lake City, is featuring its orchestra each week in connection with presentation acts, the musicians appearing on the stage. A noticeable improvement in business has followed the introduction of these stage features.

The Victory Theatre has also introduced the practice of having the orchestra play from the stage. Last week the Victory offered Smith and Crockett, dancers, as a special attraction in conjunction with showings of "Stranded in Paris."

"Pompadour's Fan" Current Paramount Presentation

John Murray Anderson is the producer of "Pompadour's Fan," a fantasy staged in the period costumes of Louis XV, the leading stage presentation on the current bill at the Paramount Theatre, New York. The screen feature is "Hotel Imperial," in which Pola Negri is starred.

The presentation features selections of Chopin's compositions and as its most spectacular effect a mammoth fan on which the specialty entertainers appear. Ray Alvino and banjo boys are an added stage number of the program. The balance of the program is made up of a Pathe hand-colored scenic entitled, "All the World's A Garden," a topical reel, Jesse Crawford's organ solo, and an overture by the Paramount Orchestra, which plays Liszt's "Second Hungarian Rhapsody."

Albany Theatre Organists Switch to New Houses

There certainly appears to be an epidemic of changes among the organists in Albany, N.Y. Chester Dana, of the Eagle Theatre, has now gone with the Mark Ritz, succeeding Stephen Boisclair, who has gone with Proctor's new house in Schenectady. Edward Fitzgerald, from the Clinton Square, who was slated to succeed James Gilmore at the Leland, has gone with Proctor's Grand, and Carl Kraft, who was relief organist, is now presiding at Clinton Square.

18,000 Children Guests of Crandall Theatres

An estimate by officials of the Stanley-Crandall Company, operating a chain of theatres in Washington, places the number of children entertained as guests of the organization during the Christmas holidays at 18,000. Christmas celebrations were held in all of the company's neighborhood theatres on Christmas morning and during the week between Christmas and New Year's. Four tons of candy and thousands of toys were distributed free to boys and girls at these performances.

Cleveland Cinemas Report Good Holiday Business

Holiday business at the Cleveland movie theatres was good on the average. All of the towntown houses reported capacity business for matinees. But the evening business was no so good. This was due to the big snow storm that hit the city Christmas night.

Exterior view of Ruben's Rialto Square Theatre, Joliet, Ill. Rapp and Rapp, of Chicago, were the architects

St. Petersburg Opening a Gala Event

Premiere of E. J. Spark's Alcazar Turns Out to be a Regular Christmas Party

CHILDREN from every section of the city joined in the dedication which marked the opening of the Alcazar Theatre, the newest E. J. Sparks enterprise, at 10 o'clock Christmas morning. In accordance with the custom that has obtained in the various theatre enterprises of E. J. Sparks, the occasion was turned into a Christmas tree party for the less fortunate children of the community. Not only were those children the invited guests of the management, but their transportation to and from the theatre was arranged by a group of business men who joined with Mr. Sparks in making the affair a real Christmas celebration.

A gorgeously laden and brilliantly lighted Christmas tree, arranged by Mrs. Sparks for the delectation of the youngsters, bore gifts for every child attending the performance. The party closed with the distribution of these gifts by Santa Claus himself.

Located on Central Avenue, near Ninth Street, the Alcazar is approached through a broad aisle of attractive shops in the theatre arcade. The theatre is built on a lot 250 feet deep and has a seating capacity of 800, all on one floor. In planning the theatre the architect made provision for a balcony that will add 400 seats to the present capacity and it is expected that this balcony will be swung within the next year or two. The building is of concrete and absolutely fire-proof.

The interior decoration is in Spanish effect, with wall base of tile in brilliant colors, blue and red predominating. The upper walls are in dull bronze.

The projection room is equipped with Power's projectors with Peerless reflector arc lamps; the handsome stage draperies are from the Lee Lash Studios; American blower fans provide for ventilation. The latest model nine-spring upholstered chairs from the Steel Furniture Company are installed in the auditorium. The equipment throughout was purchased from National Theatre Supply Company, through that company's southern division offices in Atlanta.

Mr. Sparks and B. B. Garner, of Lakeland, who is interested with Mr. Sparks in the Alcazar Theatre, were in St. Petersburg for the opening.

M. F. Estes is resident manager of the Alcazar. He came to Florida in 1921 from Atlanta, where he was associated with Southern Enterprises, Inc., for several years. Since coming to Florida with the E. J. Sparks Enterprises Mr. Estes has managed theatres in Gainesville, St. Augustine, Fort Pierce, and Arcadia, and was associated with H. B. Vincent in the five Orlando theatres which Mr. Sparks subsequently sold to Universal.

Mr. Sparks came to Florida 18 years ago and became associated with S. A. Lynch, first as manager, and later as director and stockholder. Four years ago he severed his connection with Mr. Lynch and went into business for himself. He developed one of the finest circuits of theatres in Florida and a few years later sold seventeen of the group to Universal.

Retaining a few of his holdings which formed the nucleus of a new circuit he renewed his activity in expansion and development and has acquired several of the most attractive theatres in the State for this new group. Mr. Sparks makes his home in Jacksonville, where executive headquarters of the E. J. Sparks Enterprises are maintained in the Palmer Building.

Hornbrook to Supervise U. A. Construction

FURTHER activity in the construction of the United Artists chain of theatres was indicated recently when Lou Anger, vice-president and general manager, announced the appointment of Ralph D. Hornbrook, chief engineer of West Coast Theatres, Inc., as consulting engineer to supervise construction of theatres in the chain, the next to be a large house located at Ninth and Broadway, Los Angeles, Cal.

Mr. Hornbrook has been chief engineer for West Coast Theatres, Inc., for the past three and one-half years and it is understood that his resignation from that company took place during December, 1926. Construction activities will be directed from his office in Los Angeles.

Buys Equip't for Grand at Greenfield, Iowa

George Misner, of the new Grand Theatre at Greenfield, Ia., has bought a cooling system, one hundred light fixtures and small equipment amounting to $600 from the National Theatre Supply Co. for his house, which will open on January 14. Mr. Misner will be in opposition to the Lyric Theatre at Greenfield, a small house on a second floor. The new theatre on which Mr. Misner has announced that he will spend close to $40,000 is to be one of the prettiest houses in southern Iowa. The theatre will seat 450 and is a brick construction, with a small but effective lobby. The stage will be constructed so that it can be used for small stage presentations.

F. C. Leavitt Announces New Rochester Theatre

Frank C. Leavitt, of Rochester, N.Y., owner of Leavitt's Theatre and several other houses, has announced that he will build a 1400-seat playhouse on the Wallace estate, Rochester. The location is on the main highway and special consideration will be given to space for the parking of automobiles. Work is expected to start April 1st.

Rogers and McFarling to Build at Cairo, Ill.

Rogers and McFarling, who own and operate a chain of theatres in southern Illinois, Missouri and Arkansas, have let contracts for the erection of a new house at Cairo, Ill. The seating capacity will run around 1,500 and the estimated cost of construction is reported to be $150,000. Jameson and Nelson of Paducah, Ky., are the architects.

Let Contract on Texas House

Contract has been let for the erection of the Jefferson Amusement Company's new theatre at Beaumont, Tex., estimated to involve an expenditure for site, building and equipment of $800,000.

Favorable Reaction

The constantly increasing use of Eastman Panchromatic Negative Film by producers means more and more pictures with blues, reds, yellows and greens in their true black and white relationship.

Effects unobtainable with ordinary negative are usual with "Pan". And the difference—the superiority—of prints on Eastman Positive from "Pan" negatives is readily apparent on the screen.

Such an obvious—and important—improvement in the art cannot fail to have favorable box office reaction.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

Architect's drawing of the Levering Theatre to be built by Felt Brothers at the corner of Levering Road and Ridge Avenue, Roxborough, Philadelphia. The Ballinger Company, architects and engineers, of New York and Philadelphia, are in charge

Signs Two-Year Contract

B. F. Shearer to Direct for National Supply in 11 Pacific Coast States

B. F. SHEARER, for the last several years head of the B. F. Shearer Theatre Equipment Company of Seattle and Portland, who sold out his business recently to the National Theatre Supply Company, announced last week that he has entered into a two-year contract with the National Company, effective January 1, 1927. Under the new contract, Mr. Shearer will maintain his own organization and will personally retain the title of Director of Interior Decorating Department for the National Theatre Supply Company in eleven Pacific Coast and Northwest States, including Washington, Oregon, California, Montana, Idaho, New Mexico, Arizona, Wyoming, Nevada, Utah and Colorado.

Mr. Shearer will retain his former associates in the present organization. H. H. Randall will remain in the Northwest territory, C. Frank Harris will assist Mr. Shearer throughout the entire eleven States, and A. M. Larsen will remain as assistant manager in charge of decorating. In addition, Mr. Shearer is adding to his staff Mr. Charles E. Feldman, former branch manager for First National in Seattle, who will assume the management of the Denver and Salt Lake City territory. General offices and headquarters will be maintained in Seattle, and a new building is now under construction near Film Row in the Northwest metropolis to house all the branches of the National Company's service, now spread out into four separate locations in Seattle.

Felt Brothers Will Erect 2,000 Seat Theatre in Phila.

A NEW photoplay theatre to be known as the Levering is to be erected at the southeast corner of Leverington and Ridge avenues, Roxborough, Philadelphia, for Felt Bros., owners and operators, in accordance with drawings and specifications prepared by The Ballinger Company, architects and engineers, Philadelphia and New York. This new theatre will have ultimate seating capacity of over two thousand persons. All photoplays will be booked exclusively through The Stanley Company of America.

Located in the central business district of Roxborough, the theatre is the last word in modern appointments, including ventilating and air cooling systems, special electrical effects, etc., and numerous other features for the comfort and convenience of its patrons.

The Spanish Renaissance style of architecture, modified to suit modern usage, has been adopted for the exterior of the building as well as for the interior of the theatre. On the street facades the ornamentation consists of modelled terra-cotta of Spanish design combined with brick, the former a cream color to harmonize with the warm buff gray of the latter.

The decorative effects of the interior are noticeable on account of their joyous Spanish character, enriched somewhat by the introduction of color; all applied to a tinted and surfaced background which has been used as a foil. The wall surfaces, generally very plain and having a wainscot of inlaid colored faience tile, depend entirely upon their color and surface treatment for effectiveness. The inlaid colored tile drinking fountains, and Spanish balconies with wrought iron railings, are features of very unusual interest.

Special attention has been given to the accommodations for men and women patrons, including retiring and smoking rooms in which the same general style of decoration has been carried out.

In addition to the theatre building, the project will include eight modern stores, each having a frontage of 17 feet on Ridge Avenue with an average depth of 64 feet. Located above the stores are modern offices which in size, abundance of daylight and appointments are ideal for commercial and professional purposes.

Mastbaum Bros. & Fleisher have been appointed exclusive renting agents for the stores and for the offices.

The ground upon which the building is to be erected has a frontage of 153 feet 7 inches on Ridge Avenue, extending that width along Leverington Avenue, upon which it has a frontage of 185 feet 5½ inches. The exterior walls of the new building will be of rough texture brick laid to form panels and patterns.

Transverter Co.'s Eng. Dept. Solves Many Inquiries

An important service instituted at the factory of the Hertner Electric Company, manufacturer of Hertner Tranverters, is the solving of certain projection problems of theatre owners and managers. Their engineering department answers many inquiries daily and the Hertner Company wants every user to feel that any question asked, simple or involved, will have their immediate attention.

Recent transverter sales reported by the Hertner Electric Company include Reade's Long Branch Theatre, Long Branch, N.J.; the Capitol Theatre, Dunkirk, N.Y.; the Capitol Theatre, Montreal, Que.; Chrisedge Enterprises, New York City; the New Atlantic Theatre, East Rockaway, L.I., and Shea's Kensington Theatre, Buffalo, N.Y.

Southern Houses Install New Equipment

New equipment is being installed by several theatres in this section, the following orders having been placed through the Atlanta office of National Theatre Supply Company.

L. W. Kester, of Pompano, Fla., two Simplex projectors equipped with Peerless reflector arcs; motor and generator, screen and 500 opera chairs, made by the Steel Furniture Company.

G. M. Lee, of the Lee Amusement Company, of Cuthbert, Ga., two Mazda equipped Simplx projectors.

F. Wood, of Vienna, Ga., two Simplex projectors.

Ensley, Ala., May Have New 800-Seat Theatre

It is reported that a theatre will be built in Ensley for R. B. Wilby and R. M. Kennedy. According to the tentative plans the house will be of Spanish design and will have a seating capacity of about 850. It is understood that a balcony will be provided for negroes.

Mr. Kennedy is interested with Mr. Wilby in both the Rialto and the Princess, of Birmingham. Mr. Wilby has several other theatre enterprises in Alabama and Georgia and has lately begun developing important holdings in North Carolina where with several associates he organized Piedmont Theatres, Inc.

New House at Lancaster, Cal.

A new theatre, seating 500, has been opened by Manager Clayman at Lancaster, Cal. A dance attended the first performance on Christmas night and all the first-nighters praised the handsome appointments not usually found in theatres of this size.

Combine to Build at Hazleton, Pa.

1,200 Seat Theatre Planned by M. H. Goodman and Others

A new motion picture theatre, to seat 1,200 persons, is to be erected in Hazleton, Pa., by a combination of theatrical men, headed by M. H. Goodman, formerly of that city and now associated with the Comerford Amusement Company of Scranton, which operates a big chain of picture and other theatres in the hard-coal regions of Pennsylvania and elsewhere. It is to be a three-story building and the site will be at 23-25-27 East Broad Street, a plot, 46 by 150 feet, on which there are several buildings that will be removed. They are the former Silverman properties that were sold to the theatrical interests through Henry K. Markman.

The plans for the new structure are about complete and call for apartments on the upper floor. The theatre will occupy two stories, with store-rooms on part of the first floor and several offices on the second floor. The basement will be occupied by a cafeteria which will be part of an out-of-town chain.

First-run pictures will be offered in the theatre and part of the equipment will be a modern pipe organ. It is expected to have the building completed in time for opening on June 15, 1927.

State Charter Obtained by Williamsport Men

A PENNSYLVANIA State charter was obtained at the capitol in Harrisburg, late in December, for the Keystone Theatre Company, Inc., of Williamsport, organized for the purpose of "owning, buying, constructing and managing theatre or theatres." The corporation is capitalized at $150,000, the par value of the shares being $100. The incorporators are: Carl W. Herdic, 151 West Fourth Street, Williamsport, treasurer, who owns one share; Valentine C. Luppert, of South Williamsport, owner of 751 shares, and Norman R. Hill, Williamsport, 748 shares.

East Atlanta to have Its First M. P. Theatre

East Atlanta is soon to have its first motion picture theatre. Final plans for the enterprise were concluded early last week when a building permit was secured, contracts let, and work was started on breaking ground.

The new house, which will be called the Universal, will be located in the very heart of the thriving suburb, at 551 Flat Shoals Avenue, near the intersection of Glenwood Avenue.

H. H. Fitzgerald, a citizen of East Atlanta for the past thirty years, is owner and will be manager of the new house. It will be Mr. Fitzgerald's first venture in the motion picture theatre business. He expects to open in March.

Syncroverter Head Tours Southeast

Confers With District Managers of National Supply Company

While on his semi-annual trip through the South, M. R. White, head of the Liberty Electric Corporation of Stamford, Conn., makers of the Liberty Syncroverter, recently spent several days in Atlanta, where he met P. C. Parrish, purchasing agent of the National Theatre Supply Company, and other officials of that organization.

Mr. White came here from Charlotte, where he attended the exhibitors' convention, and will visit Memphis, New Orleans and Dallas.

The Syncroverter, which is distributed by the National Theatre Supply Company and enjoys an excellent sale in the Southeast, is a patented appliance, designed as part of the equipment for projection booths.

It is a rectifier for producing direct current to the arcs at the proper operating voltage. It enables the projector to give a steady light on the screen, being designed to automatically furnish the additional current required by second arc, so that there is no flicker on change-over, it is claimed.

The transformer of the Syncroverter, with the motor element idle, acts as a compensare and will furnish alternating current to the lamps in case of accident. This feature, it is claimed, dispenses with the necessity of an extra emergency set. Another claim for it is that it operates at a saving of at least 25 per cent. over a motor generator set.

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No. 799 Collapsible Adjustable Lattice Frame, 6 feet diameter foundation, $4.00; 10 oak branches green and red, to be laid over the lattice, $2.50; complete, $6.50.

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Inquiries and Comments

Effect of Aperture Size on Screen Illumination

Part II

IN general, the illuminating engineering fraternity is responsible for the prevailing impression that light can be slopped about as if it were so much paint.

It has been religiously taught that light can be scooped up from a source, poured into a lens, and then deposited onto a motion picture screen in thick layers, or thin, depending upon whether a high intensity or a low intensity of illumination is desired.

The thickness of the layer connotes the intensity of illumination obtained from any particular bucket of light deposited over a given area.

The Lumen Rating

The light efficiency of picture projectors is rated in total lumen output and the figure so given is supposed to be a constant for fixed conditions as regards the elements of the optic system.

As examples, we are told that the 900 Watt incandescent lamp, when used with the prismatic condenser and a half-size projection lens of 5½ in. E. F., gives some 850 lumens and these 850 lumens will produce a certain intensity of illumination, depending upon the size of the motion picture screen onto which they are projected.

Ergo! the only thing to know, then, with this outfit, is the size of illuminated picture, and the intensity of illumination naturally follows.

If the prismatic condenser is replaced with a corrected one, such as the parabolic set, this output is raised to some 1,200 lumens and it should be clear to all that the intensity will be increased by 50% for all conditions.

The manufacturers of arc outfits, not to be outdone in a field which initially had been theirs exclusively, were quick to seize upon the same method of rating, so that now we see the reflector arc rated variously from 1,500 to 2,500 lumens, depending upon the current used. And it is assumed in each case that this lumen output, distributed over a given screen area, will result in a certain intensity of illumination without considering any other factors.

In this manner has the entire field of projection been given over to the lumen rating so that everyone automatically thinks in terms of lumens and subconsciously divides the lumens by the screen area in order to arrive at the intensity.

Aperture Area and Screen Intensity

It is not strange, therefore, that the size of the aperture in a motion picture projector has come to possess such a high degree of importance that it is named as one of the principal factors in determining what screen illumination can be obtained with any given projector.

It is stated unequivocally that after the projection lens and light source have been pushed to the limit, no further increase in screen illumination can be expected unless the aperture be enlarged to permit the passage of more light. An idea based, no doubt, on the adage that "the bigger the plate, the more the soup."

In support of this attitude towards the aperture by the field in general, let us quote from a well-known "handbook" of projection, page 399, wherein the author, in describing what happens when the size of the light source is increased, has the following to say—"Beyond 120 amperes D. C. the increased amperage gives no appreciable increase in screen brilliancy, *nor is it possible with a projector aperture of the present size*, to change this condition." (The italics are mine—Ed.)

This statement was originally made by, presumably, an authority on projection, and was relayed to projectionists.

What a fine kettle of fish we would have if that statement were true. It is extremely unfortunate that it is not, since if it were there would be no limit to which the screen intensity could be raised. And in the matter of spotlights, beam candlepowers of hundreds of millions, instead of a paltry few millions, could be easily obtained. Alack and alas, however, no such thing is possible.

Why?

If the statement is true, then why did not those projectors using extremely wide films—such as the Widescope—show greatly increased intensities of illumination? We have heard no claims for greater screen intensities with such devices and so are forced to the conclusion that the results in this respect are quite ordinary.

Furthermore, with stereopticon forms of spotlights—which really employ the motion picture form of optic system—there are no indications that higher beam candlepowers are obtained when the iris is opened to increase the size of the "spot."

We can only say, therefore, that the principal function of the aperture plate in a projector is to serve as a sort of picture frame to mask out extraneous light and so prevent imaging frame lines, sprocket holes and portions of adjoining picture frames. In other words, the aperture serves only to fix the boundaries of the projected picture and as far as exercising any influence on the screen intensity, the aperture is entirely "out of the picture," so to speak.

The Important Factors

Granted that this is so, then we can immediately say that the principal factors governing the intensity of illumination on the screen are as follows:

1. Brightness of source.
2. Free diameter of Projection lens.
3. Projection distance.

These three factors, in the final analysis, determine what the screen intensity shall be with any given set of conditions.

Increasing, or decreasing, the size of the aperture will only result in changing the *size* of the projected picture. The screen intensity will not be changed; and this holds true even if the aperture be reduced to 1/16 in. diameter. Photometric tests confirm this statement.

It is true that such items as the correction for spherical aberration in the condenser system, the transmission factor of the entire system, imperfect mechanism design of the projector, etc., are important, but they have to do, primarily, with imperfect conditions in the system and the elimination of these natural faults results only in obtaining the *same* screen intensity with less electrical energy than would be required were these faults not removed or reduced to a reasonable minimum. Limiting illumination, however, is determined by the three factors mentioned above.

No projectionist can possibly hope to have a clear understanding of picture projection unless he thoroughly recognizes their importance and grasps the significance of the influence each one exerts over the system.

And it is well to remember that the importance of the much-vaunted lumen should not be extolled at the sacrifice of the modest, little understood, and badly abused, foot-candle.

No. Birmingham, "Joe" Steed's Latest House

BIRMINGHAM'S latest acquisition in the amusement line is the handsome new North Birmingham Theatre, which had its formal opening on Monday Evening, January 3rd. The North Birmingham is operated by the Joe Steed Amusement Company and will be under the management of Jack Marshall, formerly of the Grand and Jefferson theatres in Huntsville, Ala.

The North Birmingham, located at 2625 30th Avenue in North Birmingham, sent out handsome invitations this week to friends and many future patrons in Birmingham and its environs.

Mr. Marshall has an enviable record for showmanship in the State of Alabama, and the choice of him to direct the destinies of the new North Birmingham happily adds another capable theatre manager to Birmingham's already lengthy list.

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J. H. Hallberg Opens Service Department

Prepared to Advise Exhibitors on Hallberg Product

J. H. Hallberg, one of the pioneer inventors in the motion picture industry and who has lately introduced a new reflector arc to the trade, has inaugurated a service department at his offices at Chickering Hall, 29 West Fifty-seventh Street, New York City, for the benefit of the users of the Hallberg product.

This will be welcome news for those exhibitors who have been under the mistaken impression that with the dicontinuance of the United Theatre Equipment Corporation, the repair parts for Hallberg apparatus were unattainable.

Many of the Hallberg Motor Generators now in use are so designed and constructed that they may be used advantageously for the operation of Low Intensity Reflector Arc Projector Lamps.

Owners of Hallberg Generators, who will communicate with Mr. Hallberg, stating the serial number and specifications of their generator and the make of reflector arc to be used in connection with same, will be advised regarding the method to adopt in adapting the generators to this usage.

It is possible, Mr. Hallberg states, to rewind the generator portion of the Hallberg motor generators quite economically for adaption to reflector arc use and when so rewound, they will be found quite efficient, although not as efficient as the latest type Hallberg motor generator, which has been specially designed for reflector arcs.

Such rewound Hallberg motor generators will be found to constitute an effective and economical piece of emergency apparatus.

Mr. Hallberg carries in stock such repair parts as ball bearings, brushes, field rheostats, starting boxes and instruments for any of his old-type generators, irrespective of date or type of model.

Plans Complete for New Kansas City House

Plans for the construction of the largest suburban theatre in Kansas City, to be at 3517-29 Troost Avenue, virtually have been completed, it was announced this week by Mrs. Amy H. Priestly, owner and developer of the property. The management of the theatre, which will be of 1,800 seats, and be in conjunction with a large hotel, has not yet been decided. The project will involve more than $500,000. Dodd & Finney, architects, are in charge of the plans.

Bailey to Build at Oakdale, Cal.

Oakdale, Cal., is to have a new theatre, according to a recent announcement of Clarence Bailey, formerly of Knight's Ferry. The Geiger Building, which he will remodel, will house the theatre equipment. Bailey plans to open about March 1.

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WANTED—manager for two Long Island theatres, near New York. Experienced only. Box 100, Motion Picture News, New York City.

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AVAILABLE NOW. Live wire theatre manager whose specialty is placing the theatre on a paying basis. Capable of high-pressure exploitation at a minimum cost. Have just terminated a long-time contract as manager of a theatre circuit and now wish to make connection with a single theatre. Can furnish best references including personal letter from Carl Laemmle. Am married and thirty-five years old. Please do not answer this unless you really mean business. Prefer to work on guarantee and bonus basis. H. P., Motion Picture News, 845 S. Wabash, Chicago.

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MAILING LISTS: 21,000 moving picture theatres giving name, address, population and seating capacity $75.00 or $7.50 per M. by States. Film Exchanges, Studios, and Supply Dealers. Ask for itemized price list. Trade Circular Co., Inc., 166 W. Adams St., Chicago.

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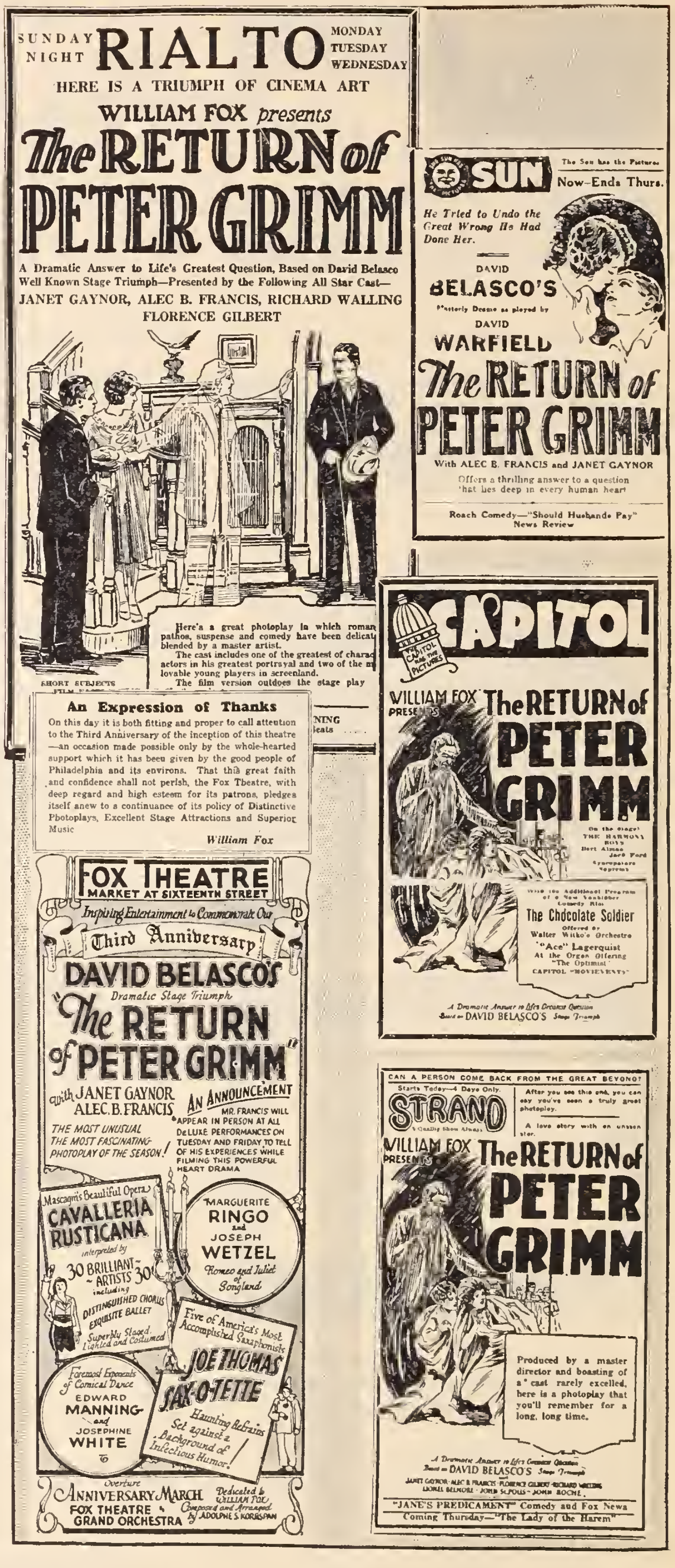

SUNDAY NIGHT **RIALTO** MONDAY TUESDAY WEDNESDAY

HERE IS A TRIUMPH OF CINEMA ART

WILLIAM FOX *presents*

The RETURN of PETER GRIMM

A Dramatic Answer to Life's Greatest Question, Based on David Belasco Well Known Stage Triumph—Presented by the Following All Star Cast—

JANET GAYNOR, ALEC B. FRANCIS, RICHARD WALLING FLORENCE GILBERT

Here's a great photoplay in which roman pathos, suspense and comedy have been delicat blended by a master artist.

The cast includes one of the greatest of charac actors in his greatest portrayal and two of the m lovable young players in screenland.

The film version outdoes the stage play

SHORT SUBJECTS

NING

Seats

An Expression of Thanks

On this day it is both fitting and proper to call attention to the Third Anniversary of the inception of this theatre—an occasion made possible only by the whole-hearted support which it has been given by the good people of Philadelphia and its environs. That this great faith and confidence shall not perish, the Fox Theatre, with deep regard and high esteem for its patrons, pledges itself anew to a continuance of its policy of Distinctive Photoplays, Excellent Stage Attractions and Superior Music

William Fox

FOX THEATRE
MARKET AT SIXTEENTH STREET

Inspiring Entertainment to Commemorate Our

Third Anniversary

DAVID BELASCO'S
Dramatic Stage Triumph
"The RETURN of PETER GRIMM"

with JANET GAYNOR ALEC. B. FRANCIS

THE MOST UNUSUAL THE MOST FASCINATING PHOTOPLAY OF THE SEASON!

AN ANNOUNCEMENT

MR. FRANCIS WILL APPEAR IN PERSON AT ALL DeLUXE PERFORMANCES ON TUESDAY AND FRIDAY TO TELL OF HIS EXPERIENCES WHILE FILMING THIS POWERFUL HEART DRAMA

Mascagni's Beautiful Opera CAVALLERIA RUSTICANA interpreted by 30 BRILLIANT ARTISTS 30 including DISTINGUISHED CHORUS EXQUISITE BALLET Superbly Staged, Lighted and Costumed

MARGUERITE RINGO and JOSEPH WETZEL *Romeo and Juliet of Songland*

Five of America's Most Accomplished Saxaphonists JOE THOMAS SAX-O-TETTE Haunting Refrains Set against a Background of Infectious Humor!

Foremost Exponents of Comical Dance EDWARD MANNING and JOSEPHINE WHITE

Overture ANNIVERSARY MARCH Dedicated to WILLIAM FOX Composed and Arranged by ADOLPHE S. KORNSPAN FOX THEATRE GRAND ORCHESTRA

SUN The Sun has the Pictures

Now—Ends Thurs.

He Tried to Undo the Great Wrong He Had Done Her.

DAVID BELASCO'S Masterly Drama as played by DAVID WARFIELD

The RETURN of PETER GRIMM

With ALEC B. FRANCIS and JANET GAYNOR

Offers a thrilling answer to a question that lies deep in every human heart

Roach Comedy—"Should Husbands Pay"
News Review

CAPITOL THE CAPITOL HAS THE PICTURES

WILLIAM FOX PRESENTS **The RETURN of PETER GRIMM**

On the Stage! THE HARMONY BOYS Bert Alman Jack Ford Syncopators Supreme

With the Additional Program of a New Vanbibber Comedy Riot

The Chocolate Soldier

Offered by Walter Witko's Orchestra

"Ace" Lagerquist At the Organ Offering "The Optimist"

CAPITOL "MOVIEVENTS"

A Dramatic Answer to Life's Greatest Question Based on DAVID BELASCO'S *Stage Triumph*

CAN A PERSON COME BACK FROM THE GREAT BEYOND?

Starts Today—4 Days Only.

STRAND A Quality Show Always

After you see this one, you can say you've seen a truly great photoplay.

A love story with an unseen star.

WILLIAM FOX PRESENTS **The RETURN of PETER GRIMM**

Produced by a master director and boasting of a cast rarely excelled, here is a photoplay that you'll remember for a long, long time.

A Dramatic Answer to Life's Greatest Question Based on DAVID BELASCO'S *Stage Triumph*

JANET GAYNOR · ALEC B. FRANCIS · FLORENCE GILBERT · RICHARD WALLING LIONEL BELMORE · JOHN St. POLIS · JOHN ROCHE.

"JANE'S PREDICAMENT" Comedy and Fox News

Coming Thursday—"The Lady of the Harem"

Samples of the displays used by the first-run theatres to advertise presentations of "The Return of Peter Grimm" (Fox) are shown in the layout above. The character of the story is effectively indicated in the illustration which features a phantom figure worked into the action of the cuts. The displays reproduced above were used by the following theatres: Rialto, Waterbury, Conn.; Strand, Grand Rapids, Mich.; Fox Theatre, Philadelphia; Sun, Omaha, and Capitol, Miami.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (re-issue)	Valentino-Terry	M-G-M		
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, the	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Arizona Nights	Fred Thomson	F. B. O		
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict		
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Gay Deceiver, The	L. Cody-M. Day	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	5 reels	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	Corinne Griffith	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox		
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	Tim McCoy	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Woman's Heart, A	E. Bennett-Whitman-Earle	Sterling		
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	Special Cast	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardelys the Magnificent	John Gilbert	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	Frances McDonald	M-G-M		
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	Beatrice Lillie	M-G-M	6461 feet	
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4375 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib		
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nillson	First National		
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures		
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prairie King, The	Hoot Gibson	Universal		
Prowlers of the Night	Fred Humes	Universal		
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Tentacles of the North	Special Cast	Rayart	5998 feet	
There You Are	Nagel-Roberts	M-G-M	5652 feet	
Tin Hats	Windsor-Nagle-Roach	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	Colleen Moore	First National	7833 feet	Jan. 7
Unknown Cavalier, The	Ken Maynard	First National	6595 feet	

Feature	Star	Distributed by	Length	Reviewed
Upstage	Norma Shearer	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5374 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Collegiate	Alberta Vaughn	F. B. O	4718 feet	
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp		
Death Valley	Buck Jones	Fox		
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Exclusive Rights	L. Rich-G. Whitman-R. McKee-G. Glass	Famous Attractions		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Faust	Emil Jannings	M-G-M		Dec. 25
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
Gallant Fool, The	Billy Sullivan	Rayart		
Going Crooked	B. Love-O. Shaw	Fox	5425 feet	Dec. 25
Gorilla, The		Asher-Small		
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart		
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Mother Machree	Belle Bennett	Fox		
Night Owl, The	Reed Howes	Rayart		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Redheads Preferred	M. Daw-T. von Eltz	Tiffany	5300 feet	Jan. 7
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart		
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stepping Along	Johnny Hines	First National	7038 feet	Nov. 27
Stolen Pleasures	H. Chadwick-D. Renier-G. Whitman	Columbia Pictures		
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 26
Striving For Fortune	George Walsh	Excellent Pictures		
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick		
Third Degree, The	Dolores Costello	Warner Bros		
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pictures		
Valencia	Mae Murray	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8 reels	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Altars of Desire	M. Murray-Tearle	M-G-M		
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox		
Be Yourself	Raymond Griffirh	Paramount		
Blonde or Brunette	Adolphe Menjou	Paramount		
Cactus Trails	Bob Custer	F. B. O		
California or Bust	George O'Hara	F. B. O		
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	
Day of Souls	John Gilbert	M-G-M		
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Enchanted Island		Tiffany		
Fighting Love	Goudal-Varconi	Prod. Dist. Corp		
Fingerprints	L. Fazenda-J. Murray	Warner Bros		
General, The	Buster Keaton	United Artists		
God's Great Wilderness	Lillian Rich	American Cinema	5398 feet	
Hello Bill (tentative)	C. Tearle	F. B. O		
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-G. Withers	F. B. O		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp		
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Kid Brother, The	Harold Lloyd	Paramount		
Lady in Ermine, The	Corinne Griffith	First National		
Last Trail, The	T. Mix-C. Geraghty	Fox		
Lightnin' Lariats	Tom Tyler	F. B. O		
Little Journey, The	Haines-Windsor	M-G-M		
Little Orphan Annie		F. B. O		
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Lodger, The		Lee Bradford		
Long Loop on the Pecos, The	Leo Maloney	Pathe	5934 feet	
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Lunatic at Large, The	Leon Errol	First National		
McFadden's Flats	C. Murray-Conklin	First National		
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox		
Mystery Brand, The	Ben Wilson	Rayart		
Night of Love, The	Colman-Banky	United Artists		
Oh, Baby!	Special Cast	Universal	7152 feet	Aug. 21

Feature	Star	Distributed by	Length	Reviewed
One Chance in a Million	Wm. Fairbanks	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
One Increasing Purpose	Lowe-Allison-Lee	Fox		
One Man Game, A	Fred Humes	Universal	4689 feet	
Ordeal, The	Garbo-Chaney	M-G-M		
Overland Stage, The	Ken Maynard	First National	6392 feet	
Paradise for Two	Richard Dix	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National		
Potters, The	W.C. Fields-M. Alden	Paramount		
Red Mill, The	Marion Davies	M-G-M		
Regular Scout, A	Fred Thomson	F. B. O	5564 feet	Jan. 7
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	Jack Hoxie	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson	M-G-M	9000 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Silent Rider, The	Hoot Gibson	Universal	5808 feet	Jan. 7
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey	M-G-M		
Show, The	Gilbert-Adoree	M-G-M		
Show Girl, The	Special Cast	Rayart		
Smiling Billy	Billy Sullivan	Rayart		
Son of Montmartre, The	Norma Talmadge	First National		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V. Valli-L. Tellegan	Fox		
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures		
Sunya	Gloria Swanson	United Artists		
Tarzan and the Golden Lion	James Pierce	F. B. O		
Tell It to the Marines	Chaney-Haines	M-G-M	8800 feet	Jan. 7
Tiger, The (tentative)	O'Malley-H. Ferguson-Hackathorne	Tiffany		
Timid Terror, The	George O'Hara	F. B. O	4892 feet	Jan. 7
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures		
Winners of the Wilderness	Tim McCoy-J. Crawford	M-G-M		
Where North Holds Sway	Jack Perrin	Rayart		
Wolf's Clothing	Miller-Blue	Warner Bros		
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Arizona Bound	Gary Cooper	Paramount		
Beloved Rogue, The	John Barrymore	United Artists		
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	Fred Thomson	F. B. O		
Easy Pickings	Nilsson-K. Harlan	First National		
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8700 feet	Dec. 31
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
Grey Hat, The	L. Cody-Crawford	M-G-M		
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
Hotel Imperial	Pola Negri	Paramount	7091 feet	
It	A. Moreno-C. Bow	Paramount		
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D. MacLean-S. Mason	Paramount		
Lightning		Tiffany	6500 feet	
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Lovers	Novarro-Terry	M-G-M		
Love's Greatest Mistake	W. Powell-E. Brent	Paramount		
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keane	F. B. O		
Midnight Watch, The	Special Cast	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor-L. Moran	Paramount		
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp		
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Quarantined Rivals		Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Silky Anne	Constance Talmadge	First National		
Song of the Dragon, The (tentative)	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Sorrows of Satan, The	Adolphe Menjou	Paramount		Oct. 23
Steeplechase, The		Tiffany		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		
Uneasy Payments	Alberta Vaughn	F. B. O		
Upstream	E. Foxe-Hitchcock-N. Nash	Fox		
War Horse, The	B. Jones-L. Todd	Fox		
Wedding, Ring, The	V. Valli-A. Durant-G. McConnell	Fox		
Wild Geese		Tiffany		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Broken Gate, The		Tiffany		
Casey at the Bat	W. Beery-S. Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The		Fox		
Frisco Sally Levy	S. O'Neil	M-G-M		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Heroes of the Night		Lumas		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Mr. Wu	Lon Chaney	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M. Moore-E. Roberts	Universal	6969 feet	Oct. 16

Feature	Star	Distributed by	Length	Reviewed
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P. O'Malley-Busch	Universal		
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Secret Studio, The	O. Borden-K. Harlan	Fox		
Sonora Kid	Tom Tyler	F. B. O		
Squads Right		Tiffany		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Terror of the Bar X	Bob Custer	F. B. O		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Julia Faye	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage, The	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	Gilda Gray	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Evening Clothes	A. Menjou-V. Valli	Paramount		
Fashions for Women	Esther Ralston	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Husband Hunters, The		Tiffany		
Is Zat So?	O'Brien-Perry	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	Marie Prevost	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead	First National		
Ritzy	B. Bronson	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Special Delivery	E. Cantor-G. Bancroft	Paramount		
Tale of a Vanishing People		Tiffanv	6500 feet	
Too Many Crooks	Mildred Harris	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Flaming Timber		Tiffany		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Perfect Fool, The (tentative)	Ed. Wynn	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Snowbound		Tiffany		
Soundings (tentative)	L. Moran	Paramount		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon'	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan. 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For A Nurse	Sid Smith	Sava Films		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	M. Normand-C. Hale	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films		2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Banana King, The	Sid Smith	Sava Films		2 reels	
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos		Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business		Fox	Dec. 26	2 reels	
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Blue-Black	Lewis Sargent	Brav	Dec. 20	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.		
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 12	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Cinder Path, The	George Lewis	Universal		2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat		2 reels	
Duck Soup	Roach Stars	Pathe	Mar. 20	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fatty's First Fancy	Fatty Laymon	Sava Films		2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec. 26	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Universal		2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Jan.	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Getting Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Brush, The	Hank Mann	Sava Films		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobby Ray	Rayart		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	April 18	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High Sea Blues	Al St. John	Educat	Jan. 2	2 reels	
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
His Taking Ways	Al St. John	Bischoff		2 reels	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital		Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hur Ben	Hank Mann	Sava Films		2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Jan.	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Stern Bros			
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov. 6
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	Guard-Cooke	F. B. O	Feb. 27	2 reels	
Love On a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Married Widow, The	Eddie Gordon	Sava Films		2 reels	
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Stern Bros			
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec. 5	3 reels	Dec. 4
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
North of 6⅞	Sid Smith	Sava Films		2 reels	
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Doing Nothing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films		2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	Alice Day	Pathe	Jan. 16	2 reels	
Peacuful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Rain and Shines	Al St. John	Bischoff		2 reels	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	George Lewis	Univ	Jan. 31	2 reels	
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roses and Romance	"O. Henry"	Fox	Feb. 13	2 reels	
Rug Fiend, The	"Krazy Kat Cartoon"	F. B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe		2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
She Beast, The	Sid Smith	Sava Films		2 reels	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Sleep Walkers Marry?		Pathe	Jan. 23	2 reels	
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Jan.		
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov. 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 3	2 reels	
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Jan.	2 reels	
So's Your Monk	"Mr. X" (Monkey)	Bray		2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Sport Calendar					
Stage Shy	Hank Mann	Sava Films		2 reels	
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Sure Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Survival of the Fattest	Guard-Cooke	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoon"	Bray	Nov. 12	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Jan.	2 reels	
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Turkish Howls	Guard-Cooke	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Glenn Tryon	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Boatman, The	Hank Mann	Sava Films		2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanderers of Wetland	Hank Mann	Sava Films		2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Universal		2 reels	
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar, 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
Wise Quacker, The	Eddie Gordon	Sava Films		2 reels	
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Cbarley Bowers	F. B. O		2 reels	Nov. 27

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Aphrodite (Novelty)	Service Film		1 reel	
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Bride of the Falls (Music Legend)	Castle Films	Dec	1 reel	
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	
Bruce Scenic Novelties, No. 7	Educat		1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Cluster of Kings, A (Hodge Podge)	Educational	Jan. 16	1 reel	Jan. 16
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	
Cozy Beds for Oysters (Ufa short)				
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial)	Universal	Jan. 17	10 episodes	
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fortune Hunters, The (Series of 10—K. McDonald-C. Horton)	Sun Pict. (S. R.)		2 reels	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	Red Seal		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Hero Land (Color Novelty)	Service Film		1 reel	
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educational	Jan. 23	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
House Without a Key, The (Serial)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Mystery	Sava Films		2 reels	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Land of Rivers (Scenic)	Service Film		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Life in the Twilight (Ufa short)				
Lightnin' Flashes (Drama)	Sava Films		2 reels	
Lightnin' Strikes (Drama)	Sava Films		2 reels	
Lightnin' Wins (Drama)	Sava Films		2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Making of a King (Prince of Wales)	C. & C.		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray		1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	
Movie Struck	C. & C.	Oct	2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	
My Word, London (Novelty)	Castle Films	Jan. 17	1 reel	
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Numburg the Toy City (Sketch Book)	Pathe	Oct. 31	1 reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial)	Pathe	Jan. 30	10 episodes	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 10	1 reel	
Rambling in Old Japan	C. & C			
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Shadows of the Tiger	Sava Films		2 reels	
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 23	1 reel	
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Terrors of the Jungle	Sava Films		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Millions (Serial)	Sierra Pictures		15 episodes	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Winged Death (Ufa short)				
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E. Murphy	First National		
All Women Are Beautiful	R. Griffith	Paramount		
Alonzo, the Armless	Lon Chaney	M-G-M		
American, The	C. Ray	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G. Cameron-S. Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney	First National		
Beau Geste (road show)	Special Cast	M-G-M		
Beauty	Special Cast	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Lumas		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory		Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys	Meighan-Brent	Paramount		
Branded	Bob Custer	F. B. O		
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	D. Del Rio	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Chasing Rainbows	"Aesop Fables"	Pathe	1 reel	Jan. 16
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Pola Negri	Paramount		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda	Warner Bros		
Deer Drive, The		Paramount		
Demi-Bride, The	Norma Shearer	M-G-M		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamond Handcuffs	Mae Murray	M-G-M		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy The	Lillian Gish	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The	M. De La Motte	Lumas		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Gotham Prod		
For Her People	Raquel Meller		7073 feet	
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Hero on Horseback, A	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His First Flame	Harry Langdon	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Impostor, The	Evelyn Brent	F. B. O		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Betty Compson	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover	Paramount		
Man Who Laughs, The		Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	Alma Rubens	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	Special Cast	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	Dolores Costello	Warner Bros		
Miss George Washington	Colleen Moore	First National		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	R. Ince-D. Revier	Columbia		

Feature	Star	Distributed by	Length	Reviewed
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Friend		First National		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O.		
Night School, The		M-G-M		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)		First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
On the Boulevard (German film)	Hans Brauswetter			
Open Book	Special Cast	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business		Columbia Pictures		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls		Columbia Pictures		
Poor Nut, The				
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Pursued	G. Glass-S. Holmes-G. Astor	Elbee Pict		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Raging Seas		Tiffany		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals		Sterling Pictures		
Red, White and Blue		M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The		First National		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The		Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The				
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Runaway Enchantress, The (tentative)	Sills-M. Astor	First National		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Salvation Jane	Viola Dana	F. B. O		
See If I Care	Alberta Vaughn	F. B. O		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show, The	Gilbert-Adoree	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Louise Fazenda	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Somewhere South of Sonora (tentative)	Ken Maynard	First National		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Hours	Corinne Griffith	First National		
Three Twins, The		M-G-M		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmond Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez	Paramount		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Valley of Hell, The	Francis McDonald	M-G-M		
Vamp of Venice, The	C. Talmadge-Moreno	First National		
Vanity Fair	Pola Negri	Paramount		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	Special Cast	Sterling Pictures		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros		
What Happened to Father	Sydney-Gordon	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	John Barrymore	Warner Bros		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Worst Woman, The		Famous Attractions		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		

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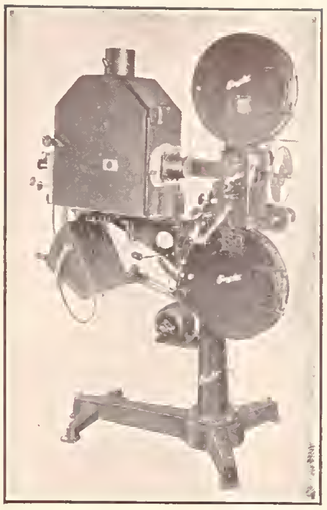

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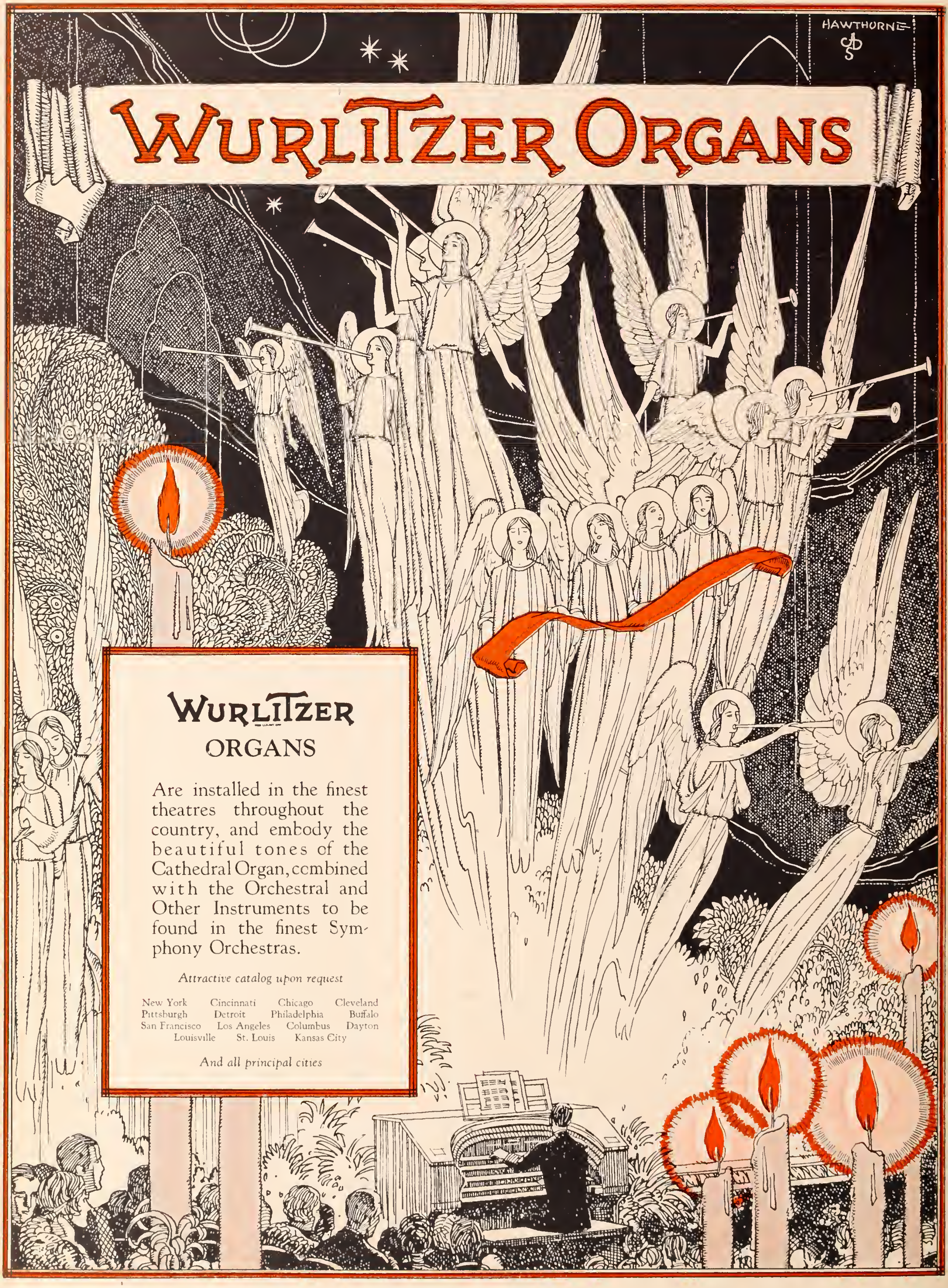

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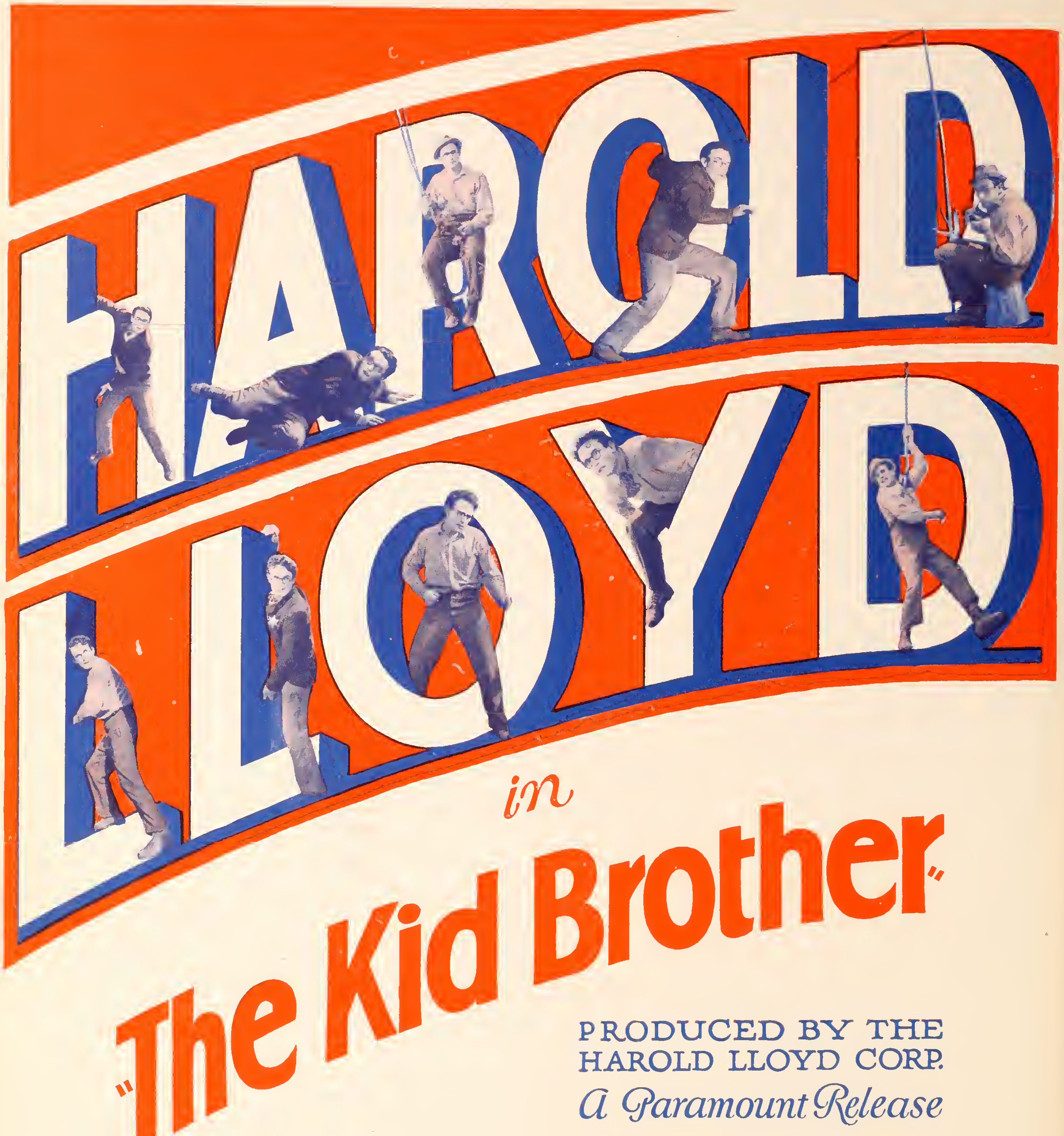

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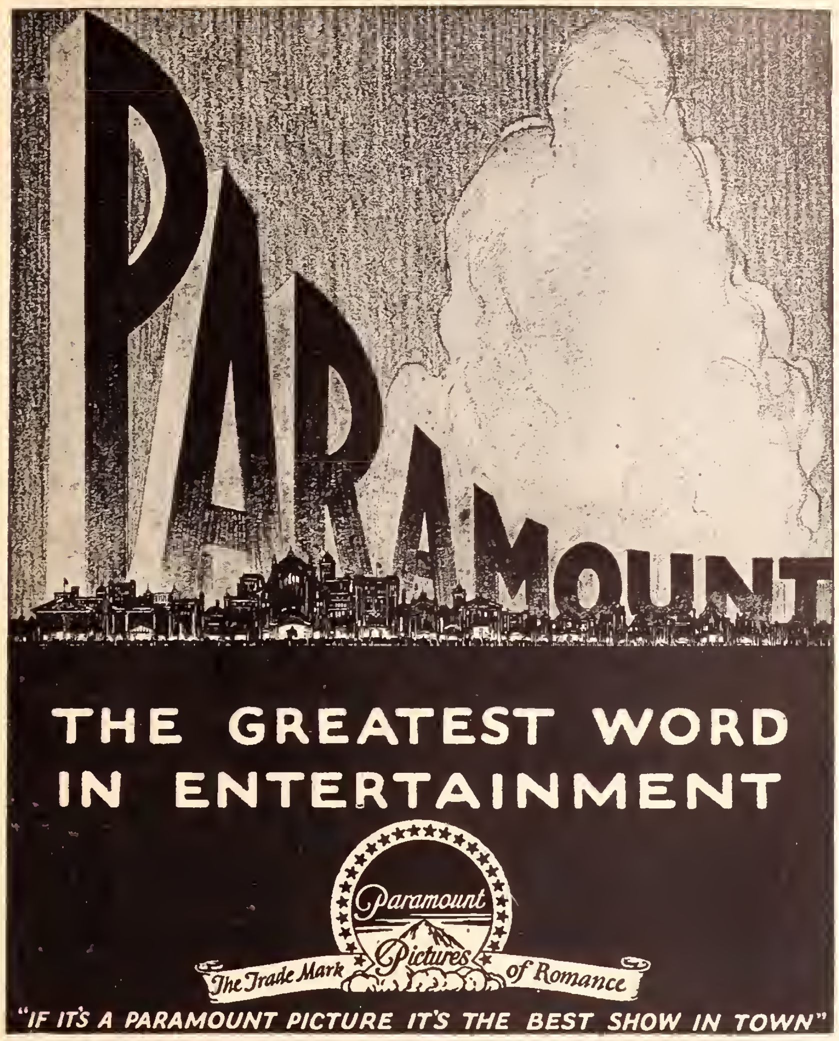
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ADAPTED BY CLARA BERANGER
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STAGE PLAY BY AVERY HOPWOOD
DIRECTED BY DONALD CRISP
PRODUCED BY DE MILLE
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JOHN

Now you can play it in your theatre! The greatest romance of impassioned love ever screened!

Bringing A Nation's Millions to Box Offices!

468,000 in NEW YORK 468,000 admissions to date at Warner's Theatre, New York, with a top of $2.00. S. R. O. every performance.

432,000 in LOS ANGELES 432,000 people saw "Don Juan" at Grauman's Egyptian. Record receipts at top of $2.00.

552,000 in CHICAGO 552,000 Chicagoans saw it during four months at McVicker's, Chicago. A sensation at $2.00.

230,880 in BOSTON 230,880 people to date at the Colonial, Boston; crowds turned away every performance at $1.50.

96,000 in ST. LOUIS 96,000 paid admissions at the Capitol Theatre, St. Louis, during a two-months' run at top scale of $1.50.

164,720 in DETROIT 164,720 people have already seen "Don Juan" at the Shubert-Lafayette in Detroit. Packed houses at $1.50 top unprecedented.

216,000 in ATLANTIC CITY 216,000 in two months at Globe Theatre, Atlantic City, N. J., at a $2.00 top. A record!

77,528 in NEWARK, N. J. 77,528 admissions at a top of $1.50 since Christmas Day at Rialto, Newark. Marvelous performance!

66,000 in BRIDGEPORT, CONN. 66,000 patrons at the Cameo Theatre, Bridgeport, in three weeks at $1.50 top. Still going strong!

WARNER BROS

of *Extended Run Bookings!*

BARRYMORE

with MARY ASTOR *in*

"Don Juan"

Adapted by BESS MEREDYTH

Directed by ALAN CROSLAND

EXTENDED RUN BOOKINGS!

Grauman's Egyptian, Hollywood, Calif.
McVickers, Chicago, Ill.
Madison, Detroit, Mich.
Colonial, Boston, Mass.
Metropolitan, Atlanta, Ga.
Academy, Charleston, S. C.
Savannah, Savannah, Ga.
Capitol, Springfield, Mass.
Strand, Louisville, Ky.
Plaza, San Diego, Calif.
Capitol, Montreal, Que.
State, Hartford, Conn.
Cameo, Bridgeport, Conn.
Capitol, Vancouver, B. C.
Rubidioux, Riverside, Calif.
Auditorium, Quebec, Que.
Globe, Atlantic City, N. J.
Warner, New York, N. Y.
Shubert-Lafayette, Detroit, Mich.
Grand, Columbus, O.
Empire, Portland, Me.
Stillman, Cleveland, O.
Aztec, Dallas, Tex.
Rialto, Newark, N. J.
American, Salt Lake City, Utah
Regent, Toronto, Ont.
Capitol, St. Louis, Mo.
Sun, Omaha, Neb.
Fremont, Fremont, Neb.
Dixie, Uniontown, Pa.
Olympic, Altoona, Pa.
Liberty, McKeesport, Pa.
Majestic, Butler, Pa.
Playhouse, Victoria, N. B.

and scores of others!

EXTENDED RUN PRODUCTION

Monty

"PLAY

A Feature

A Perfect Explosion of Laughter

For it has as many laughs as any comedy you've ever seen!

A Knockout of a Thriller

For it has as many thrills as laughs!

Banks in SAFE!" Comedy

A Real Money-Getter

For Banks makes money for every theatre that plays him!

A Perfect Audience Tickler

For when you can make them laugh their heads off one minute and hang to their chairs the next, you've got the world by the neck.

Pathépicture
TRADE MARK

STAGGERING

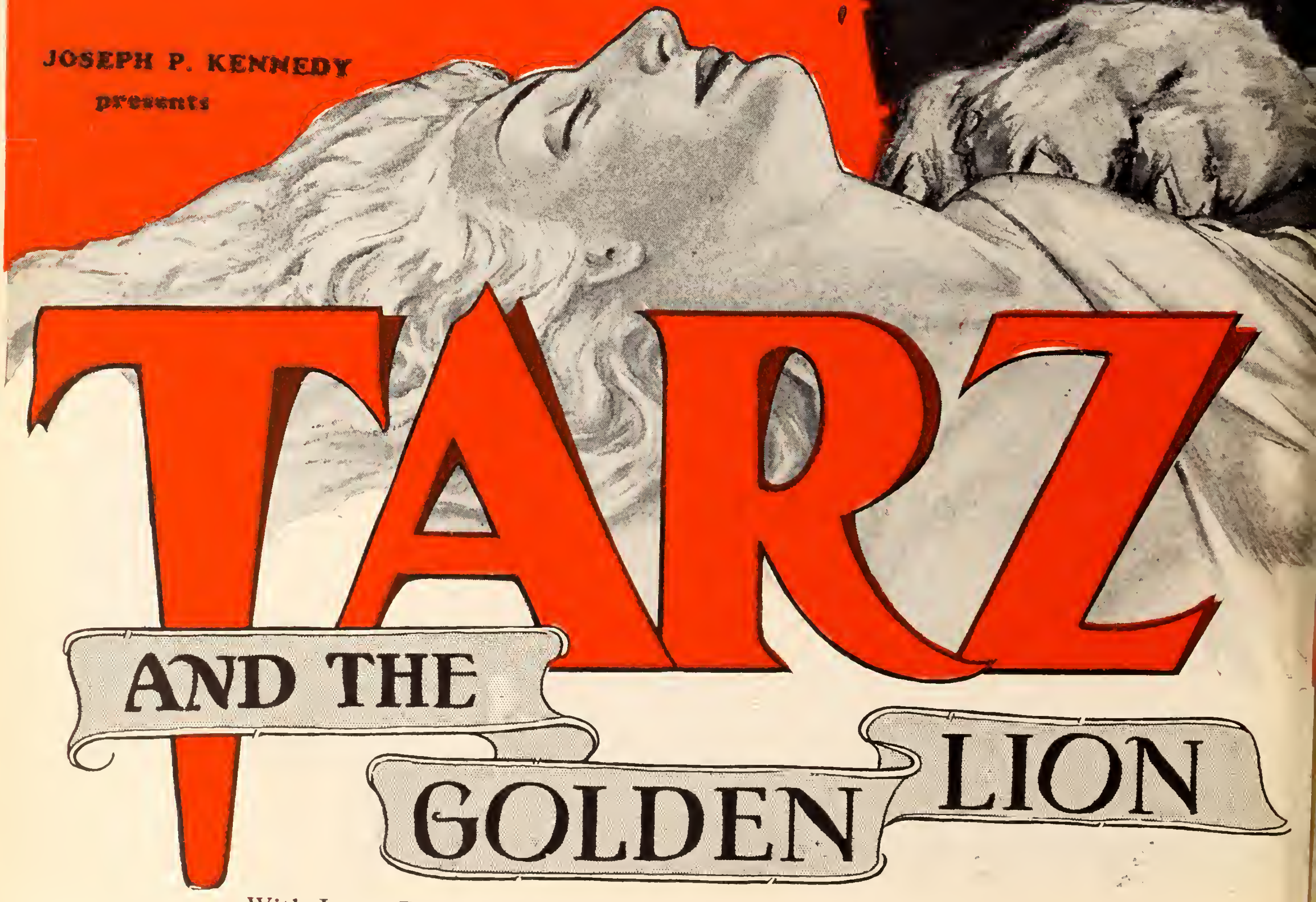
JUNGLE MELODRAMA!

Greatest of Burroughs' Novels Produced on Stupendous Scale!

Show Paper with More Flash than a Lighthouse!

Dwarfing in Every Detail All the Tarzan Money-Sockers of the Past!

JOSEPH P. KENNEDY
presents



TARZ

AND THE GOLDEN LION

With James Pierce, Edna Murphy, Harold Goodwin, Dorothy Dunbar, Boris Karloff

By EDGAR RICE BURROUGHS

Read and Re-read by 20,000,000

Directed by J. P. McGowan

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Distributed by
GREATER FBO
FILM BOOKING OFFICES
OF AMERICA, INC.

A Goofy Gob

Who Would Make a gargoyle giggle

BILLY DOOLEY

One look at his funny phiz and the frolic is on. They just can't help laughing at this salt sea sap. His face can take on enough funny expressions in one minute to keep 'em roaring for an hour.

Although he made his film debut only a year and a half ago, Billy Dooley is already one of the most popular of all screen comedians, and his stock is going up by leaps and bounds.

You're buying a sure thing on a rising market when you book and boost

Billy Dooley COMEDIES

Produced by CHRISTIE

E W Hammons PRESENTS

"A DIPPY TAR"

"A knockout comedy . . . A rare brand of humor."—*Exhibitors' Daily Review.*

"A BRINY BOOB"

"His antics will make a gargoyle smile."—*Film Daily.*

"HAVE COURAGE"

"Fast moving comedy."—*M. P. World.*

EDUCATIONAL
FILM EXCHANGES, Inc.
E W Hammons
President

Member, Motion Picture Producers
and Distributors of America, Inc.
Will H. Hays, President

Educational Pictures
"THE SPICE OF THE PROGRAM"

THE BEST BOX-OFFICE BETS OF THE SEASON

Four More Big Hits to the Big List of Columbia Winners

THE BETTER WAY
with RALPH INCE

REMEMBER
with DOROTHY PHILLIPS

WANDERING GIRLS
with DOROTHY REVIER
and BOBBY AGNEW

STOLEN PLEASURES
with HELENE CHADWICK

These Have Already Been Booked by the Biggest Circuits and Best First-Run Houses Everywhere.

DID YOU GET YOUR SHARE OF COLUMBIA MONEY

From THE LONE WOLF RETURNS — SWEET ROSIE O'GRADY — OBEY THE LAW BELLE OF BROADWAY?

COLUMBIA PICTURES
CORPORATION
1600 BROADWAY NEW YORK

VITAPHONE

CONGRATULATES
GEORGE TRENDLE
OF DETROIT

On His Vision and Showmanship
in Securing

VITAPHONE

for the
KUNSKY THEATRES
CORPORATION

VITAPHONE CORPORATION

SOLE OFFICES:
FISK BUILDING
BROADWAY AND 57th STREET
NEW YORK CITY

VITAPHONE

CONGRATULATES

MARTIN PRINTZ

OF CLEVELAND

On His Vision and Showmanship

In Securing

VITAPHONE

for the

CIRCLE THEATRE

CLEVELAND

VITAPHONE CORPORATION

SOLE OFFICES:
FISK BUILDING
BROADWAY AND 57th STREET
NEW YORK CITY

For Over Two Years You've Been Asking For a New Edition of The Studio Directory

An announcement will be made shortly concerning a new plan to again make this service available to the industry. It will be of interest to:

Producers
Casting Directors
Photoplay Editors
Publicity Men
Exhibitors
Managers
Advertising Managers
Players

and all those who are constantly in need of accurate and convenient information on releases, players, directors and all such data.

MOTION PICTURE NEWS

that's the word!

THE PERFECT SAP

PERFECT Comedy

PERFECT Mystery Drama

A PERFECT Riot

at New York Strand premiere January 8th!

With **BEN LYON** and
PAULINE STARKE
Presented by
First National
Pictures Inc.
Adapted form the play
NOT HERBERT
by Howard Irving Young
Directed by Howard Higgin
Produced under management of
Ray Rockett
FIRST NATIONAL
FIRST

Members of Motion Picture Producers and
Distributors of America Inc.—Will Hays President

First National Pictures

First National Pictures

A FIRST NATIONAL Showman goes to the Bank

with his profits from~

COLLEEN MOORE
in Twinkletoes

THE PERFECT SAP
with Ben Lyon and Pauline Starke

CORINNE GRIFFITH
in The Lady in Ermine

JOHNNY HINES
in Stepping Along

THE BLONDE SAINT
with Lewis Stone and Doris Kenyon

JUST ANOTHER BLONDE
with Dorothy Mackaill and Jack Mulhall

Members *of* Motion Picture Producers *and* Distributors of America Inc.~Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, JANUARY 21, 1927 No. 3

Bigger Than Publicity

ON Christmas night, the Associated Press sent out a thousand-word wire story from Los Angeles on how the picture stars observed the holiday.

A few days later, the most conservative of newspapers—*The New York Times*—included in its authoritative financial forecast for 1927 the opinion of a film leader—Adolph Zukor. Mr. Zukor's views were printed alongside Judge Gary's and others of equal prominence.

The Times, as H. M. Newman, publisher of *The Fourth Estate,* pointed out in his excellent address to the A. M. P. A., is exceedingly careful about what goes into its columns and scrutinizes very closely every word.

* * *

Now, the A. P. and *The Times* occurrences are not accidental. They are recognition at the top in the newspaper world of the outstanding importance of the screen in the interest and affection of the public.

They mean, unmistakably, that motion pictures are news. And why? Simply because the public says so. The daily press could not leave out picture news if it wanted to—which it does not. Good publishing demands news of this business in all its ramifications—personalities and as an industry.

In the same way—and just as importantly—the motion picture needs the newspaper to carry its advertising message. In no other medium can entertainment be so effectively sold to the millions who ask: "Where shall we go tonight?"

The two are very closely allied. There is a natural kinship, because the screen is publishing entertainment to the multitude.

This, it seems to us, is the dignified basis upon which to approach the problem of the commercial rate for picture theatre advertising.

The Times, by its publication of Mr. Zukor's forecast, acknowledges that the motion picture is on a level with the other great industries. The Associated Press devotes thousand-word wire stories only to topics of vital public interest.

The Times and the A. P. are pointing the way to the newspaper world. If the motion picture is gilt-edged news, there can be no question that its advertising is also of the first importance to the public. And if that is true, why should the picture theatre be discriminated against in advertising rates?

* * *

The old-fashioned argument that the rate must be kept higher because a certain amount of publicity is carried, falls to the ground. The newspapers themselves, by printing picture news—and make no mistake about it, *it is news*—acknowledge the falsity of the argument. What is news in one column is no less news because it is printed in another column. Anything else is an artificial distinction without merit.

We believe that the newspapers, if they will thoroughly analyze their own attitude, ought to agree that the run-of-paper rate for picture theatres is sound. The whole question is bigger than publicity—far bigger.

The picture theatre is a show in itself. As such, it needs big space for its advertising. Institutions—and the picture theatre is an institution—are not adequately represented by directory space, which is an inheritance from the old-style legitimate road-show.

The motion picture is not asking for anything to which it is not entitled. But it must insist that justice be done; and that it be given, in advertising rates, the recognition which the newspapers have already accorded it in every other respect.

The Week in Review

Comment on Passing Affairs

JUST as this issue is going to press, unofficial word has gotten out to the effect that Famous Players is negotiating for the film rights to "Abie's Irish Rose," and may close for them at any time. No statement has been sent out, but it was admitted that such a deal was pending. The consideration and conditions involved are said to be rather intricate, however, and the final ironing out of all these details may take time.

Many offers have been made for the screen rights to the Anne Nichols piece, which has smashed every box-office tradition of the theatre, and bids of as high as one million dollars have been claimed. Lately it has been rumored that the authoress was asking two million dollars and a share of the gross. At any rate the price will probably be higher than has ever before been paid for film rights with the possible exception of "Ben-Hur."

* * *

IN connection with the adaptation of stage plays to the screen, we ran onto an interesting reaction the other morning. A film play based on one of the greatest successes of the American stage was previewed before a receptive audience. Those who had never seen the stage play thought the picture was immense; those who were familiar with the play were frankly disappointed. Yet the play had been bought not so much as a story as for the fact that it would supposedly bring in these tens of thousands who had witnessed the play—and apparently these persons will be least satisfied of all those who see the picture. There is a thought in this.

* * *

CONSIDERING the general let-down which comes the second week following the Holidays, business along Broadway was generally very good up to the time of writing this. The Capitol, with "Flesh and the Devil," looks good for $75,000 on the week. The absence of a holiday and the length of the picture makes a new house record unlikely, but the results are tremendously satisfactory. Curiously enough, this picture seems to strike highbrows and lowbrows alike as both good entertainment and good art. It has that elusive something that we can only call "sincerity" which gives it a touch of greatness. The Strand is doing good average business with "The Poor Sap" and the Paramount will be around its usual figure on "Blonde or Brunette." The long run pictures are all a little off from the figures they set last week, but doing well on the whole.

* * *

WILLARD B. COOK, president of the Society of Motion Picture Engineers, has pointed out that a statement in one of the recent John Grierson articles concerning the absence of a Cinematic Society and of encouragement of the formulation of ideas or the pushing of investigation and research as these affect the cinema, might be taken by some persons as a reflection upon the engineers. In this connection Mr. Grierson says:

"The Cinematic Society I talked of was one which would not only promote research in the adaptation of new technical devices to the work of practical direction but one which would articulate efforts in other directions as well. As is well known, the S.M.P.E. confines itself to investigations regarding the tools of the trade (film, camera, theatre equipment, etc.) and along its own specialized technical lines its work has contributed immensely to the advance of the industry. But it does not and does not attempt to function as a know-all for the benefit of directors; the cast of its eye is primarily on the production and betterment of cinema tools, not on the production and betterment of films. The difference is one of function and purpose.

"In the circumstances, there could of course be no thought in my mind of slighting the S.M.P.E., and I would have this made clear. The Cinematic Society I mourned the absence of, was another pigeon altogether."

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January 21, 1927 *Motion Picture News* *Vol. XXXV, No. 3*

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PICTURES AND PEOPLE

Who would suppose that this sedate colonial gentleman was none other than Col. Tim McCoy, dressed for his role in "Winners of the Wilderness" (M.G.M)

Gladys McConnell, chosen as one of the Wampas Baby Stars this year, has richly earned this rating by her work for Fox Films in "The Wedding Ring"

We concur heartily with the Wampas in its selection of Sally Rand, a beauteous blonde under contract to De Mille, as a Wampas Baby Star for the coming year

Those Marquee Signs

THE Los Angeles exchange of Educational reports a marquee sign on a theatre in a little California town reading: "God Gave Me Twenty Cents and Lloyd Hamilton."

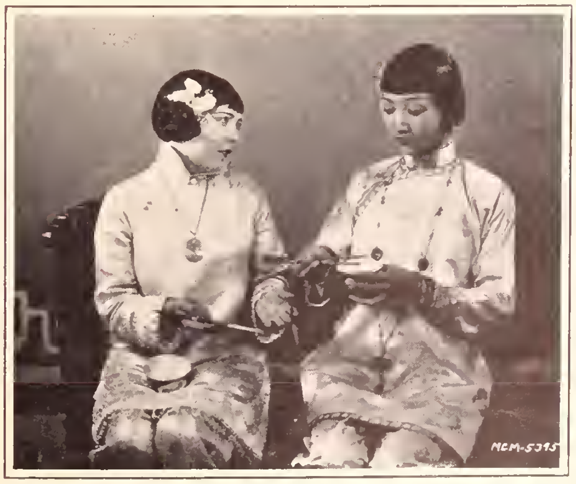
A Comedian Arrives

CHESTER CONKLIN, whose years of comedy training are standing him in good stead as a subtler comic figure in features, arrived in New York on Tuesday from the Coast, accompanied by his wife and Mrs. Sig Schlager. Conklin will add humorous moments to "Cabaret," the next Gilda Gray vehicle for Famous Players.

Fell into a Job

ONE drop too much has proved the downfall of many a man, but to Clem Beauchamp it proved the opening up of a new field. During the war he was a naval aviator, specializing in parachute jumps. Later he set up as a movie stunt man, doing plane changes and other hazardous tricks. Finally, flying over Santa Monica Canyon, a wilderness of brush, gullies and rock, his engine stalled and he made a forced landing on rough ground.

When the engine was hoisted off his chest he was found to have a broken arm and nose, a fracture of the skull and a half-dozen ribs caved in. He gave up flying, and Stephen Roberts, Educational comedy director and former pilot, made him an assistant. Then he had a chance to don the grease and showed an unsuspected talent for comedy miming. Today he is coming along fast as one of the most promising young comics in the field.



The technique of chop-stick juggling is explained by Anna May Wong to Renee Adoree, who is featured in an oriental role in "Mr. Wu" at Metro-Goldwyn-Mayer. Miss Adoree's make-up has been widely commented on

Another of the Wampas selections for 1927 who will bear watching is Frances Lee, who has been leading lady in recent Bobby Vernon-Christie comedies

Sally Phipps, named as one of the Baby Stars of 1927 by the Wampas, has just been awarded the feminine lead in "Love Makes 'Em Wild" (Fox Films)

Lupino Lane, as he appears in Educational's "Naughty Boy," and Al St. John, Mermaid star, clown a bit to keep in the spirit of good old Laugh Month

The first film executive to use the new telephone service between New York and London was Adolph Zukor, head of Paramount, who talked to John C. Graham, British manager. Sidney R. Kent and E. E. Shauer are at the left and right. (P. & A. Photo)

Radio Laugh Month Party

STATION WMCA of the Hotel McAlpin, New York, which was one of the first institutions operating a radio station to broadcast a Laugh Month program, was the scene of a highly successful Laff Nite, Thursday evening, January 6, when motion picture stars, officials and prominent cartoonists gathered in the grill room to take part in a specially prepared program. The presence of Milt Gross, creator of "Nize Baby"; Billy DeBeck, creator of "Barney Google"; Cullen Landis, Pathe serial star; Don Hancock, editor of Topics of the Day; Borrah Minnevitch, harmonica player, who is the hit of "Betsy," new Ziegfeld musical comedy, and Jack Burdette, Pathe player, not only added to the highly entertaining program which was broadcast starting at midnight, but also attracted a large crowd to the grill room.

Shortly after the regular entertainment for the evening had been started, Hancock was introduced and contributed "The Art of Jokesmithing" as his part of the Laff Nite. Cullen Landis appeared before the "Mike" and spoke briefly on the Laugh Month idea. Burdette played the uke and maintained the fast pace set by Hancock with several humorous stories. Gross and DeBeck, introduced as two of America's foremost cartoonists and artists, presented a clever dialogue.

Minnevitch literally stopped the show with his playing of "The Rhapsody in Blue" on the harmonica. The audience insisted on an encore and he played "Black Bottom" on one of the tiny harmonicas which had been distributed among the guests.

Lois Wilson Leaves Famous

LOIS WILSON and Famous Players came to an amicable parting of the ways last week after an association which had lasted for seven years.

During these years, Miss Wilson has given splendid performances in such well-known pictures as "Miss Lulu Bett," "The Vanishing American," "The Covered Wagon," "The Great Gatsby" and many others.

For some time Miss Wilson has been trying valiantly to get away from Western roles, and it is understood that the severance of her and Famous Players' relations finally came about because of their desire to have her play another Western role in "The Deer Drive."

H. Aiger Please Note

IT was just 12 years ago that Hal Roach, a former Seattle truck driver, movie cowboy, actor, director and writer, started in business with a cash capital of $3,750. Recently the Hal Roach studios were reincorporated for one and a half million dollars. Even that figure does not represent the total valuation of the establishment, since he was offered a million dollars for a half interest not so long ago. And the genial Mr. Roach is just 34 years of age. Not all the real film romances are on the screen.

The Age of Wonders

ADOLPH ZUKOR, one of the first to recognize and develop the potentialities of the motion picture, last week participated in the inaugural of another great scientific development which, like the screen, is destined to bring the nations of the world into closer relationship.

At 10:50 last Friday morning the telephone in his office rang and Mr. Zukor was in telephonic communication with John Cecil Graham, managing director of the Paramount interests in Great Britain. The president of Famous Players-Lasky was one of the first to use the radio telephone service which had just been inaugurated between the two countries. This event of international importance occurred on Mr. Zukor's fifty-fourth birthday.

The conversation between the two lasted eight minutes, and as Mr. Zukor talked photographs were taken for immediate transmission by cable to London. These were received in England within a few hours after Mr. Zukor had hung up the receiver.

Pathe Club Festivities

MEMBERS of the up-and-coming Pathe Club have a lively meeting scheduled for this Thursday evening at the Hotel Roosevelt in New York City, with a strong program of entertainment. Robey Lyle of "The Desert Song" company will sing; Daisy Rainsford, formerly with Pat Rooney, will sing and dance; and Dot "Mike" Bodee of the Black and White revue will offer the latest Black Bottom. Meanwhile, plans go on apace for the big Pathe Club annual ball, to be held in February.

Miss Blythe Departs

BETTY BLYTHE, accompanied by her husband, Paul Scardon, the director, left New York last week for Hollywood. Miss Blythe has been offered several parts in forthcoming productions, and will no doubt make announcement as to her plans shortly after her arrival on the Coast. Scardon, it has been announced, will direct a picture to be made by Harry Aitken, formerly of Triangle, from an original by Thomas Dixon. He will return after a short stay.

London to Hollywood

SHORTLY after the opening of telephonic communication between New York and London, M-G-M went the others one better by having Major Edward M. Bowes in New York connected at the same time with John Gilbert in Hollywood and Castleton Knight of the Capitol Theatre in London, relaying a message from Gilbert to Knight. The total distance which the message traveled was 7,000 miles.

Mark Engagement

THE engagement of Miss Winifred Mark, younger daughter of Mrs. Mitchel H. Mark of New York City, to Victor Aubrey Lownes, Jr., has been announced. Lownes is assistant manager of the Victoria Theatre at Buffalo, while Miss Mark is a daughter of the late Mitchel H. Mark, founder of the chain of theatres which bear his name.

Mrs. Seger in Another

MRS. LUCIA BACKUS SEGER has started work in another important role, this time in "Knockout Reilly," a Richard Dix starring vehicle in work at the Paramount Long Island studio. She is playing the role of Mrs. Reilly, mother to the character played by the doughty Dix.

Building to Surpass All Records

Analysis Made by Survey of 2,000 Architects Indicates Theatre Increase 25% Over 1926

BUILDING ACTIVITY IN THE UNITED STATES SINCE 1915

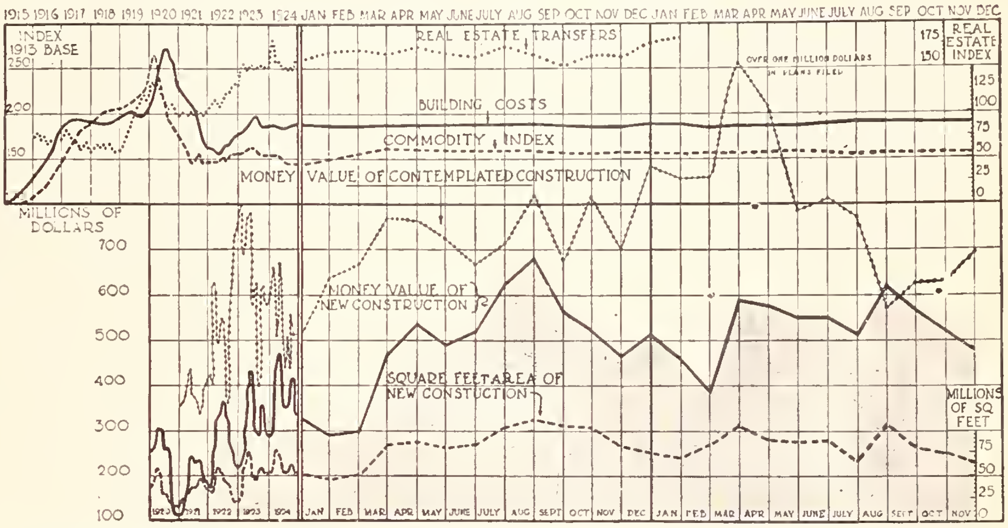


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Chart shows variations in Building Costs for years 1915-26. also Commodity Index; Money Value of contemplated construction, and Real Estate Transfers for all building in country. This is an important chart for studying the trend of building

[Editor's Note: Data and analysis given in the following article are taken from the 1927 building forecast as published by "The Architectural Forum"]

It is difficult to conceive that the year 1927 will record as great a theatre building investment as that of 1926. All indications point to the fact that 1927 will probably prove to be the greatest year in theatre building history. Its total investment in new building construction will be approximately 25 per cent. more than in 1926. In other words, the forecast of "The Architectural Forum," based on an extensive survey as explained in following paragraphs, indicates for 1927 a total of about two hundred million dollars as opposed to the one hundred and sixty-five million dollar record of 1926. (These figures are for actual construction and do not include cost of sites, etc.)

Forum Carries Surveys

For several years past, "The Architectural Forum" has carried out a comprehensive survey among architects, obtaining over 2,000 confidential reports of work actually on the boards or seriously contemplated to reach the contract stage the following year. Having those actual figures in hand, it has been found possible to apply a series of ratios which have resulted each year in a fairly close approximation of actual figures ultimately recorded. Primarily, of course, this forecast deals with work carried out through architects' offices. While the bulk of the building of this country is controlled by architects, to the figure established by new work must, of course, be added an estimate covering remodeling and alterations.

In order that some detailed measure may be had of anticipated building activity during the year 1927, the architects' reports received by "The Architectural Forum" have been correlated and weighted for presentation in the accompanying data, which show the expected activity in theatre building, allocated to six divisions of the country.

No Danger of Overbuilding

In spite of occasional comments, there appears at present no great danger of overbuilding, because, after all, the building demand of this country is not primarily for space alone, but for space of a satisfactory quality. Here then we find conditions which are certainly discouraging from the viewpoint of owners of old buildings, particularly those which physically or because of local conditions are approaching the state of obsolescence. The competition of new buildings will naturally be too great to sustain values in old structures, but it is probable that the new buildings themselves will not suffer materially except in isolated instances of a temporary satiation.

Each year "The Architectural Forum" forecast is expressed monetarily and in percentages, showing the anticipated activity in new building construction for each of the nineteen building types in the six established geographical divisions of the United States. Theatre building for 1927 ranks eleventh of these nineteen divisions.

By comparing the figures given in this forecast for 1926-27, it is possible to ascertain the changing public demand for new buildings and establish for each district the relative activity which may be expected.

Grouped in Six Divisions

The six geographical divisions of the United States to which the following statistics apply are grouped as follows:

1. Northeastern States, including Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.
2. North Atlantic States, including New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia.
3. Southeastern States, including Virginia, North Carolina, South Carolina, Georgia, Florida.
4. Southwestern States, including Kentucky, West Virginia, Tennessee, Alabama, Mississippi, Louisiana, Texas, Oklahoma, Arkansas.
5. Middle States, including Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.
6. Western States, including Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Idaho, Washington, Oregon, California.

The following table gives a complete analysis of the division of theatre building by various districts and also the expected change of theatre construction in each of these districts over that of 1926.

In dollars and cents, the total expenditure for theatre construction in the classified territories are as follows:

	1926	1927	Change in percent
			Increase
United States	$158,700,000	$199,652,500	25.8 %
Northeastern States	5,880,000	18,637,500	219 %
North Atlantic States	23.750,000	54,747.500	131 %
Southeastern States	3,497,500	6,995,000	100 %
Southwestern States	9,998,000	11,012,500	10.3 %
Middle States ...	91,800,000	93,367,500	1.75%
			Decrease
Western States ...	22,320,000	14,892,500	33.4 %

The above table shows some very radical changes in theatre building activities as grouped by territories. The figures above indicate that the United States as a whole will show an increase over 1926 theatre construction of 25 8/10 per cent., while the Northeastern States will more than treble their construction in 1927 over that of 1926. The North Atlantic States, having an increase of 131 per cent., are next in line in representing the most radical changes in the theatre building program, while the Southeastern States follow a close third, as the building program in that territory will be doubled. There is very little change in the building schedule for the Southwestern and Middle States, as compared with that of 1926. The only section that shows a decrease is the Western States, where the volume of building will be reduced by something like one-third. It can be seen from this analysis that the East and Southeast are scheduled for the heaviest building program in their history. This development is to be expected, considering that the West and Middle States have been the center of our era of theatre construction for the past four or five years, the East and Southeast lagging somewhat behind.

Proportionately, the total theatre building in the United States to be done in each of the six territories, is as follows:

Northeastern States, 9.3 per cent.; North Atlantic States, 27.9 per cent.; Southeastern States, 3.5 per cent.; Southwestern States, 5.5 per cent.; Middle States, 46.4 per cent.; Western States, 7.4 per cent.

Motion Picture Course at Columbia University

Dr. Butler Announces Decision to Inaugurate Four Year Training Period in Film Work

COLUMBIA University is to inaugurate a four-year course of instruction to train experts for the film industry and in the future Young America will have the same opportunity for a thorough education in all the branches of picture making as it now has to qualify in medicine or law.

This important fact was announced by Dr. Nicholas Murray Butler at a luncheon given in his honor last Friday at the Waldorf Hotel by the Motion Picture Producers and Distributors Association.

The University has had an extension course in various phases of motion picture production for several years, but the course has been handicapped by a lack of equipment and other features necessary to permit it to function with complete success.

The new course will be carefully planned and adequate funds and a competent faculty secured to give the students who enroll all the instruction for a highly technical profession that is possible. In other words, the graduate of the school will be in just as good a position to step into a studio as the young lawyer is to conduct a case in court.

While none of the details have been worked out, it is already known that the school will study such arts as architecture, designing, history and scenario writing. The student will also be taught the fundamentals in laboratory work, directing, stage technique and the more practical parts of picture production.

As soon as a committee appointed by Will H. Hays from the personnel of the M. P. P. and D. Association and a similar body from Columbia meet, the work will actually be under way.

Doctor Butler in his address at the luncheon made his position clear on the subject of the seriousness with which the prospective course is viewed by the Columbia faculty.

He paid high tribute to the motion picture, describing it as "a new set of forces for binding the world together" and called the film "a stupendous engine of great importance."

In explaining why the course had been decided upon he said that the University was dedicated to service and that motion pictures had progressed to the point where they were entitled to the recognition of Columbia if she was to live up to her traditions of providing scholarship and service where they were deserved and needed.

Dr. Butler expressed it as his opinion that the one big problem the motion picture industry faced was production of the trained expert and that Columbia would provide these experts with her graduates in the new school.

The luncheon given for President Butler was largely attended by film executives, newspaper and trade press and others who might be expected to be interested in one way or another in the proposed venture.

Ex-Governor Milliken of the Hays office introduced Dr. John H. Finley, who acted as toastmaster, and he in turn sponsored Dr. Butler and Will H. Hays, who represented the picture industry as spokesman.

After paying tribute to Dr. Butler and promising the support of his association in the undertaking, Mr. Hays talked at some length concerning the power of the screen, describing it as the "one universal language."

Among the prominent people who attended the luncheon were Will H. Hays, Dr. Nicholas Murray Butler, Mrs. James Lees Laidlaw, Adolph Zukor, Haley Fiske, Mrs. William Dick Sporborg, F. C. Munroe, E. W. Hammons, Saul Rogers, Francis H. Sisson, Harry D. Buckley, Walter F. Wanger, Mrs. Anna Steese Richardson, Professor Gaylor White, Mrs. Leon A. McIntire, Dr. John H. Finley.

Honorable James W. Gerard, Mrs. Robert E. Speer, R. H. Cochrane, Professor James C. Egbert, Harry M. Warner, Mrs. Oliver Harriman, Jesse L. Lasky, Courtland Smith, Mrs. Elihu Root, Jr., J. Robert Rubin, Samuel Spring, John C. Flinn, Reverend Charles S. Macfarland, Mrs. Thomas A. McGoldrick, Frank D. Fackenthal.

William LeBaron, Reverend Henry F. Leiber, Maurice D. Kann, Fred J. McConnell, John Spargo, Arthur James, Merritt Crawford, J. S. Dickerson, C. F. Chandler, Paul Gulick, Joe Weil and John Barry.

Two New York Censorship Bills for Abolishment Pending

TWO new measures calling for the abolishment of State motion picture censorship, which are in line with the recommendation made by Governor Smith in his annual message, are now pending with the possibility of more being introduced into the Legislature later in the present session.

One bill which will be presented soon is sponsored by Fred L. Hackenburg of New York. Another bill is fathered by an upstate Republican. According to one observer at the State House, chances for the abolition of State censorship are excellent.

At present censorship powers are vested in the Board of Regents, who have appointed Jas. H. Wingate of Albany as director of the motion picture division of the State Department of Education. Yesterday the State Civil Service Commission announced that he had passed his examination. Wingate will soon prepare a budget covering financial needs of his department. He will receive a salary of $7,500 per year.

M-G-M Net Profits Are $3,055,229.35

METRO - GOLDWYN - MAYER and Metro - Goldwyn - Mayer subsidiaries 100 per cent owned report net profits of $3,055,229.35 for the fiscal year ending August 31, 1926. The gross profits for the period were $7,950,660.13, while assets are estimated at $29,829,764.88.

The net income reported for the year ending August 31, 1926, by Metro - Goldwyn - Mayer and subsidiaries, is equal to $4.37 per share on the 620,000 shares of common stock outstanding. This compares with $2.68 for the preceding year. The consolidated income account is as follows:

	1926	1925
Gross profit	$7,950,660	$5,995,368
Operating expenses	5,091,582	4,132,222
Operating profit.	2,859,078	1,868,148
Other income ...	573,696	256,031
Total income ...	3,432,774	2,119,177
Federal taxes...	377,545	112,032
Net income.....	3,055,229	2,007,145
Preferred dividends	346,167	347,985
Surplus	2,709,062	1,659,160
Previous surplus adjusted	3,507,395	1,898,235
Total surplus ...	6,216,457	3,557,395

New Companies Procure N.Y. Incorporation Charters

Motion picture companies incorporating during the first week of the New Year, in New York State, included the following: 137 West 48th Street Leasing Corporation, capitalization not specified, Louis F. Weiss, John F. Wharton, Odin Gustafson, New York City; B. and O. Film Exchange, Inc., $50,000, Peter and Annie Okun, Edward M. Berman, Brooklyn; Frederick F. Watson Film Laboratories, Inc., $75,000, Frederick F. Watson, Elmhurst; Herbert Smith, Brooklyn; William McAdoo, Kew Gardens; Hillside Roof Garden Theatre, Inc., $400,000, Clifford R. Parkeman, Jamaica; William H. Weekes, Queens Village; Ernest M. Morrison, Queens Village; Wirth and Hamid Realty Corporation, $100,000, Elizabeth Satlien, William Weinberg, Celia Cartoon, New York City.

H.H. Imray Now Advertising Sunday Films and Baseball

New Port Richey, Fla., recently had an election, the people voting on the question of Sunday picture shows, baseball and dancing. The vote was heavily in favor of both baseball and pictures, but thumbs down for dancing. New Port Richey has quite a winter colony of theatrical people. Thomas Meighan has quite a lot of property there and the motion picture theatre is named for him, the "Meighan."

H.H. Imray Now Advertising Mgr. Eastman Kodak Co.

Howard H. Imray has been appointed to the post of advertising manager of the Eastman Kodak Company, Rochester, New York. His appointment is effective January 17. Mr. Imray was for several years with the United States Advertising Corporation, Toledo, Ohio.

Victoria Court Upholds Injunction Favoring Exhibitor

The Court of Appeals at Victoria, B.C., has rendered an important judgment of general interest to all exhibitors in sustaining the order of Justice F. B. Gregory of the Supreme Court awarding John A. Schuberg, proprietor of the Empress Theatre, Victoria, an injunction and $1,750 damages against Local 118 of the International Alliance of Theatrical Stage Employes.

The injunction restrained members of the union, including operators, stage hands and others, from interfering with the operation of the theatre, although counsel for the union had contended at both trials that the act relating to trade unions had legalized peaceful picketing.

The justices of the higher court based their judgment on the criminal code which made it a crime to watch and beset. It was ruled that union men had watched and beset the theatre.

The trouble started when Manager Schuberg decided to cut down the staff of employes. When he did so, the local union advertised that he was unfair to organized labor.

Montreal Amusement Tax Revenue $780,265.37

The annual report of Patrick Collins, city treasurer for Montreal, Quebec, issued January 8, showed that the civic administration gained to the extent of $780,265.37 through revenue derived from the Amusement Tax paid by patrons at Montreal theatres during the calendar year of 1926.

This was an increase of $108,043 over the total for the previous year, thus indicating that Montreal theatres had done very nicely during the past twelve months.

The city also had a revenue of $5,965 in fines imposed upon exhibitors or theatre employes of local theatres through alleged evasions of the amusement tax by-law and other infractions.

Definite Plans for New Seattle Film Row

WITH the commencement of construction on the long proposed new film row in Seattle, Wash., not far distant, it has been announced that leases in the new block have already been signed by Warner Bros., United Artists and Metro-Goldwyn-Mayer. Other leases are in preparation for Educational, First National, Famous Players-Lasky and other distributors as well as the Western Poster Company and additional supply houses.

The Canterbury Block, located between First and Second avenues on Battery Street, just three blocks north of the present row, will consist of a 16-story modern apartment hotel. to be built in the center of the block and surrounded by small stores and office buildings which will house the film branches and firms. An individual adjoining building will house the National Theatre Supply Company, according to report.

The present film row property has grown so valuable that on it must be constructed larger buildings than the one-story structures now occupied by the exchanges.

President Coolidge Sees "Tell It to the Marines" in Washington

WHAT is believed by Metro-Goldwyn-Mayer to set a precedent in Presidential conduct was inaugurated last week when President Coolidge attended a special show of M-G-M's production, "Tell It to the Marines," in the auditorium of the Interior Department Building in Washington. The President, with Mrs. Coolidge, headed a party of guests invited by Major-General John A. Lejeune, head of the U. S. Marine Corps, which included the six members of the Cabinet and many Senators; the entire party numbered about three hundred guests.

The Marine band played the special score for the production and a detachment of Marines from the Capital were present. The picture is now playing an extended engagement at the Embassy Theatre, New York City.

Predicts Radio Movies

Broadcasting of Pictures to Distant Points is Likely Soon, Declares Dr. Alexanderson

IN a lecture and a sketchy demonstration given at the Engineering Building in New York City this week Dr. E. F. W. Alexanderson, consulting engineer of the General Electric Company and the Radio Corporation of America, forecast the possibility of radio movies in the home and the probability of seeing a person at a telephone within the next few years. The major portion of the attendance was composed of radio engineers.

Dr. Alexanderson described the simple apparatus by means of which he said he had broadcast photographs a distance of two miles and by which he hopes a beginning has been made toward television so that not within the too distant future anyone sitting at the telephone may see the person with whom he is conversing.

Dr. Alexanderson's method of broadcasting pictures, which he predicted would come as soon as the public demanded it, was only sketchily described by him. He indicated, however, that it is done by fastening the photograph to be sent on a rotating drum, and by reflecting light to it the various tone values are transmitted by electrical processes to the modulating carrier wave of a broadcasting station, which in turn actuates a photo-electric cell in the receiving instrument that paints, as it were, the tone values on a rotating film. The two rotating drums are synchronized so that they will always be in step.

Radio photography, Dr. Alexanderson said, is already an established fact, the only difference in the various methods being adaptations to varying conditions. His own method, for which he did not claim originality, but which grew out of experiments by other men for many years, produces under ideal conditions an accurate and smooth reproduction of a photograph, and its greatest value is its speed. It is made on a carrier frequency of 3,000 cycles. White is represented by 3,000 cycles modulation of full amplitude, gray by modulation of the same frequency by half amplitude, and black by no modulation.

By this process he has broadcast three pictures from Station WGY at Schenectady and picked them up at his laboratory, only two miles away. They are pictures of twenty-four square inches and were made in two minutes.

J. L. Baird Inventor of Talking Films on Phonograph Record

ACCORDING to a London dispatch in the "New York Herald-Tribune," talking pictures, which can be reproduced from wax records by means of a device which eventually will be marketed for not more than $100, have been invented by J. L. Baird, Scotch inventor. Baird has attracted attention in the transmission of pictures by wireless and has developed the "Visual Phonograph," as he terms it, as a side issue.

A ground-glass screen similar to camera range finders, on which the watcher is able to see the moving image, and a phonograph attachment which reproduces the voice, are the main features of the device. A demonstration of the instrument is scheduled soon in London.

Baird's records are cylindrical, one-half carrying sound impressions, which are reduced to light waves and the other half the sight impressions. A separate needle plays on each half the record, one connecting with the screen, the other with the horn. The records are revolved by an ordinary clock-work motor. Perfect synchronization of picture and sound is obtained, according to the correspondent. It is not necessary that the recording apparatus be near the subject, as both sight and sound can be transmitted by wireless. The pictures now are black and white, though Baird is experimenting with color.

10 Cents Per Seat Weekly, Vitaphone Royalty Charge; Kunsky-F&R Sign

VITAPHONE will exact a royalty of ten cents a seat per week for use of its equipment in addition to the cost of installation and film rental, it was announced this week. As yet the cost of installation has not been definitely approximated; the royalty will be kept by the Vitaphone organization.

According to the company's announcement 50 machines have been installed up to the present time in houses approximating 2,000 seats and it is estimated that 350 Vitaphones will be installed during 1927. It was also learned that George Trendle, general manager of the John H. Kunsky enterprises, has just signed for the installation of Vitaphone in the Kunsky Madison Theatre, Detroit; likewise that Moe Finkelstein of Finkelstein and Ruben contracted for the installation in the company's Garrick Theatre, Minneapolis.

Newspaper Penalty Rate Scored by Newman

"Fourth Estate" Publisher Calls It "Unfair"; A. M. P. A. Names Committee to Aid Campaign

DECLARING that the penalty rate for picture theatre advertising in newspapers is unfair, H. M. Newman, publisher of "The Fourth Estate," trade paper in the newspaper field, outlined his views vigorously to the A.M.P.A. at last week's meeting.

Following Mr. Newman's address, President Walter F. Eberhardt announced the appointment of a committee to represent the A.M.P.A. in the campaign for run-of-the-paper rate. The following were named: A. M. Botsford, chairman; C. F. Chandler, Howard Dietz, G. Bruce Gallup, George Harvey, Vivian Moses, Al Selig and Robert E. Welsh.

Mr. Newman, whose publication is a leader in the campaign, declared that he was fighting for revision of the rates on behalf of the publishers of newspapers rather than the film industry, because he believed the present scale "almost unconsciously dishonest."

He pointed out that the industry has been receiving unusual newspaper recognition recently, and cited the publication of Adolph Zukor's views in the financial forecast of "The New York Times," the first instance in which a film executive has been given a place in the forecast with leaders of the other great industries. He referred also to the fact that the Associated Press sent out from Los Angeles at Christmas a thousand-word wire story on the observance of the holiday by picture folk.

Mr. Newman urged that the industry conduct its campaign relentlessly, but on a dignified basis. "The newspapers know that picture stuff is news," he said. "Don't let anybody tell you otherwise. Your industry has reached a dignity which it needs to recognize itself."

Mr. Newman's appearance brought out a large attendance of members and others and his remarks were greeted with prolonged applause.

N. Y. C. Merger Rumored

Mayer-Schneider, Blinderman-Steiner & B. S. Moss Mentioned in Possible Circuit Amalgamation

THAT two or three of the larger motion picture theatre circuits of New York City have for the past few weeks been negotiating with a merger as their objective seems to be the opinion of those "in the know" along New York's Film Row. One or two claim that it is a ten to one shot that from forty to sixty theatres, now divided into three circuits, will soon be booking from one office.

The first of the rumors to apply to the merger concerned the circuits belonging to Mayer & Schneider and Blinderman & Steiner, operating on the East Side and in Harlem. Should these two firms merge, it would bring to an end a long struggle between these two circuits for supremacy on New York's East Side and would mean that their buying power would be doubly increased. Mayer & Schneider at present operate twenty-three theatres, most of them on the East Side, while Blinderman & Steiner's holdings take in both the East Side and Harlem, making a total of forty-five houses.

Following the rumor that the two above named circuits were negotiating a merger, it is also reported that there is a possibility of B. S. Moss entering the deal with his company's fourteen or so houses in New York and Brooklyn. The Moss house would probably fall in line with the Steiner and Blinderman theatres, according to report, and there also might be a possibility of all three coming under one banner, some seem to think. Should the latter occur, it would mean a combination of sixty theatres.

Sam Katz

Sam Katz Elected to F. P.-L. Board of Directors

Sam Katz, president of Publix Theatres, Inc., was elected a director of Famous Players-Lasky Monday of this week at the board's regular meeting. Mr. Katz fills a vacancy in the Board of Directors.

About one year ago the theatre interests of Balaban and Katz were amalgamated with those of the Famous Players-Lasky Corporation with the result that the Publix Theatres Corporation came into being.

Chaplin Posters Banned in Quebec

Because of the charges made against Charlie Chaplin by his wife in her suit for divorce at Los Angeles, Mayor Martin, of the City of Quebec, issued an order Jan. 12, placing a ban on the display by any local theatre of posters for a Charlie Chaplin picture.

Mayor Martin also announced that he had placed a formal request before the Quebec Board of Moving Picture Censors to deal with a strict hand in the control of all Chaplin films for theatres throughout the Province of Quebec.

Grainger Plans Memorial for His Mother

TO commemorate the memory of his departed mother, the late Mrs. Elizabeth Grainger, a motion picture house is planned by James R. Grainger, general sales manager for Fox Films, to be erected in the town of Medford, Mass., in the early spring.

The theatre, of the community type, will seat 1,500 and will embody many new features. Within the next few weeks Mr. Grainger's plans for the new house will have been drawn up so that construction work may start as soon as the frost is out of the ground. The theatre will be situated so as to draw from the populations of both Medford and Somerville as well as neighboring communities. Mr. Grainger proposes to build at the Southern section of Medford and near the Somerville line.

M-G-M Active in Buying Theatres Abroad

THERE is no let up on the Metro-Goldwyn-Mayer campaign of acquiring theatres. Three Metro-Goldwyn-Mayer houses in Brussels, Ghent and Charleroi are the company's latest additions to its chain of Belgian holdings.

Metro-Goldwn-Mayer also plans a chain of theatres in France, to be built in conjunction with Leon Gaumont and modeled after the Capitol in New York City. Among the moves in the South American field is a deal recently closed by Louis Brock, whereby 44 Brazilian theatre houses pass to the control of Metro-Goldwyn-Mayer. Other moves in the Southern Continent are anticipated shortly, especially in the Argentine.

S. L. Rothafel Now Located at His "Roxy" Theatre

On January 5th of this week S. L. Rothafel officially moved into his new theatre which is now on the last lap of completion. Offices were opened at the new cinema palace for "Roxy," William E. Atkinson, vice-president and general manager; A. O. Greist, secretary and treasurer; the personnel and publicity departments and their respective office staffs. Temporary headquarters in the dressing rooms are being used at the present time preparatory to the final installation into the permanent offices. "Roxy" still maintains his Steinway Hall studio, and the office at 383 Madison Avenue, in New York City. He is now engaged in selecting his musical staff and theatre personnel, which when completed will number five hundred.

Though no date has been set for the opening of the Roxy, the latter part of February will probably see its doors thrown open to the public.

New M. P. Firms Incorporate in New England

New England Theatres Co., Inc., has been incorporated at Westerly, R.I., with $100,000 capital. Incorporators are Booth C. Davis, 1440 Broadway, New York City; May S. Davis, Frank R. Nemec, Morris Kamber and Minnie Bergman.

L. & E. Capital Middletown Corporation has been incorporated at Bridgeport, Conn., to manage motion picture theatres. T. E. Halle of Brooklyn, N.Y., heads the company.

Elm Street Theatre Co. of Worcester, Inc., Worcester, Mass., has been organized with 990 shares of no par value. Incorporators are Henry J. Steinberg, Edgar S. Hill of 511 Tremont Building, Boston, and Helene R. Steinberg.

Retiring Governor of Pa. Appoints Two New Censors

As one of his last official acts, Gifford Pinchot, retiring Governor of Pennsylvania, has appointed Mrs. Marie Connor Biestel, of Greensburg, and Mrs. Geneva Gerlach Riegel, of Hazelton, inspectors on the Board of M. P. Censors at a salary of $1,500 per. These two additions to the board brings the total personnel of inspectors up to fifteen, the largest number that the board has had since its creation.

Heavy New Eng. Building

More Theatres to be Erected During This Year Than in 1926, Judging From Present Plans

CONSTRUCTION of the new theatres in New England during 1927 promises to eclipse the construction program of 1926, when the largest number of new motion picture houses in the history of that section, providing the greatest number of seats in any one year, were completed.

There is a vast amount of construction plans still in the embryo stage, that is, prospective owners are seeking sites, are buying options on sites, are consulting with architects and as yet have not actually accepted plans nor awarded contracts. These are not considered at this time because of the uncertainty attending actual construction. Some of the construction planned for this year includes the erection of the B. F. Keith Memorial Theatre in Boston; outside Boston, Springfield will lead in theatre construction, with three theatres planned thus far this year. These are the Memorial Theatre, to be erected by S. Z. Poli on a site adjoining the Municipal group of city buildings; the Marcus Loew Theatre, to be erected at a cost of $1,000,000 on the site of the Hotel Massasoit; the third theatre for Springfield will be located at Center and School streets and will cost about $150,000. It will be operated by a syndicate.

In Worcester, Daniels and Hodgdon are having plans drawn for a large theatre, for which a site has been purchased. In Revere, Mass., John A. DiPesa will build at Broadway and Prospect avenues. Robert A. Olinder of Boston will build a $400,000 house on Beacon Street, Brookline, to be known as the Kenmore Theatre. At Dedham, Mass., the Dedham Community Theatres Corporation have already started construction of a theatre which is expected to be completed about September 1st.

A new theatre is planned for the Charlestown district of Boston by P. J. Marget; construction will be started about March 1st. David Stoneman of Boston is to build a new theatre on Park Street, Milford; the site is now being cleared.

The new theatre in Plainville, Conn., sponsored by the Sequassen Corporation, is well under way and will be ready by early spring. Frank C. Leavitt of Sanford, Me., is to start March 1st on the construction of a theatre on Main Street.

Relief Fund in Montreal

Exhibitors Quickly Tender Aid After Tragic Fire Panic in Laurier Palace Theatre

SWIFT action was taken by the Montreal Theatre Managers' Association and other agencies in the industry toward relieving distress caused by the tragic fire panic January 9, in the Laurier Palace Theatre, Montreal, which cost 77 lives, mostly children.

The Montreal exhibitors pledged a fund of $10,000 immediately for funeral expenses of the victims, with the expectation that the amount would go later to $20,000 or $25,000. N. L. Nathanson, of the Famous Players Canadian Corporation, went from Toronto to render any possible service in connection with the disaster.

The fire itself was small and was quickly brought under control, and most of the audience of 1,000 filed out in orderly fashion. The panic started at the balcony door, when men, women and children, fear-stricken, fought to get out, and many were trampled.

A few hours after the tragedy, A. Lawand, proprietor of the theatre, and Michel Arlie, manager, were taken into custody as witnesses for the inquest. Lawand was charged with admitting children under 16 unaccompanied. The employees were released, and Lawand's bail was fixed at $500 which he furnished.

The City of Montreal issued an order to take effect January 12, prohibiting special presentations in any picture theatre not equipped with a regularly fitted stage including a proscenium wall, asbestos curtain, fire sprinklers and stage exits. About ten of the large film playhouses of Montreal were affected by the sudden order.

Lawand admitted at the Fire Commissioner's Court on January 11 that he had previously been convicted a number of times for overcrowding and for the use of posters that had not been approved by the police. He also admitted that he had had fires in his Maisonneuve Theatre, in his bowling alleys and in his home. Evidence of witnesses showed that children were standing in the aisles of the Laurier Palace when the fire panic occurred.

Columbia Pictures Opens Offices in Japan

THE firm of Madden and Company, whose representative, V. Garfield Madden of Tokyo, sailed from Vancouver this week, has become exclusive franchise holders for Columbia Pictures product in Japan and her Far East dependencies, Korea, Formosa and Southern Manchuria. The new arrangement was agreed upon in New York prior to the holidays between Joe Brandt and Jack Cohen, president and treasurer of Columbia Pictures respectively, and Mr. Madden, representing his firm.

Offices have been established at the Murai Bank Building in the Japanese capital. Mr. Madden will be assisted by W. S. Kingsbury, formerly with Fox and First National in Japan but who is now exclusively attached to the motion picture activities of Madden and Company.

New $1,000,000 Loew House in Virginia

Considering Site; Deal Closed for Richmond Site; Universal Plans House in Cleveland

A NEW 2,500-seat Loew theatre is promised the theatre-goers of Richmond, Va., with the announcement that Marcus Loew has definitely closed a deal for a site at Grace and Sixth streets in that city. Construction will start within sixty days and more than $1,000,000 will be involved in the project. The theatre, when completed, will offer a combination policy of vaudeville and feature pictures, and will be modeled along Spanish architectural lines.

Confirmation was obtained from E. A. Schiller of Loew's, Inc., that his corporation is negotiating in Harrisburg, Pa., for a site in the business center of the city for the erection of an additional theatre. The Loew interests have for several years successfully operated Loew's Regent picture house in that city, which, it is understood, will continue to operate after the new proposed building is erected.

Important acquisitions of theatres continue in New York State. Last week the Schine brothers took over the Robbins houses in Utica, Watertown and Syracuse, as was predicted in the "News" a week or so ago. The Kallet brothers, of Oneida, also closed a deal by which they will acquire two theatres in Ilion that have been owned and operated by Whitney, Young and Pierce. There was an unconfirmed rumor along film row to the effect that Commerford interests of Pennsylvania are associated with the Kallets in the deal. Early in the spring, Loew interests will erect theatres in Syracuse and Utica, according to all reports, while the Stanley interests are planning to build a theatre in Utica.

The setting of plans for a new $500,000 suburban theatre in Cleveland, O., has just been announced at the home office of the Universal Chain Theatrical Enterprises. It will be built as a combined store building and theatre and has been leased for twenty-five years to the U-B Theatrical Enterprises, the company formed by Universal and Dr. B. I. Brody, to hold and operate the former Brody chain in that city. The theatre will have a capacity of 1,800 seats.

At the second annual stockholders' meeting of the Carolina Theatres, Inc., at Asheville, which is headed by E. D. Turner of Asheville, the board of directors was increased from six to eight members, with an increase in the capital stock of the company authorized from $100,000, to $300,000, effective immediately. The houses now owned and operated by the company include the Rivoli at Hickory, the Concord Theatre at Concord, the Lexington Theatre in that city, the Rivoli at Lincolnton, the West Asheville Carolina Theatre in West Asheville, the two new theatres in Statesville and Elizabeth City, and several houses throughout South Carolina.

R. C. Seery

Seery Again Named F. N. Mid-West District Manager

R. C. Seery, who for a number of years was manager of the Mid-West district for First National, has again been named district manager by Western Salesmanager Ned Marin. He will have supervision over the Chicago branch and those of Detroit, Milwaukee, Omaha and Des Moines. In addition he will continue to manage the Chicago office.

All Units Now Arbitrate

Resumed Throughout Country States Pettijohn Following Meeting in Minneapolis

ARBITRATION is again in force everywhere declared Charles C. Pettijohn of the Hays office, who returned to New York this week following a meeting in Minneapolis of the opposing factors in the Northwest territory at which all differences were settled. On January third a conference of interested parties in the Michigan territory likewise resulted in the resumption of arbitration, with a new and very specific set of rules to govern the future conduct of the board, formulated.

The Minneapolis meeting was attended by representatives of the M.P.T.O. of the Northwest and the board of directors of the Minneapolis Film Board of Trade, Mr. Pettijohn and W. A. Steffes, president of the Northwest Exhibitors Association.

While all present concurred in the opinion regarding the efficacy of arbitration, it was agreed that this means of settling differences was only of value if the six men comprising the arbitration board sit as judges and not as partisans. On the contract question it was declared that since motion pictures are leased under the terms of a written contract both parties, buyer and seller, are obligated to know the contents of that document; also, that the adoption of the uniform exhibition contract has proved of great value in accomplishing such purpose.

Both parties to the contract are also obligated to see to it that any special agreements not covered by standard clauses are plainly embodied and set out in the contract, as it is realized that certain unforeseen contingencies may, and have, arisen. It is also taken into consideration that every misunderstanding that happens cannot be covered by specific terms in the contract and it was agreed that it is at this point that equitable relief should be granted.

It is the contention of all those present at this meeting that practically all misunderstandings can be avoided and such situations corrected as they come up if the parties to a controversy can be brought together and, irrespective of legal technicalities, come to an agreement upon what is right and wrong under the circumstances.

While agreeing on these questions the distributors and exhibitors at the gathering did not mean to suggest or expect that contracts shall not be lived up to by both parties but, that those taking part in the discussion will at all times devote their best efforts to provide for any such emergencies not covered by technical terms of contracts, all to the end that arbitration shall mean not only the enforcement of contracts but fair dealing, righting of any wrongs, or correction of such unfortunate or unforeseen situations.

Building Begun on Warners' Hollywood Theatre

Actual construction has been started on the theatre which Warner Bros. are building on the corner of Hollywood Boulevard and Wilcox Avenue. Jack Warner, Raymond Schrock, William Koenig, Darryl Francis Zanuck, Dolores Costello and others were present at the ceremonies when the work was formerly begun with the breaking of a bottle on the steam shovel scoop. Warner Bros. assert that this edifice when completed will be on a par with the finest cinema palaces extant. Its seating capacity of 3,000 will give the house the distinction of being the largest in the film metropolis and will secure for Warner Bros. adequate first-run representation there, it is said.

Mrs. Parham Charlotte Better Films Com. Delegate

The Charlotte Better Film Committee recently had their regular monthly meeting and Mrs. J. A. Parham, president of the committee, was elected delegate to attend the National Conference of Better Films in New York the latter part of January. It was a very constructive meeting and a vote was taken to create a Criticism Committee within the Review Committee, whose duty will be to submit each month criticism of pictures shown in Charlotte, these criticisms to be discussed by the whole organization at their meeting and the information passed on to the Hays organization.

Launch Production on Two Paramount Pictures

Gilda Gray's "Cabaret" and "Knockout Reilly," featuring Richard Dix, were put into production this week at the Paramount Long Island studio. Robert Vignola is directing the Gilda Gray unit in the cast of which are Mona Palmer, Tom Moore, Chester Conklin, William Harrigan, Jack Egan, Charles Beyer and Anna Dewey. The story, by John Oliver, was adapted by Becky Gardiner. Malcolm St. Clair is directing Richard Dix for the first time in a story which was adapted by Pierre Colling and Kenneth Raisbeck.

Thomas Meighan has also been busy for a week at the Astoria plant working on a film tentatively titled "Blind Alleys." Two more pictures, "Rubber Heels," Ed Wynn's first screen effort, and Herbert Brenon's next production are to be started within a few days.

Appointment of MacBride to Ontario Censor Board Hinted

M. M. MacBride, former mayor of Brantford, Ont., and former member for Brant South in the Ontario Legislature, is slated for appointment to the chairmanship of the Ontario Board of Moving Picture Censors, Toronto, by Premier Howard Ferguson, it is intimated. The position has been vacant since last spring, when Major A. S. Hamilton died after a lengthy illness.

Latest Columbia Picture Nears Completion

"The Price of Honor," Edward H. Griffith's production for Columbia Pictures, is nearing completion at the company's Hollywood studio. Dorothy Revier, the featured player, is supported by Malcolm McGregor, William V. Mong, Irville Alderson, Gustav von Seyffertitz and Dan Mason.

E. O. Brooks Executive in Pathe Production Dept

ELMER PEARSON, vice-president and general manager of Pathe Exchanges, Inc., has transferred E. Oswald Brooks from the sales department to the production department where he will be in charge of serial production in the East.

E. Oswald Brooks

Mr. Brooks joined Pathe in 1918 when he was assigned to organize the exploitation department which he managed for a year. He then became serial sales manager and during the five years he held that post he became thoroughly acquainted with the varied phases of serial production and selling. Since last May he has held the position of Southern division sales manager from which he is transferred to his new post.

Mr. Brooks leaves Monday with the entire production company which will make exteriors in Charleston, S.C., on "Crimson Flash," new Patheserial.

L. Pizor Heads Eastern Pa. Exhibitor Body

NOMINATED without any dissenting voice, Lewen Pizor will act as president of the Eastern Pennsylvania unit during 1927. His election will be a routine procedure at the organization's meeting this month when the secretary will cast one ballot for the slate. Other officers, nominated without opposition, are Will Cohen, Philadelphia, first vice-president; Harlan E. Woehrle, Easton, second vice-president; Louis Appel, York, third vice-president; E. M. Fay, Philadelphia, fourth vice-president; George P. Aarons, secretary, and M. Lessy, treasurer.

The association has named a committee to confer with the Film Board of Trade on alleged violations of an agreement to refuse to serve non-theatrical institutions with film less than one year old.

In and Out of Town

AL LICHTMAN, general manager of distribution of United Artists for United States and Canada, left New York Friday, January 7, on the Twentieth Century for Los Angeles. Mr. Lichtman expects to be gone for three weeks. He will confer with Joseph M. Schenck on the possible line-up of films for United Artists during 1927 and with West Coast Theatre officials in Los Angeles regarding the new United Artists product.

EDWARD GOLDEN, president of the Golden Distributing Corporation of Boston and New Haven, is in New York for a conference with I. E. Chadwick, president of Chadwick Pictures, who returned from Los Angeles last week. Golden handles Chadwick product in New England.

HARRY LUSTIG, West Coast division manager for Warner Bros., arrived in New York Sunday for the first time in more than a year. He came to attend a conference of Warner Bros. division managers. Incidentally Mr. Lustig had something to be thankful for, as he was on the section of the Twentieth Century behind the one wrecked Sunday morning and came near being on the section that was ditched.

J. E. STOREY, assistant general manager of Pathe, who has been in charge of West Coast production activities for the past year, arrived in New York Tuesday, January 11, for a production talk with Elmer Pearson, vice-president and general manager.

Boyd in New Richard Dix Paramount Picture

William Boyd, the original Sergeant Quirt of the stage play, "What Price Glory," plays the role of a "has been" prize fighter in "Knockout Reilly," Richard Dix's new starring picture for Paramount. This will be Boyd's fourth picture. He played twelve years ago in "Stop Thief," produced by George Fitzmaurice. About five years ago he was seen with Ethel Barrymore in "The Kiss of Hate" and with Anita Stewart in "Virtuous Wives."

Alberta Vaughn Terminates Contract With F.B.O.

Alberta Vaughn, who has progressed from comedy series to starring roles in full-length features during her association with F.B.O., has ended the three-year connection and will shortly announce new plans. The arrangement was entirely amicable, it is understood, it being felt that the company was not in a position to supply her with the type of vehicles which would best exploit her particular talents. Adamae Vaughn, her sister, and a 1927 Wampas Baby Star, has also left F.B.O.

Export Corporation Formed to Sell for A.C.A.

Edward L. Klein, well-known distributor of motion pictures abroad, has been elected president and general manager of the newly formed International A.C.A. corporation, which will handle the foreign release of all the productions of the American Cinema Association. L. J. Rosett becomes vice-president and Etta L. Klein secretary and treasurer. Harold K. Moss is publicity manager. Klein will shortly leave for abroad to complete a chain of foreign offices and arrange for distribution of the A.C.A. product.

Schoenbaum Gets New Contract With Famous

A new contract with Paramount has been given C. Edgar Schoenbaum, dean of the Paramount studio cinematographers. Mr. Schoenbaum, who has thirteen years of experience behind him, is now photographing "The Mysterious Rider," a John Waters directed vehicle featuring Jack Holt and Betty Jewel. He was responsible for the camera work of "The Vanishing American," "Forlorn River," "Born to the West," and "The Man of the Forest."

Joseph Schildkraut Signs De Mille Star Contract

AS an outcome of Joseph Schildkraut's portrayal of the role of Judas in "The King of Kings," Cecil B. De Mille has rewarded the actor with a new contract by the terms of which Schildkraut will star in De Mille-Metropolitan productions during 1927.

Joseph Schildkraut

Upon completing his role in "The King of Kings" the younger Schildkraut will move to the Metropolitan studio to assume the stellar role in "The Heart Thief," a screen version of "The Highwayman," by Lajos Biro. This play was one of Schildkraut's last stage vehicles before he definitely cast his lot with the films. Nils Olaf Chrisander will direct "The Heart Thief."

Lasky Offers Prizes for Best Famous Pictures

Gold Medal and $17,500 in Cash Bonuses to Directors of Three Outstanding in 1927

IN an effort to set the highest standard possible for film entertainment at the Paramount Theatre, New York City, Jesse L. Lasky announces the offer of a gold medal and cash bonuses totaling $17,500 to the directors of the three best Paramount pictures to be played at the Paramount Theatre in the 52 weeks beginning last January first.

The director of the picture judged best will receive a gold medal and a bonus of $10,000, the director of the second best will receive $5,000 in cash and an award of $2,500 will be made the director of the third highest rating production. The judges will be Adolph Zukor, S. R. Kent, general manager of the company, Mr. Lasky and Sam Katz, president of Publix Theatres, Inc. The awards will be based on quality of production, cost and the directorial contribution to the picture.

This plan is in accordance with the company's policy of showing nothing but the best Paramount pictures at the Paramount Theatre, said Mr. Lasky. "It is to focus the thought and attention of our directors upon the strict requirements of the Paramount Theatre that we offer these prizes. No pictures will go into production in either of our studios unless in story, cast and production value they measure up to the demands of the Paramount Theatre. And no director can remain with our organization who, given these values, does not produce pictures of this high quality.

"For the rest of the year our directors will have to follow a stiff pace, as in the coming weeks we have booked some of our best pictures into the Paramount. These include 'Blonde or Brunette,' starring Adolphe Menjou; W. C. Fields in 'The Potters,' Richard Dix in 'Paradise for Two,' 'New York,' with Ricardo Cortez, Lois Wilson, Estelle Taylor and William Powell; Clara Bow in Elinor Glyn's picture, 'It,' and 'Love's Greatest Mistake.'

"We feel that in making this offer we not only are benefiting our own productions and the Paramount Theatre, but we also are performing a great service to theatre owners throughout the world and to the public as well. Everywhere in the country magnificent theatres have been built upon a basis of a weekly change of pictures. The pictures which are shown in these theatres form the backbone of our industry—they are its bread and butter. Moreover, they are the staple entertainment for millions of people throughout the world. Whatever enchances the screen entertainment in these theatres, therefore, is of immense benefit and it is for this reason that we are offering this prize."

"U's" Five Super-Films

"Uncle Tom's Cabin" Heads List for New Season; Company's Best Directors for Specials

ADVICES contained in a wire sent to Universal's home office in New York from Carl Laemmle, now at the producing plant in Hollywood, state that the company will release five super-productions during the 1927-28 season. These pictures, comprising adaptations of well-known novels and original stories, will be made with especial care and will have the best obtainable directors and casts, it is said. The list includes the following pictures, now being produced or ready for filming: "Uncle Tom's Cabin," "Show Boat," "Love Me and the World is Mine," "The Big Gun" and "The Man Who Laughs."

Of the five listed, it is expected that "Uncle Tom's Cabin" will be the outstanding Universal picture of the year. It is an adaptation of the popular ante-bellum novel by Harriet Beecher Stowe, and is being produced by Harry Pollard with a cast comprising James B. Lowe, who portrays the role of Uncle Tom; Virginia Gray as Little Eva; George Siegman as Simon Legree; Arthur Edmund Carewe as George Harris; Lucien Littlefield as Lawyer Marks; Margarita Fischer as Eliza, and a number of prominent players in minor roles.

Part of the action was filmed at the Mississippi River Basin last Fall and the company is now working at the Universal Studio. The script of "Show Boat," the Edna Ferber best-seller, is now being worked out by Charles Kenyon and the roles of Magnolia Hawks and Gaylord Ravenal will probably be portrayed by Mary Philbin and Norman Kerry, respectively. No director has been assigned as yet, for all Universal top-notch men are tied up for months to come and an outside man is being sought.

The same situation as regards directors is true of "The Man Who Laughs," Victor Hugo's novel which Universal has decided to film. It has been decided, however, that Conrad Veidt is to play the name role with Mary Philbin as the probable selection for the role of Dea, the blind heroine. "Love Me and the World is Mine," an adaptation of "The Affairs of Hannerl," by Rudolph Bartsch, is a dramatic romance, directed by E. A. Dupont and Edward Sloman; Mary Philbin and Norman Kerry are featured.

The fifth production is "The Big Gun," a story of the American Navy, written by Richard Barry, who is also preparing the scenario. It is probable that George Lewis will have the featured role. Lynn Reynolds has been assigned to direct.

Warner Division Mgrs. Confer on Extended Runs

COINCIDENT with the release of the Warner Bros.' extended run productions, a conference of division managers was held this week at the Warner Bros. home office with Sam E. Morris and Morris Safier, general manager of distribution and head of the extended run sales department respectively, to discuss future plans for the distribution of these pictures. It was decided that the division manager would henceforth handle the extended run films in their respective territories, working in conjunction with special field men selling the product under the supervision of Mr. Safier.

The conference was also called for the purpose of having the managers meet Edwin Silverman, the new Warner Bros. sales manager, and Morris Safier, head of the extended run department. Division managers present were J. S. Hebrew, H. E. Elder, Nat Barach, E. F. Lyon, C. C. Ezell, Arthur Abeles, A. H. Fischer and Harry Lustig.

Richard Halliday Director of Gloria Swanson Publicity

Beginning with "Sunya," Gloria Swanson's first production for United Artists, Richard Halliday is at present working as publicity director for Miss Swanson, according to an announcement by Thomas Allen Moore, vice-president of the Swanson Producing Corporation. Mr. Halliday was formerly associated with "Liberty Magazine" and the "New York Daily News" as motion picture editor. He was later employed by George Palmer Putnam and John N. Wheeler as motion picture broker.

Taylor Will Direct "Spring Fever" for M-G-M

"Spring Fever," Vincent Lawrence's golf comedy, which was produced on the Broadway stage last season, will be directed by Sam Taylor for the Metro-Goldwyn-Mayer company. No statement of the cast of "Spring Fever" has been made but the picture is scheduled to go into production some time this month. This will be Taylor's second directorial vehicle for Metro-Goldwyn-Mayer, the first being "Exit Smiling," featuring Beatrice Lillie.

Evelyn Brent Feminine Lead in Hecht's "Underworld"

Upon the return of Evelyn Brent to Hollywood from New York, where she is now playing opposite Thomas Meighan in the latter's new picture, she will begin work on her newest assignment, the leading feminine role in "Underworld," the Ben Hecht story, written directly for the screen.

Louise Fazenda is Cast for "Cradle Snatchers"

Upon the completion of a Louise Fazenda starring vehicle, "The Gay Old Bird," Warner Brothers have loaned the comedienne to Fox Films for the featured role in "The Cradle Snatchers" which Howard Hawkes will direct.

"Bugle Call" First Coogan Under New Contract

As his first starring role under his new contract with Metro-Goldwyn-Mayer Jackie Coogan will appear as the son of an army commandant and mascot of a regiment in an original story based on frontier life after the Civil War entitled "The Bugle Call." Hunt Stromberg will produce the vehicle on the exact locations described in the story, near Fort Laramie, Wyo. Production on the feature will start in the near future. "Buttons," previously announced as the juvenile's first starring film under the new contract, follows "The Bugle Call" on the company's schedule.

A. C. A. Acquires Screen Rights to Guest Poems

The American Cinema Association, of which A. J. Moeller is president, announced on December 23rd the acquisition of exclusive world rights to the screen adaptation of the poems of Edgar A. Guest. The negotiations were concluded between the officials of the film company and representatives of the George Matthew Adams Service which controls syndicate rights to the poet's work.

The first of the series will be released on February 1st through the twenty-five exchanges of the American Cinema Association. These single-reel jewels, as they have been called, will embrace a wide and varied range. They will be produced under the direction of Charles L. Glett and photographed by G. Walter Scott.

This announcement comes on the heels of the company's nationalization and the decision to release eighteen Hartford productions this year besides the remaining six on the present schedule.

May Robson Added to Cast of "King of Kings"

May Robson, stage actress who joined the Cecil B. De Mille film stock company six months ago, has won one of the important roles in the De Mille production of "The King of Kings." She will appear in the Calvary sequence. The De Mille effort entered the New Year with but a short production time to go. It is listed as the largest production ever made in the West Coast film colony, it is said; it has been under way since August 24, 1926.

Rudolph Schildkraut in Cobb's "Turkish Delight"

Rudolph Schildkraut is to portray one of the principal roles in "Turkish Delight," Irvin S. Cobb's first original story for the screen which Paul Sloane will direct at the DeMille studio.

"Ankles Preferred" Is Madge Bellamy's Latest Picture

The title of Madge Bellamy's latest starring vehicle is "Ankles Preferred," which has just been put into production at the West Coast studio of Fox Films. J. G. Blystone is directing.

End "King" Filming Jan. 17

De Mille Allows Eight Weeks for Editing; Other Productions Progressing Rapidly

According to advices received at Producers Distributing Company's New York offices, filming of "The King of Kings," Cecil B. De Mille's personally directed production, will end on Jan. 17. Twenty sets, used in the picturization, will be left standing for several months in case the necessity for retakes arises; Mr De Mille and Jeanie Macpherson, author of the screen story, will devote eight weeks to the editing of the picture.

Of the principals in this picture, H. B. Warner is to "rest" for a time, Joseph Schildkraut starts immediately "The Heart Thief" for the Metropolitan, Ernest Torrence goes into a stellar part at Metro-Goldwyn-Mayer, Robert Edeson will appear with Marie Prevost in "The Night Bride," and Rudolph Schildkraut has three big roles prepared for him.

Work on other productions being made at De Mille and Metropolitan studios is progressing rapidly. In addition to the De Mille picture, another production on which camera work will be completed during this month is "White Gold," Jetta Goudal's current starring vehicle which William K. Howard is directing. Pictures to go into production during January include "Turkish Delight," featuring Julia Faye and Rudolph Schildkraut, with Paul Sloane directing, "The Little Adventuress," directed by William De Mille and starring Vera Reynolds, "Vanity," which Donald Crisp will direct with Leatrice Joy in the stellar role, and "The Country Doctor," featuring Rudolph Schildkraut.

At the Metropolitan studio, Marie Prevost began the New Year by starring in "The Night Bride" under the direction of E. Mason Hopper, with Harrison Ford as her leading man. "The Heart Thief," in which Joseph Schildkraut makes his bow as a star under a newly-signed De Mille-Metropolitan contract, with Nils Olaf Chrisander directing, will be started at once, and a little later filming on the screen version of "The Rejuvenation of Aunt Mary" will get under way under the directorial guidance of Scott Sidney.

"Convoy" Title of Kane's Navy Special for First

"Convoy" is the title finally chosen for Robert T. Kane's navy special which First National will release in March. The all-star cast includes Dorothy Mackaill, Lowell Sherman, Lawrence Gray, Ian Keith, William Collier, Jr., Vincent Seranno, Gail Kane and Jack Ackroyd. The picture, based on "The Song of the Dragon," a short story by John Tainter Foote, tells of the Navy's participation in the World War. Almost a million dollars went into its production, it is said. After three months in the making it is now being cut at the Cosmopolitan studio by Joe Boyel, director, Paul Maschke, film editor, and Louis Sherwin, author of the titles. Ernest Haller headed the camera staff on the picture.

SAMUEL ZIERLER ANNOUNCES THE NEWEST BRILLIANT ACHIEVEMENT OF THE SCREEN'S ACKNOWLEDGED ATHLETIC WIZARD—GEORGE WALSH —IN A DRAMA OF THE PRIZE-RING

"HIS RISE TO FAME"

The Story of a Man Who Conquered

It's an Excellent picture.

Foreign rights by Simmonds Pictures Corp. Cable: Simfilmco, N. Y.

Six Fox Films Completed

Six in Production and Equal Number Ready for Filming; Winfield R. Sheehan Supervising

AN announcement from Winfield R. Sheehan, vice-president and general manager of Fox Films, states that six productions were completed this week, six more are in work and a like amount are past the scenario stage and are ready for filming.

The completed productions are "The Music Master," an adaptation of the Belasco-Warfield stage combination which Allan Dwan directed with Alec B. Francis in the name role and a large supporting cast: "The Last Trail," a Tom Mix starring vehicle based on the story by Zane Grey; Tony, Mix's horse is featured, and Carmelita Geraghty has the feminine lead; another is "The Monkey Talks," a Raoul Walsh production in which Olive Borden is starred with Jacques Lerner playing the monkey role.

Also in this group is "Upstream," a John Ford production, the cast for which includes Nancy Nash, Earle Foxe, Raymond Hitchcock, Ted McNamara, Sammy Cohen and Francis Ford. "Stage Madness," fifth in the group is a Victor Schertzinger production featuring Virginia Valli, Lou Tellegen, Richard Walling and Tulio Carminati; last on the completed list is "The Wedding Ring."

Among the pictures in work is "Sunrise," F. W. Murnau's production on which he is now filming the lighter scenes with the aid of William Counselman. "A.W.O.L.", a comedy feature, is also in the camera stage. It was written especially for Sammy Cohen and Ted McNamara and Benjamin Stoloff is directing. Two Westerns in this group are a Tom Mix starring picture, "The Broncho Twister," directed by Orville Dull and in which Helene Costello, borrowed from Warner Bros., is playing the feminine lead, and "The Whispering Sage" which Scott Dunlap is directing with Buck Jones in the stellar role. It is an original story by Harry Sinclair and Joseph Noel; Natalie Joyce appears opposite Jones.

"The Secret Studio" and "Ankles Preferred" are the other two productions now being filmed. The former is a mystery story with Olive Borden in the featured role, directed by Harry Beaumont and the last named is a comedy original by James Hamilton with Madge Bellamy featured under direction of J. G. Blystone.

Included in the pictures scheduled for filming are "The Seventh Heaven," with Charles Farrell and Janet Gaynor in the leads, "Cradle Snatchers," which Howard Hawks will direct with Louise Fazenda prominent in the cast; "Is Zat So?" with George O'Brien, Edmund Lowe and Kathryn Perry in the leading roles; "The Heart of Salome," with Alma Rubens, directed by Victor Schertzinger and "Rich But Honest," adapted from Arthur Somers Roche's story in "Cosmopolitan" which will be directed by Albert Ray.

At the Eastern studios Allan Dwan is getting ready to start filming of "The Joy Girl," in which Olive Borden has the title role, assisted by J. Farrell McDonald, who has an important supporting role. The exteriors for this production will be filmed in Florida.

First Nat'l Feb. Releases

List Includes Colleen Moore, Harry Langdon, and Anna Q. Nilsson Attractions

"ORCHIDS AND ERMINE," "Long Pants," "Easy Pickings," and "An Affair of the Follies" are the First National pictures scheduled for release in February. The first is listed for February 6th, and the others, the 13th, 20th and 27th respectively.

Colleen Moore is the star of "Orchids and Ermine," a John McCormick production in which Jack Mulhall has the masculine lead. Carey Wilson prepared the story and scenario and Alfred A. Santell directed.

Harry Langdon's starring vehicle, "Long Pants," is said to be his most ambitious production to date; the comedian has been engaged with its making, literally day and night, for the last three months. The support is contributed by Alma Bennett, Gladys Brockwell, Al Roscoe, Frankie Darro and Priscilla Bonner. It is probable that the comedian will bring personally the print of his latest effort to New York as he contemplates a trip East following the cutting and editing of the picture.

"Easy Pickings," in which George Archainbaud directed Anna Q. Nilsson, featured, and Kenneth Harlan and Billy Bevan, is a mystery-drama adapted from a play by William A. Burton and Paul A. Cruger. The photoplay will reach the public long before the play, which is now in its try-out stages in small towns on the Pacific Coast.

Al Rockett produced "An affair of the Follies," the last of the First National February releases. Its principals are Lewis Stone, Billie Dove and Lloyd Hughes. Support comes from Arthur Stone, Arthur Hoyt and Bertram Marburgh. Millard Webb directed. The source of the story is "Here Y'Are Brother," a short story by Dixie Wilson which June Mathis adapted to the screen.

United Artists Sign Three Authors to Do Originals

F. Scott Fitzgerald, Donald McGibney and Wallace Smith are to write original stories for United Artists as the result of an agreement reached Tuesday of this week between the authors and John W. Considine, Jr., president of Feature Productions, Inc., and general manager of Joseph M. Schenck Productions, Inc.

Mr. Fitzgerald's first story will be for Constance Talmadge's initial United Artists picture. The author arrived in New York a short time ago after spending three years in Paris. He goes to Hollywood immediately.

McGibney's first under the United Artists is intended for Estelle Taylor and an all-star cast. He is responsible for "Two Arabian Nights," which Lewis Milestone is filming as a Caddo Production for United Artists release. Mr. Smith will write the second Constance Talmadge story. He has just completed "The Dove," the first United Artists picture featuring Norma Talmadge.

Long Term Contract Signed by Lucien Prival

Before departing for the West Coast, Richard A. Rowland, general and production manager of First National Pictures, Inc., announced the signing by Lucien Prival of a long term contract with First National. The young character actor made his debut in First National pictures some months ago in "Puppets," Al Rockett's production starring Milton Sills. He was also cast in "The Great Deception" and "Just Another Blonde." More recently he completed a role in Robert T. Kane's forthcoming production, as yet untitled, featuring Ben Lyon and Mary Brian.

Cortez Negri's Leading Man in "Confession"

The leading male role in "Confession," Pola Negri's next Paramount picture, will be played by Ricardo Cortez. His role will be unusual, it is said, in that he will portray both a hero and a villain throughout the film. Lothar Mendes will direct under the supervision of Erich Pommer. "Confession" is an original story by Ernest Vajda, founded upon the life of Rachel, Parisian stage favorite of fifty years ago.

Select Principals for Herbert Brenon Paramount Film

Paramount officials have decided upon the cast for Herbert Brenon's next production for Paramount, which is to go into work within a few days at the company's studio on Long Island. The principals for this film, for which no title has yet been chosen, will be Alice Joyce, Neil Hamilton, Ivy Harris and Holbrook Blinn.

'Peaches' Can be found at Room 903, 723-7th Ave., New York City

Tiffany Distributing Colorart Fashion Picture

A one-reel fashion picture photographed in Technicolor and entitled "Clothes Make the Woman," was recently completed by Colorart Pictures, Inc., for distribution through Tiffany exchanges. This color reel, which shows the latest in Parisian gowns and dresses, has Sigrid Holmquist, Swedish screen star, as the featured player. It first presents the star as a poorly dressed girl and through a series of episodes gradually changes her apparel into that of an extra well dressed woman. Several of these Colorart reels have been shown in the Paramount, Capitol and the Brooklyn Strand theatres in New York.

Sterling Buys Two Stories for 1927-28 Season

Sterling Pictures has just purchased screen rights of two unpublished stories by Wallace Irwing for conversion into Sterling productions in the company's 1927-28 season. The first story in question is "Mothers of Today"; the other, "Brother in Arms." They will be given unusually elaborate productions with stellar casts and will probably be among the first of the coming season's Sterling pictures.

"The Poor Nut" Is Put Into Work by Jess Smith

Another production intended for First National release gets under way this week on the West Coast. It is "The Poor Nut," which will be brought to the screen by Jess Smith, who heads his own producing organization, Jess Smith Productions, Inc. The producer's plans call for the use of several prominent track athletes in a track meet scene which is the climax of the picture.

Tiffany Completes Twelve of Twenty "Gems"

With the completion of the filming of "The Broken Gate," Tiffany Productions, Inc., will have completed twelve of the twenty Tiffany "Gems" scheduled for the season of 1926-27.

Change in F.P.-L. West Coast Scenario Dept.

DUE to a recent reorganization and strengthening of the executive personnel of the Famous Players-Lasky West Coast scenario department, E. Lloyd Sheldon and Louis D. Lighton are the two new editors-in-chief, each to be occupied with a definite type of duty.

Mr. Sheldon, heretofore in charge of the editorial work, will confine his efforts to roadshow productions, long run specials and the Bebe Daniels unit. Mr. Lighton, who formed for seven years with his wife, Hope Loring, the writing team of Loring and Lighton, henceforth assumes charge of all other feature productions, with the exception of the Daniels unit, with which Sheldon will remain because of his long and successful association with that unit. The present head of the reading department, Fanny Franks, will become business manager for both editors-in-chief.

May McAvoy Signs Long Term Warner Contract

MAY McAVOY has signed a long term contract to appear in Warner Brothers starring productions. Her first work will be "Matinee Ladies," already in the course of production at the Hollywood studio of the company.

Miss McAvoy has previously appeared in two Warner Brothers' productions, "Three Women" and "Lady Windermere's Fan," both directed by Ernst Lubitsch.

L. Hanson Opposite L. Gish in M-G-M's "The Enemy"

The male lead opposite Lillian Gish in the latter's starring vehicle for Metro-Goldwyn-Mayer, "The Enemy," has been given Lars Hanson, the Swedish stage and screen actor who was seen in "The Scarlet Letter." Victor Seastrom, director of the Hawthorne tale, will again direct the Hanson-Gish combination in this screen version of the Channing Pollock stage play. As Miss Gish has just returned to the Coast after a vacation in New York, and as Seastrom is in readiness to begin work, it is likely that "The Enemy" will be put into production before the end of January. June Mathis has prepared the scenario.

"Moulders of Men" Title of F.B.O.'s Elks Special

The exploitation title of "Moulders of Men" has supplanted "Hello, Bill," the original title of the Elks' special production, which has just gone into work on the F. B. O. lot. It is claimed that exhibitors playing this feature will have over a million and a half boosters in view of the fact that the film will be of, by and for the glorification of the Elks, and that the story was written by John Chapman Hilders, managing editor of the Elks Magazine. F.B.O. has assigned Conway Tearle to play the lead with Margaret Morris as the chief feminine player. Danny O'Shea and Frankie Darro will also handle prominent parts in the picture.

Schenck Purchases "The Woman Disputed"

"The Woman Disputed," a play by Denison Clift which concerns the love episode of a French girl during the late war, has been purchased from A. H. Woods by Joseph M. Schenck as a vehicle for Norma Talmadge. The story, which will be a United Artists production, is founded on an episode in "Boule de Suif," a short story by Guy de Maupassant. Miss Talmadge will play the role that Ann Harding portrayed on the stage.

"Becky" to Be Screened as Cosmopolitan Film

"Becky," the newspaper serial story which Metro-Goldwyn-Mayer recently purchased, is to be produced as a Cosmopolitan feature for Metro-Goldwyn-Mayer. John P. McCarthy has been chosen to direct the picture, which is likely to go into production soon. Marion Blackton is adapting "Becky" to the screen. The story is an original by Rayner Selig.

Bessie Love to Co-star With Ray in "The American"

George K. Spoor and J. Stuart Blackton, producers of "The American," the first natural vision (stereoscopic) screen drama, have secured the services of Bessie Love to act opposite Charles Ray in "The American." Ward Crane has already been signed for the part of the heavy. Blackton is selecting additional members of the cast. The Fine Arts studio is the place where the picture will be made.

The adaptation and continuity have been completed by Marion Constance Blackton. Acting as production manager will be James Stuart Blackton, Jr., just returned from a year spent with the Spoor company in Chicago.

"Red, White and Blue" Dramatizes Gov't Work

Education as well as entertainment will figure strongly in the making of "Red, White and Blue," Metro-Goldwyn-Mayer's comedy-drama founded on the Citizens' National Defense training camps which is to be produced in co-operation with the Government. The story has just been finished by Byron Morgan and Sam Wood is preparing to start immediate direction with a cast made up of Marceline Day, featured in the feminine lead, Karl Dane and George K. Arthur. Officers of the California training camp, held last year at Del Monte, will act in the capacity of technical advisers on the new M-G-M picture.

Dorothy Sebastian and Bert Roach in New Vidor Film

Dorothy Sebastian and Bert Roach have joined the cast of King Vidor's original story of the average American boy and girl, which the director will start photographing shortly. James Murray, a discovery of Vidor, will portray the masculine lead and Eleanor Boardman the chief feminine role. This Metro-Goldwyn-Mayer picture is scheduled to go into early production.

Universal Signs Ted Wells, New Western Star

Ted Wells of Texas is to become a Western star in a series of Universal pictures to be made under the personal supervision of William Lord Wright. Screen stories are now in preparation for his vehicles. Wells was discovered by Universal officials while enacting minor roles in pictures. As yet no definite work has been received as to a director for Wells.

Fifth "Wisecracker" Number Put Into Production

Del Andrews, F.B.O. director, has the fifth story of the H. C. Witwer "Wisecrackers" in the course of production. Danny O'Shea plays the pugilist role, while Lorraine Eason and Thelma Hill portray the two feminine principals. Al Cooke and Kit Guard provide the comedy.

"Duck Soup," Educational-Vernon Comedy, Completed

Production has been finished on "Duck Soup," a new Educational-Bobby Vernon comedy in which the star sets forth a typical country boy characterization.

Educators Guests at "Flaming Frontier"

Endorse Film After Showing Staged by Birmingham Manager

MANAGER WILLIS GRIST, JR., was so enthused over "The Flaming Frontier" that he personally wrote letters to college presidents, history teachers, Y.M.C.A. secretaries, civic club presidents, and members of the Better Films Committee inviting them to a special screening when that film showed at the Galax Theatre, Birmingham, Ala.

Practically everyone at the special screening commented upon the picture as being one of the best of the year. Many of these comments found their way into the columns of the local newspapers, which greatly helped to convince others to see the picture at its regular showings.

In addition to endorsing the picture, all those attending the special screening, either announced it or wrote special letters to their respective organizations or classes strongly urging every person to see "The Flaming Frontier."

A "gay deceiver's club" was formed at Colorado College and Colorado Springs High School as an exploitation stunt tying up with the showing of Metro-Goldwyn-Mayer's "The Gay Deceiver" at the Rialto Theatre in Colorado Springs. Photo above shows the High School band in front of the Rialto, where a concert was given the opening night

First National Introduces New Style Radio Program

ON the recommendation of exhibitor clients and direct results obtained during the several months of radio advertising, First National will continue the practice of broadcasting weekly programs through WJZ, New York, and the so-called Hastings, Neb., network of radio stations. The company has made use of the air for the broadcasting of condensed versions of picture plots, but last week a new form of radio entertainment was introduced, the program being sent through WJZ and associated stations in Boston, Springfield, Mass., Pittsburgh, Cincinnati and Chicago.

What many consider a greatly improved method of sending this motion picture publicity through the air was initiated when a "double act" called the "To-be Weds" made their first appearance before the microphone in a dialogue in which publicity for "The Lunatic At Large," a recent First National offering, was included.

The "To-be Weds" are a boy and a girl, called "Jack" and "Dorothy." Each week a new dialogue is to be presented, the action being based on the typical spatting proverbially supposed to be one of the leading pastimes of an engaged couple. The settings are laid in New York street cars, restaurants, supper clubs, etc. Conversation usually veers about to the subject of a film recently seen by the pair, and a humorous discussion pointing the highlights of the play ensues. The acts will be entirely humorous and an effort will be made to popularize Jack and Dorothy with radio fans.

The new form of broadcasting will be carried on for some time and if the "To-be Weds" catch on with the listeners in, a motion picture may be produced to tie-up with the stunt. First National is considering several plans, the aim of which will be to bring this radio publicity into a direct tieup with theatres in all cities reached by the programs featuring the "To-be Weds."

These programs will be sent each Friday evening, from 7:45 to 8:00 or 8:00 to 8:15 P.M. Which of these two periods will be permanently used has not yet been determined.

Birmingham Theatres Show Business Improvement

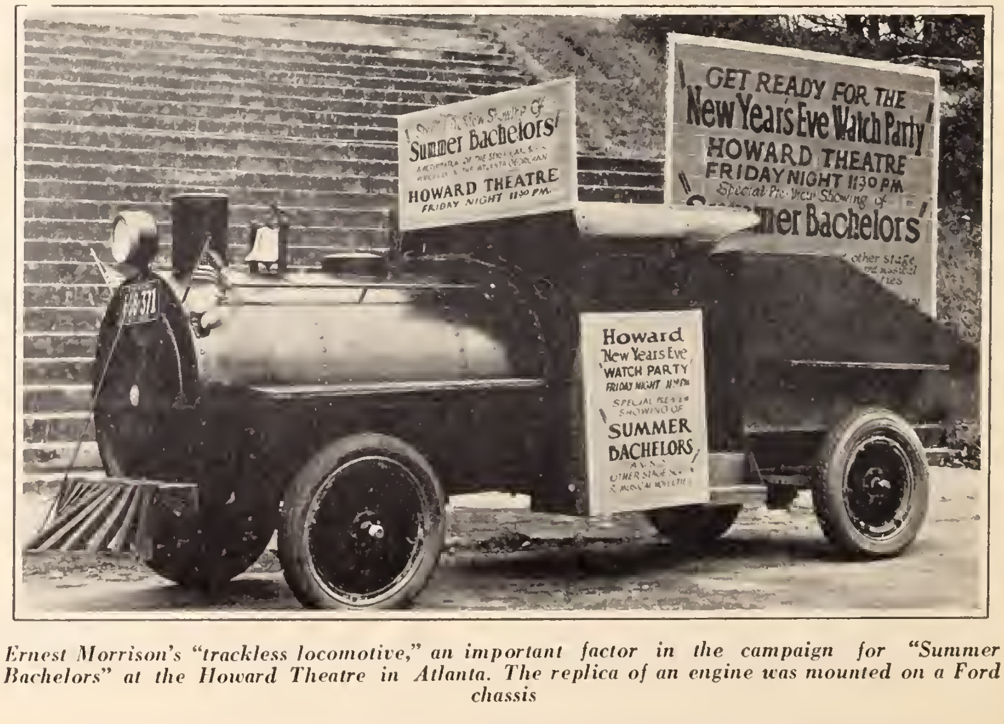
Conditions in Birmingham, Ala., proper are returning to normalcy. Factories, mines and mills are resuming operations and the payrolls are showing life. Business along the theatrical Rialto has been very good the past week and if the initial showing of 1927 presages what is to follow during the year then 1927 should be a healthy one.

Toy Train in Window Sells "K. & A. Train Robbery"

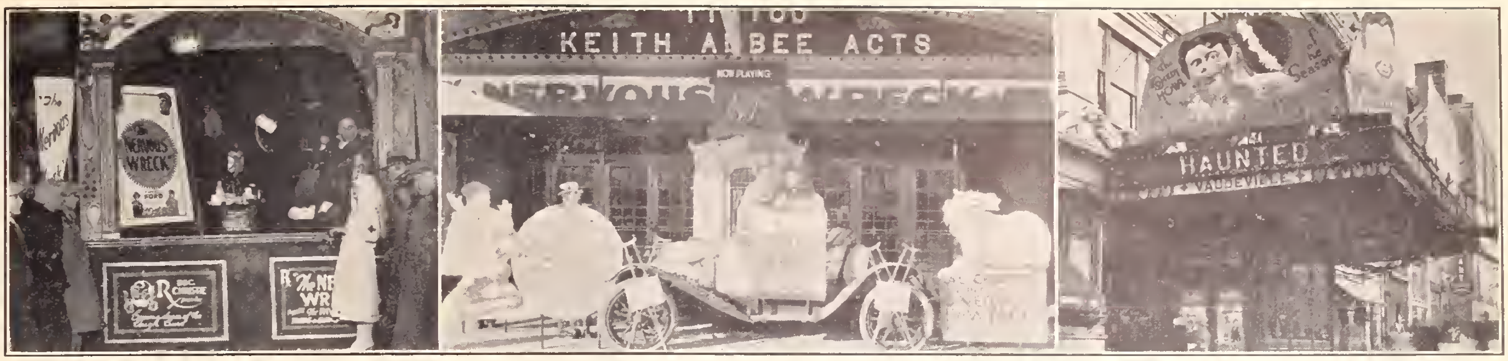
What proved to be one of the best exploitation items in an especially fine campaign staged in Charlotte, N.C., for the showing of "The Great K. & A. Train Robbery" at the Alhambra Theatre there, was obtained at no greater cost than four complimentary tickets handed to the owner of a local toy store. The attractor was a window display featuring an electric train along with a card advertising the film.

Manager James Cartledge noticed that this particular window was always drawing huge crowds, so he edged his way to the window to see what it was all about. The attraction was a toy electric train.

By slipping a few passes to the manager of the store, Cartledge was allowed to put a few decorations of his own in the window.



Ernest Morrison's "trackless locomotive," an important factor in the campaign for "Summer Bachelors" at the Howard Theatre in Atlanta. The replica of an engine was mounted on a Ford chassis



Some of the exploitation which featured the campaign in New York for "The Nervous Wreck" (P.D.C.) at twenty theatres in the K-A, Proctor and B. S. Moss chains. Left, the improvised stage in the lobby of the Riviera Theatre, Brooklyn, with a man playing the role of the "wreck" and a nurse in attendance. Center, frontal display at Tilyou Theatre, and on right, marquee billing at Prospect Theatre, Brooklyn houses

"NervousWreck"DriveCity-Wide

Simultaneous Campaigns by 20 Theatres Create Ballyhoo for Picture in Greater New York

EXTENSIVE exploitation campaigns simultaneously executed by twenty theatres in Greater New York the split-week of January 6—10 created a drive for "The Nervous Wreck" which was practically city-wide in its scope and influence. The houses participating in the campaign were of the Keith-Albee, F. F. Proctor and B. S. Moss chains.

The drive developed into a sort of exploitation contest with the result that the managers of the theatres adopted methods best suited to their particular neighborhoods. The outcome was a composite model campaign, embracing exploitation which covered all showmanship angles of the picture.

One of the most successful drives was that put on by Manager Edward Hart, of Proctor's Theatre, Mt. Vernon, N.Y. A highlight of this campaign was the unique lobby display, featuring a "laughing horse," shown in cut-out, in conjunction with a large phonograph playing the well-known laughing record. The billing read, "The horse is laughing at Al Christie's 'The Nervous Wreck.'" Street ballyhoos were another important item. In one of these there were two "street men," a doctor and a very nervous patient.

Hart also presented a special prologue, featuring a man dancer and singer. He sang a song about the "Nervous Wreck" and performed a "Nervous Wreck Dance," a jumpy, eccentric affair.

Leon Kelmer, manager of the Prospect Theatre, Brooklyn, realized 100 per cent. on the exploitation possibilities of "The Nervous Wreck." Inside the lobby Kelmer had at least a dozen hanging signs and three lobby display frames. Outside there were large cut-outs on the front of the marquee, twenty feet long by eight feet high, with two cut-outs fifteen feet long and eight feet high on each side of the marquee, and also comedy cut-outs at each corner. On street posts, comedy faces three feet high, facing street cars and sidewalk, attracted attention of passers-by. A week in advance of the showing, Mr. Kelmer had window tie-ups with twenty different kinds of stores.

Another great campaign was put over by the Riviera Theatre, Brooklyn. The big feature of this ballyhoo was a shadow box eleven feet long by four feet deep and thirteen feet high, which was erected in a conspicuous part of the lobby, in direct view of all people entering or leaving the theatre. The front of this shadow box was painted to represent a proscenium arch and stage of a theatre. On this stage was erected an elaborate "sick room," attractively decorated with a back-drop of velvet and side-portieres of brown velvet. On one side of the "stage" was placed an invalid's chair in which was seated a man representing "The Nervous Wreck." Tie-ups were arranged with the Life Saver Company whereby the theatre received 20,000 Life Savers free of charge. These were placed in the envelopes containing the prescriptions.

Proctor's 58th Street Theatre used a "Cannon Shot" of "The Nervous Wreck" firing, over the marquee. This had red buckram cloth from the mouth of the gun to a six-foot ball on which was inscribed the name of the picture, around the ball being a row of fifty amber and red electric bulbs with running water effect; Keith's Royal Theatre had an effective lobby, featuring wheel-chairs borrowed from a hospital, with signs: "Keep Out—This seat reserved for Harrison Ford, 'The Nervous Wreck.'"

B. S. Moss' Franklin Theatre had tie-ups with drug stores, with window signs reading: "If You're a Nervous Wreck we have the tonic you need to Restore Your Health. Then, to complete the cure, be sure to see Al Christie's great comedy, 'The Nervous Wreck.'" There was also a tie-up with ten taxi-cabs with signs reading: "You will not be a Nervous Wreck if you ride in my cab to the Franklin Theatre and see the laugh tonic of the season."

Exploitation for Producers Distributing Corporation's "The Nervous Wreck" at the 125th Street Theatre, New York City, and Proctor's Theatre in Mt. Vernon. Action featured the display at the 125th Street, shown on the left. In the center is the prologue used for the Christie comedy at Proctor's. Performer was a dancer who featured the "nervous wreck dance." On the right is the lobby display at Proctor's, employing a phonograph laughing record to tie up with the cut-out heads of the laughing horse

Studio Briefs

The cast of "Matinee Ladies" has been augmented by the Warner Brothers with the addition of Malcolm McGregor, Hedda Hopper and Charles Lane. Byron Haskins will direct from the script by Henry Dittmar. As soon as the complete cast has been assembled shooting will be started.

Louise Brooks has left for California to appear in her first Western picture, "Evening Clothes," starring Adolphe Menjou and directed by Luther Reed. This production will mark the return of Miss Brooks to the leading role opposite Menjou with whom she made her first featured screen appearance in "A Social Celebrity."

One of the principal supporting roles in "Cabaret," Gilda Gray's second starring picture for Paramount, will be played by Tom Moore. Other members of the supporting cast will be chosen in a few days. Robert Vignola will direct.

Henry Victor has been cast for an important role in "Looie the Fourteenth," Paramount's Wallace Beery vehicle which was put in production on January 3, under the direction of James Cruze. Others already assigned to the cast are Ford Sterling, ZaSu Pitts and August Tollaire.

The Warner Brothers have signed Anthony Coldeway, scenarist, to a long-term contract. His first assignment will be Monte Blue's starring vehicle, "The Brute," which Herman Raymaker will direct from the story by W. Douglas Newton.

Director Fred Newmeyer has been engaged to do his third picture for Paramount. He has just completed "The Potters," made at the Paramount Astoria studio, and prior to that directed "The Quarterback." Now he is to direct Mildred Davis in "Too Many Crooks." To date the cast includes George Bancroft, John St. Polis, Gayne Whitman and Tom Ricketts.

Famous Players-Lasky has given Doris Anderson another writing assignment. Miss Anderson wrote the screen adaptation of "A Kiss in a Taxi," now in production as a starring vehicle for Bebe Daniels. Her new assignment is the script on "Afraid To Love," Florence Vidor's next starring production.

Just before sailing for Europe last week, Henry Ginsberg, president of Sterling Pictures Distributing Corporation, approved the cast for "Wanted—a Coward," Sterling's next Banner release. Roy Clements will both produce and direct this picture, which has been adapted from the story by Vincent Starrett. Lillian Rich and Robert Frazer will be the featured players in "Wanted—a Coward," and others prominent in the cast are Harry Northrup, Frank Brownlee, James Gordon, Frank Cooley, William Bertram and Fred Obeck. The picture was placed in work last week.

Additions to the cast of Warner Bros.' "White Flannels" include Virginia Browne Faire as the ingenue lead, Warner Richmond, George Nichols and Brooks Benedict. Others in the cast to date are Louise Dresser and Jason Robards. Lloyd Bacon is now directing "White Flannels" at the Hollywood studio of the Warner Bros.

Final casting was completed last week at the Gotham studio by Sam Sax on "The Final Extra," a newspaper drama which goes into production with Marguerite De La Motte and Grant Withers in the leading roles. Assisting players for this production include John Miljan, Frank Beal, Leon Hoomes and Joseph W. Girard. The script was written by Herbert Colbert Clark. Cooperating with James P. Hogan, who is directing this feature, are Glenn Belt, production manager, Ray June, chief cameraman, Don Liggins, assistant on production, Edith Wakoling, film editor. Release is announced for the latter part of January.

Tom Kennedy has been cast for an important role in Wallace Beery's latest starring comedy for Famous, "Looie the Fourteenth," which James Cruze will direct.

Her first real opportunity comes to Thelma Todd in Ed. Wynn's first starring Paramount vehicle in which she will be seen in a featured role. Since appearing in "Fascinating Youth" Miss Todd has had minor parts in a number of productions, among them "God Gave Me Twenty Cents" and "The Popular Sin." The Wynn picture is to be started about January 10 with Victor Heerman directing.

Frank Griffin has started camera work on "Bayo-Nuts," the title of the war comedy he is producing for First National release. Three members of the cast, Charlie Murray, Natalie Kingston and George Sidney, have been chosen to date. Initial scenes are being filmed in one of the enclosed stages, after which the unit will probably go on location in Northern California. The story is an original by Griffin, and Del Lord, formerly with Mack Sennett, is directing. Hampton Del Ruth wrote the scenario and Clarence Hennecke and Gene Towne have been retained to inject gags into scenes as they are filmed.

Einar Hanson, under contract with Paramount, has been assigned the leading male role opposite Esther Ralston in "Fashions for Women," her first starring picture, which Dorothy Arzner will direct as her first venture with wielding the megaphone.

Not content with interesting scenes taken at the river which runs through the Burbank studio lot and the location on the Colorado River, soon to be filmed, Director King Baggott has taken his company, making "The Notorious Lady," for First National, to Balboa, where coastal scenes are being taken for the picture. These scenes will "tie up" with those to be made later on the Colorado River.

Chester Conklin, bound East from Hollywood to appear in Ed Wynne's first screen comedy, "Rubber Heels," has also been cast for "Cabaret," Gilda Gray's newest starring film. Robert G. Vignola and Victor Heerman, directors of "Cabaret" and "Rubber Heels," respectively, have arranged their shooting programs to permit Conklin's appearance in both pictures. "Cabaret" started Monday with Tom Moore, Mona Palmer, Jack Egan and William Harrigan in supporting roles. The Wynne vehicle gets under way on January 14.

Henry B. Walthall and Lonis Natheaux have been recalled to the DeMille Studio for additional scenes for "Fighting Love," starring Jetta Goudal, under the direction of Nils Olaf Chrisander.

Director Walter Lang this week finished shooting on "The Ladybird," the first Betty Compson production for Chadwick Pictures. Miss Compson will start work shortly in "Say It With Diamonds," an original by Arthur Gregor, the Australian producer, who will direct this production.

Accompanied by his technical staff, Reginald Barker, who will direct "The Branding Iron" for Metro-Goldwyn-Mayer, has left Los Angeles for the snow-topped Sierras of Colorado to select locations for this new feature which will co-star Lionel Barrymore and Aileen Pringle. The story, an adaptation of the dramatic novel by Katherine Newlin Burt, has the European Alps as its locale. Barker and his assistants plan to go to the highest peaks of the divide. Miss Pringle in "The Branding Iron" makes her first appearance for M.-G.-M. in eighteen months and her first under her new contract with that company.

Edward Sloman, director, and Charles Kenyon, scenarist, have both signed contracts whereby they will remain with Universal for another twelve months. Sloman recently completed "Alias the Deacon." His first production under his new contract will be "Lea Lyon," starring Mary Philbin. Kenyon is now adapting Edna Ferber's "Show Boat."

'Peaches' Can be found at Room 903,
723-7th Ave., New York City

Short-Subjects and Serials

Edna Marion Featured in Educational's "Busy Lizzie"

Edna Marion branches out as a featured player in "Busy Lizzie," the new Educational Mermaid comedy scheduled for Laugh Month. This is a step forward for the comedienne since her leading feminine roles in Christie comedies. The release date for "Busy Lizzie" is January 23.

Taurog Directing Arthur in New Educational-Tuxedo

Norman Taurog, director of the recent Lloyd Hamilton and Lupino Lane comedies, will direct Johnny Arthur in the next Tuxedo comedy featuring the latter. Director Taurog has completed the script for the picture and expects to have production in full swing shortly at the Educational studio.

Gale Henry Stages Comeback in "Break Away"

Gale Henry, a comedy favorite of years gone by, has the role of a fast-working comedienne in "Break Away," an Educational-Christie comedy featuring Neal Burns.

A quartet of important episodes from "Busy Lizzie," an Educational comedy

Highlights in "The House Without a Key," a Pathe chapter-play of ten episodes

Pathe's Jan. 17 Releases

Include Sennett and Roach Comedies, With Usual Issues of Pathe News, Topics of the Day, etc.

PROMINENT on the list of short subjects released by Pathe during the week of January 17 are an Hal Roach and Mack Sennett comedy; other releases for the week include "The Sporting Knack," a Grantland Rice Sportlight; "The Plow Boy's Revenge," one of the Aesop's Film Fables, Pathe Review No. 4, the tenth chapter of the Patheserial, "The House Without a Key," Topics of the Day No. 4 and issues Nos. 10 and 11 of Pathe News.

Thelma Todd, Barbara Tennant, Billy Bevan and Vernon Dent make up the cast of "Should Sleep Walkers Marry?", the Sennett comedy which was directed by Del Lord. The story tells of the inhibitions and complexes of two young married couples and the complications arising therefrom. The Hal Roach contribution is "Two Time Mamma," starring Glenn Tryon, with a supporting cast including Vivien Oakland, Tyler Brooke, Anita Garvin and Gale Henry. Fred Guiol directed this story of a married couple's troubles after attending a masquerade ball.

"The Sporting Knack" emphasizes the quickness of brain and muscle on the field of sport. Dave Shade, Monte Munn, Strong of the New York University football eleven and other stars in the skill that scores the victories. Boxing, football, log-rolling and skating figure in a production teeming with the action that the world of sport lovers fancy. "The Plow Boy's Revenge" is the current animated cartoon comedy of the Aesop Film Fables series.

Pathe Review Number 4 offers: "Japanese Joys," Cherry Blossom festival day in Japan, with the "Coney Island" of the Orient; "Paul Puss in 'Pussy Poses,' " impersonations by a noted master of quick change; "Making Uncle Sam's Loud Speakers," a peep behind the scenes where the giant naval guns are made.

"The House Without a Key" reaches its final episode, the tenth chapter of which is entitled, "The Culprit," starring Allene Ray and Walter Miller, with a supporting cast including Frank Lackteen, Harry Semels, John Webb Dillion, Natalie Warfield and William Norton Bailey.

Topics of the Day Number 4 offers the latest wit and humor selected from the press of the world, and Pathe News, issues Nos. 10 and 11, complete a meaty program with last-minute delineations of world events.

Secure Snookums' Services for Lengthy Period

Eighteen-months-old Sunny McKeen, the Snookums of the George McManus "Newlyweds and Their Baby" series released by Universal, has been signed on a long-term Stern Bros. contract, thus assuring an uninterrupted supply of these two-reelers. The Sterns say that the salary drawn by the baby star under his new contract is one of the highest paid any of the screen's youngsters. Gus Meins, director for the Stern Bros., has made a dozen of these "Newlywed" comedies to date.

Resume of Current News Weeklies

PATHE NEWS NO. 6: Red Bank, N.J.—Swift ice boats vie in thrilling speed tests; Tokio, Japan—Japanese mourn for late Emperor Yoshihito; Croydon, England—Complete big plane for Egypt-India service; Ormond Beach, Fla.—John D. Rockefeller retires to South for winter months; New York City—New Minister from Nicaragua arrives to assume post; Newark, N.J.—Swedish champion runner visits U. S.; Oklahoma City, Okla.—Cute "What is it," keeps everybody guessing about his family tree; Columbus, Ohio—87th general state assembly convenes; Lincoln, Neb.—Adam McMullen inaugurated Governor of Nebraska; Atlanta, Ga.—School girls hold crusade all their own; St. Louis, Mo.—Gene Tunney agrees to defend heavyweight title next summer for Promoter Tex Rickard; New York City—Rogers Hornsby signs to play baseball for John McGraw's Giants at $40,000 per season; Long Beach, Cal.—Marathon swimmers ready for Catalina Channel race; Fort Ethan Allen, Vt.—U. S. Army regulars maneuver in deep snow; Oklahoma City, Okla.—State law enforcers hold 26th annual convention; Chillicothe, Mo.—Goosie, goosie, gander—yes, they wander to market; Eagle Pass, Tex.—Open new international bridge.

PATHE NEWS, NO. 5: Hello, London. Regular phone service opens between New York and London. Mexicali, Mexico—Fifty earthquake shocks wreck border resort town; New York City—Sings before Metropolitan directors at 13; Belleau Wood, France—French children honor America's heroic dead; Wellfleet, Mass.—Schooner falls victim to winter seas; Shanghai, China—Chinese strong man in remarkable feats of strength; Cincinnati, Ohio—Ivy Wingo selected to manage Columbus baseball team; Rainier National Park—Attain great speed on long toboggan chute; Tampico, Mexico—Pan-American fliers welcomed in Mexico; New York City—Governor's Island damaged by spectacular fire; Kovno, Lithuania—Revolution in Lithuania establishes new government; Lawrence, Kans.—Only good boys take part in this contest; Hartford, Conn.—John H. Trumbull inaugurated Governor of Connecticut; St. Louis, Mo.—Jack Frost plays host at big outdoor carnival.

KINOGRAMS, NO. 5255: Chicago—Baseball stars appear before Judge Landis and strongly deny scandal charges; New York—Flagship *Seattle,* with Admiral Charles F. Hughes, leaves for maneuvers in Caribbean; Calexico, Cal.—100 earthquake shocks demolish most of business quarter in border town; Quebec, Can.—Big toboggan slide is opened and thousands crowd it to get a winter thrill; New York—Prince William, of Sweden, brother of Crown Prince Adolphus, comes here to lecture on hunting big game; Red Bank, N.J.—Elky Clark, Europe's champion flyweight, trains in kilts, the costume of his native land; Ormond Beach, Fla.—John D. Rockefeller, now eighty-seven years old, poses for his picture on the way to church; Montreal—More than eighty vessels are caught in St. Lawrence ice jam and imprisoned at piers; New York—Freak fowl are feature of poultry show that opens at new Garden; Chicago—Charlotte, world's champion fancy skater, astonishes audience by remarkable feats on the ice.

KINOGRAMS, NO. 5256: St. Louis, Mo.—Tex Rickard signs Gene Tunney for next championship fight with a guarantee of not less than $750,000; Burlington, Vt.—Cavalry and artillery of Fort Ethan Allen put on smart winter drill in deep snows; West Point—Cadet scrub hockey team plays fast game to decide who will be picked for Army's line-up for season: Long Beach, Cal.—Mystic amazes crowd by allowing himself to be buried for two hours and dug up without any apparent harmful results; Annapolis, Md.—Middie wrestlers and boxers show brilliant team work as training starts; Ormond Beach, Fla.—Chum of John D. Rockefeller is General Ames, only officer of this rank to still remain from Civil War days; Cape Henry, Va.—Scouting fleet steams for Cuban waters to take part in annual maneuvers at Guantanamo.

Highlights from the Fox Films two-reel Imperial comedy, "Big Business"

FOX NEWS, VOL 8, NO. 29: Washington, D.C.—President and Mrs. Coolidge hold reception on New Year's Day and greet over 3,000 callers; Pasadena, Calif.—Millions of flowers are made to bloom into odd designs for pageant of Rose Tournament; Albany, N.Y.—Gov. Alfred E. Smith is inaugurated as first four-time chief executive of State of New York; Queensland—It's summer in Australia—harvest of vast crop of sugar cane begins in plantation country; Rose Bowl, Pasadena—Alabama and Stanford battle to a standstill on gridiron; Newburgh, N.Y.—Ten thousand skating fans see races for Mid-Atlantic championship title, with Charlie Gorman star; South of France—New Year begins on Riviera with throng of world's fashionable basking in summer sun; Lake Placid, N.Y.—Skiing season begins in Adirondacks with breath-taking exhibition by professional jumpers.

FOX NEWS, VOL. 8, NO. 30: New York City—Metropolis sees thrilling spectacle as Governor's Island, army base in bay, is swept by flames; Chicago, Ill.—Baseball scandal flares again as Judge Landis calls score of players to face bribery charges; Across Atlantic—New York's "Hello" and London's "Are you there?" now exchanged by radio; Ypress, Belgium—One of greatest war memorials, Manin Gate, where 250,000 soldiers died, nears completion; Washington, D.C.—World-famous Roebling collection of precious stone goes to Smithsonian Institute; Seattle, Wash.—High school teaches art of mountain climbing and sends classes up Mount Ranier to learn; Wellfleet, Mass.—Schooner *Hickey,* driven ashore in storm, is slowly pounded to pieces by Cape Cod surf: New York City—Chickens of every form and feather are entered from all parts of world in national poultry show; East View, N.Y.—How race-horses spend their winter vacation.

INTERNATIONAL NEWSREEL, NO. 4: Calexico, Cal.—Earthquake shocks lay border town in ruins: Los Angeles, Cal.—Gasoline cowboys in motorcycle rodeo: New York City—Prize chickens of 1927; San Francisco, Cal.—Huge wireless towers wrecked as out of date, Chicago, Ill.—Bandit fighters adopt "pocket" machine guns; Richmond, Va.—Thousands mourn at bier of Archbishop O'Donnell; Lake Geneva, Wis.—Frozen lake is paradise for thrill seekers; New Orleans, La.—New Orleans racing season opens before big crowd; Near Cairo, Egypt—Britain maintains patrol over mighty pyramids; San Francisco, Cal.—Hardy athletes race in long cross-city run; Nashville, Tenn.—First air views of great flood disaster: New York City—Prince William of Sweden, famous big game hunter, arrives for lecture tour; New York Harbor—Great ocean liner docks in record time; Rocky Point, L.I.—And now you can 'phone from New York to London! Paris, France—Jack Frost visits Paris first time in ten years; Governor's Island, N.Y.—Army buildings burn in Governor's Island fire.

INTERNATIONAL NEWSREEL NO. 5: Hampton Roads, Va.—U. S. warships start south in Nicaragua crisis; Sterling, Colo.—Rabbit drive rounds up vast army of bunnies; St. Louis, Mo.—Gene Tunney, heavyweight champ, signs up with Tex Rickard to defend his title for a million bucks or so; Hollywood, Cal.—Suzanne Lenglen, tennis marvel, calls on Marion Davies, famous film star; New York City—Rosalind Ruby, 18-year-old Cleveland girl, may quit shop for Metropolitan Opera stage; Portland, Ore.—A hair-raising stunt; Palos Park, Ill.—Daredevil ski jumpers try for new records; New York City—New canine models for 1927; Tarpon Springs, Fla.—Greek Church dignitaries in pictaresque ceremonies.

Laugh Month Scores Through Country

Mirth Period Passes Halfway Mark With Exhibitors Working

WITH National Laugh Month at its height and with hundreds of circuits and individual exhibitors participating, January still offers a big opportunity to cash in for the exhibitor who has not yet done so or planned to do so.

Two weeks have passed, and so successful has the experience been of every showman who boosted Laugh Month in general and his short subjects in particular, that many are planning to extend the period originally scheduled. Exhibitors who want to ride the crest of the wave of publicity can do it now—now, when the full fruit of months of work on the part of the National Laugh Month Committee is ripening.

Right now the daily newspapers are full of Laugh Month propaganda. The tide of clippings reaching Laugh Month headquarters has been rising steadily from a few a day late in December to almost a hundred daily today. The middle of January also sees the fruition of the plans for special Laugh Month broadcasting on the part of fifteen national radio broadcasting stations in New York, Philadelphia, Chicago, Atlantic City, Omaha, Cincinnati, Clearwater, Fla., Shenandoah, Ia., Denver, Newark and several other cities.

Many exhibitors already have sent in their entries in the Laugh Month exploitation contests, in which the National Laugh Month Committee will award $430 in cash prizes to exhibitors or theatre employees conducting the best exploitation campaign tying up with Laugh Month. The prizes will be awarded after February 15, 1927, and are divided as follows: First prize, $200; second prize, $100; third prize, $50; fourth prize, $25; three prizes of $10 each; five prizes of $5 each.

The awarding of the prizes will be in the hands of a committee of judges consisting of the editors-in-chief of six national trade publications.

A contestant may make as many single entries as he desires. There are no restrictions as to the size of the theatre, and the amount of money spent will not enter into the decision of the judges, the awards being made to those who, in the opinion of the judges, have conducted the best campaigns for their particular theatres and under their own peculiar circumstances.

Here are the simple rules of the contest:

Contest open to all exhibitors or theatre employees responsible for exploitation campaigns. Campaign can include advertising, posters, publicity, ballyhoos, contests or any other form of exploitation. Description of campaign not over 200 words must be sent with each entry. Proofs or clippings of ads. and publicity stories and photographs of ballyhoos, displays, etc., must be submitted. All campaigns to be eligible for prizes must tie up with Laugh Month. If campaign is based on a particular comedy the comedy must be in the Short Feature class (not over three reels).

Contestants may make as many individual entries on separate campaigns as they desire.

All entries must be received at the offices of the Laugh Month Committee not later than February 15, 1927.

Scenes from "Should Sleep Walkers Marry?" a current Pathe comedy release

Exhibitors' Entry Blank for National Laugh Month Exploitation Contest

(For convenience you may use this coupon or file it with your entry. You may send it NOW or send it with your campaign. It is not essential that you send ANY coupon, but you must accompany your entry with the information as per questions below).

Name of Theatre ....

City or Town ....

State ....

Name of person responsible for campaign ....

(This is person to whom money will be paid if this entry wins).

Is theatre first run, second run, or subsequent run? ....

Population of town ....

Seating capacity ....

Was campaign for one day, two days, three days, a week, a month?
....

Was a particular comedy exploited? Is so, give title and name of distributing company ....

(It is not necessary that a particular comedy should be exploited, it being sufficient if the campaign boosts Laugh Month. But if a particular comedy is exploited it must be in the short subject class, not over three reels).

Fill out and send this coupon to NATIONAL LAUGH MONTH COMMITTEE, 469 Fifth Avenue, New York.

Pathe Re-engages Landis for "Crimson Flash"

Following his work in the new Pathe serial, "On Guard," Cullen Landis has been re-engaged by Pathe to head the cast of "The Crimson Flash," a serial story by George Grey which is being placed in immediate production. The serial unit will make the opening sequences for this chapter-play at Charleston, S.C. The organization has already left for the South, headed by Director Arch Heath and his assistant, Willard Van de Veer, for many years a production cameraman on the Pathe Review staff.

Arthur Rankin Engaged for Puffy Comedy Series

Arthur Rankin, stage and screen juvenile, has been signed by Universal to play prominent roles in the current series of ten Charles Puffy two-reel comedies. Production began last week on the stories which were written especially for Puffy by Octavus Roy Cohen. Harry Sweet has been signed to direct.

Educat. Comedian Cast for Role in Chaplin's "Circus"

George Davis, featured in Educational comedies of the Mermaid brand, will render an important portrayal in the forthcoming Charles Chaplin film, "The Circus." The Mermaid comedian, who has had wide and varied experience on the stage, will start on his contract with Chaplin as soon as he completes his present Mermaid.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

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HAVING SOLD my theatres I wish position as manager of theatre or circuit. Years of experience in film buying and exploitation. Would prefer position with chance eventually to invest. Address C. Smith, c/o Samuels, 161 Willoughby Ave., Bklyn, N. Y.

WANTED: a quality product to sell nationally by a strongly financed small sales organization. Prepared to advertise and sell aggressively. Centrally located office—New York City. Box 115, Motion Picture News, New York City.

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I WANT a lease on 400 to 700 seat theatre in Pennsylvania. Box 125, Motion Picture News, New York City.

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AT LIBERTY—Live wire picture theatre manager. Six years with Broadway house. Excellent references. Box 737, Motion Picture News, New York City.

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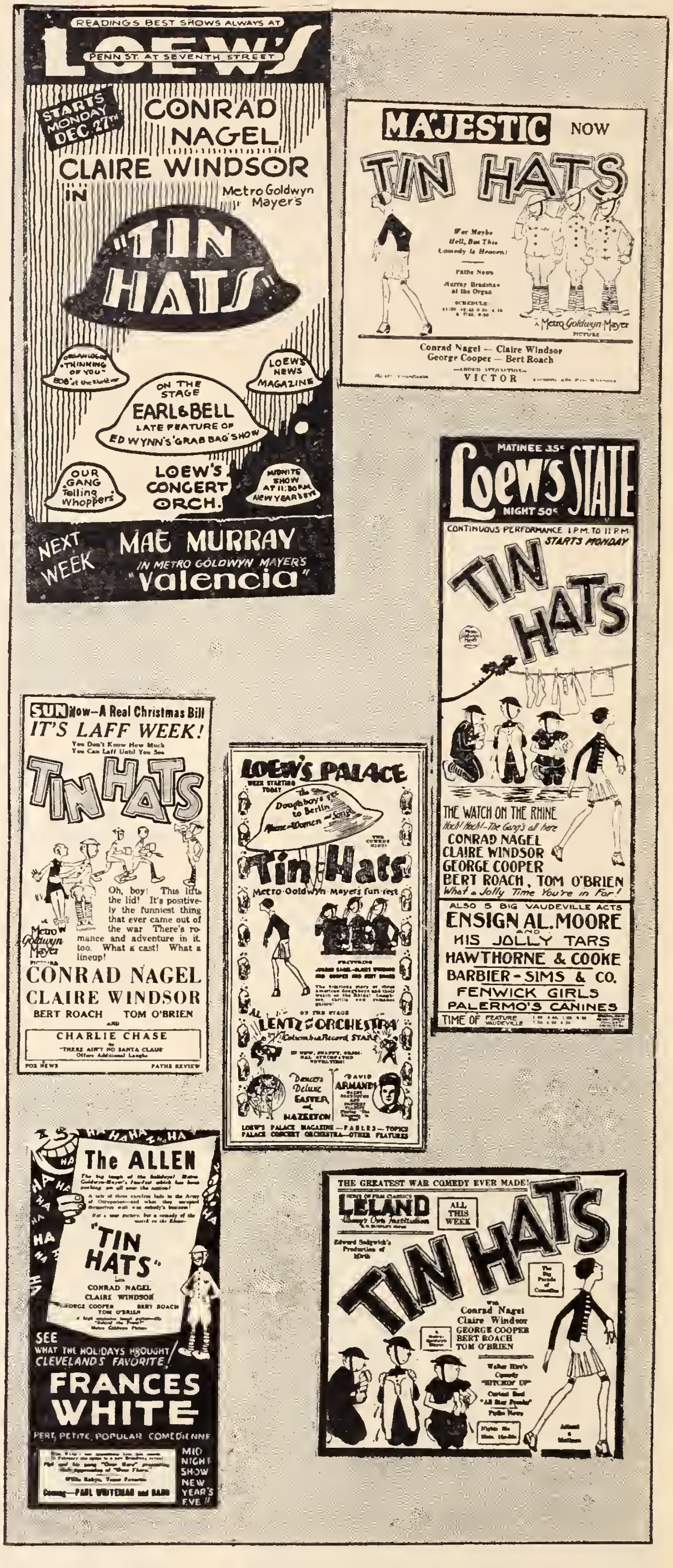
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THE GREATEST WAR COMEDY EVER MADE!
LELAND
ALL THIS WEEK
TIN HATS

A collection of newspaper displays showing several unusually clever adaptations of press book suggestions. The cartoon illustrations prepared by Metro-Goldwyn-Mayer have made a well-deserved hit with the advertising men of the first run theatres, as these ads for "Tin Hats" indicate. Displays in the group come from the following houses: Majestic, Tulsa; Allen, Cleveland; Loew's Palace, Washington, D.C.; Sun, Omaha; Leland, Albany; Loew's State, Norfolk.

Opinions on Current Productions

"Two Time Mama"
(Pathe-Hal Roach—Two Reels)
(Reviewed by Paul Thompson)

BEWARE of masked balls. While, if you are unmarried or unattached, romance may be lurking behind a dominoe, on the other hand, if you are married, disaster may be your lot especially if you are a susceptible male prone to philandering. That is the lesson that Tyler Brooke and Anita Garvin learned or should have. Fred Guiol directing and F. Richard Jones supervising saw to it that the complications were fast and furious. To show you how varied are the points of view of husbands, Tyler Brooke decides to pass up the dance because he thinks his wife's knees are unattractive. (That is a foul slander on Vivien Oakland incidentally.) Glenn Tryon is a devoted husband, but his admiration of Vivien's knees makes Anita peeved, so she decides to doff a very becoming Colonial costume and go with ankles and knees exposed. This to flirt with her own husband and teach him a lesson. A good idea but it does not work out because the two husbands change costumes and instead of bringing Glenn to his own home she brings the flirtatious Tyler. When the masks are removed and also when the other helpmates discover what is happening disaster threatens. However it is all straightened out somehow, as is the way with farce-comedies of this type.

It is a slightly different twist from the usual plot and rather amusing. The quartet of movie-married farceurs give a convincing portrayal of probably typical American couples and their trials and tribulations. Gale Henry as a scandal-loving maid helps with a bit. Her key-hole listening and peeping produce some eloquent subtitles.

"Oh, What a Kick!"
(Universal-Bluebird—One Reel)

AND still the World War. This time it is in a one-reeler with nothing but comedy aimed at and largely achieved. This is a tabloid "What Price Glory" to the extent that it starts with a conflict between a fat sergeant and Slim Summerville, actor and director, for the affections of one of Charmaine's sisters. And then because the mule kicks Slim out of line when the major or captain (rank unimportant) is asking for a volunteer for a dangerous mission to locate a German gun the lanky one gets the job. He gets to the Teuton gun nest and two by two decoys them from their own lines. There the mule, Fanny, kicks them in the head for Slim to drag them into the A.E.F. trenches. In this manner he puts the gun out of commission, as no gunner is left to manipulate the same. You can trace the origin of the title if you study hard.

It is an amusing bit of tom-foolery that D. Smith has directed and in which mule and Summerville co-star. It will be released February 7. —PAUL THOMPSON.

"Funny Face"
(Educational-Big Boy—Two Reels)
(Reviewed by Paul Thompson)

THERE is no particular point in fastening the title "Funny Face" on this Big Boy juvenile comedy, for in all of them he presents funny faces. That is part of his stock in trade. In this instance he uses facial contortions to intrigue Bonnie Barrett. But, possibly, we should start at the beginning. The family is much up against it, being minus coal and food. Some coal Big Boy secures. For food he gets a position as errand boy in a grocery store. And that is where the trouble starts, largely because of his flirtations with the little girl. He has practically wrecked the store before he ties a dog to an empty baby carriage. The baby's mother and the storekeeper nor anyone else, except Big Boy, know that the baby has been removed, so when the dog starts after a cat and the carriage goes careening down the street into the lake naturally there is despair. But—the hero who has had the baby under his eye all the time brings him up in time to collect the reward offered for saving the baby. Hence, food, coal, rent and no more temporary worries for the family of Big Boy.

Charles Lamont directed Big Boy, Jack McHugh, Bonnie Barrett and Hy Mayer in the piece under Jack White's supervision. It is not as funny as "My Kid" and some others of the series because it lacks the emotional appeal of the first, but it is mighty good fun. The boy is uncanny in his unaffected yet convincing acting

"Many a Slip"
(F.B.O.-Bowers-Novelty Comedy—Two Reels)
(Reviewed by Paul Thompson)

ANOTHER of those ingenious and amusing farce-comedy pictures acted by and devised by Charley Bowers. The various machines which he invents for divers purposes function and accomplish something, but just what really does not really matter because you are fascinated watching the inventor set them in motion, watch the various wheels and belts revolve and do something or other. In this, the sixth of the series, Bowers is trying to win a reward for the perfection of a chemical which will render the banana a non-skidding proposition. In the course of his researches we are afforded glimpses of many other schemes of the inventor with Neal O'Hara, the witty columnist, doing the subtitling. Could any better combination be devised? I doubt it. Consistent with the spirit of the piece once Bowers has perfected his discovery it is to find that the philanthropist who has offered the big award is an escaped lunatic. I am sorry for the moving picture fan who does not find himself falling out of his theatre seat seeing this very amusing melange of nonsense. It is one of the funniest things of its kind I have seen for months.

The Cast: Charley Bowers, Corinne Powers, Ricca Allen, Eddie Dunn, Kolin Kelly, Con MacSunday, Dan Duffy, Frank Donnelly, Mrs. Goodwin, Maureen McCoy, Elizabeth Marvin, Bertha Wilson, George Williams, Jos. F. O'-Connor, Pierre Colouse.

Produced and directed by Charley Bowers and H. L. Muller.

"My Word, London"
(Castle Films—One Reel)

LONDON and its environs, the life and customs of its people, all are on view in this number of the series, made with the intent to show people without the time for travel the highspots and highlights both at home and in foreign lands. The reel opens with views of the slums of the capital of the British Empire and takes in Covent Garden, once a promenade for the wealthy and now a marketplace. According to scenes in this reel even dogs have headstones on their graves in England.

Royalty and the world's elite are shown taking their morning gallop on Rotten Row, bank clerks with the traditional high hats (the custom is reversed in London), London Bridge and the London Tower with its guards in their ancient uniforms, which are inherited, and the Strand and Piccadilly Circus—all are here to provide knowledge and, at the same time, amusement because of the titles and construction of the picture, for your patrons.—HAROLD FLAVIN.

"Should Sleep Walkers Marry?"
(Pathe-Sennett—Two Reels)
(Reviewed by Paul Thompson)

THE answer to the question in the title of the Mack Sennett comedy is "No." Especially if the somnambulist is Bill Bevan and he lives next door to Vernon Dent and the latter's wife, Thelma Parr. Good little pals on the golf field it is something else again when Vernon discovers his side-kick with a penchant for getting into the Dent bed when walking in his sleep. Billy is perfectly honorable, but it does look suspicious, you must admit. As evidence of good faith he walks around the coping of a skyscraper in his night shirt before he invades the Dent apartment. Not once but twice and that is a bit too much. Even when the Dents try to get away from their neighbors the latter seek the same outdoor camp and here again Billy takes refuge alongside of Vernon on a gas-inflated mattress.

The latter incident results in a Douglas Fairbanks "Thief of Bagdad" flying magic carpet episode in which the two men find themselves floating over towns and mountains on awakening from their night's sleep. Evidently this air trip has made them see the light because both men find themselves in church the following Sunday eschewing golf and vociferously, if not melodiously, chanting hymns in the most approved (by their wives) fashion. A great moral lesson this. Do not golf on Sunday or sleep on a mattress filled with gas or you may find yourself an unwilling aviator.

Evidently Bevan's explanation of his sleep-walking proclivities is accepted by his wife, his neighbor and his neighbor's wife, for they continue to live in amity to the end of the reel. Just as well, especially as Bevan really was on the level. Barbara Tennant makes the fourth of the quartet of featured actors. Del Lord directed.

"Monarch of the Glen"
(Ufa-M.-G.-M.—Short Subject)

ANOTHER of the short subjects released in this country through Metro-Goldwyn-Mayer by Ufa of Berlin was shown at the Capitol Theatre the week of January 3. This is called "The Monarch of the Glen." Major Edward Bowes did the editing and titling for American consumption. Like the others in the series it is characterized by interesting and effective photographic shots. For a finale there is a thrilling duel presumably to the death between two stags whose horns become interlocked as they struggle for supremacy. It is one of those short subjects that are a decided asset to any program no matter how successful and widely acclaimed the feature picture may be. Also I have discovered that these are excellent educational pictures and teach the spectator a lot of things that he never would learn in a classroom.—PAUL THOMPSON.

"We Must Be Thrilled"
(Castle Films—One Reel)

A NOVELTY reel that should prove interesting and provide a vicarious thrill for your audiences is this release by Castle Films. Incorporated in the footage are shots, taken from real life, showing the producer's idea of what constitutes the "thrill that comes once in a lifetime": a boy's first long trousered suit, his first car; the father's thrill when presented with triplets. Scenes, all over the world, show bridge workers in London, iron workers in New York, the man who keeps the light burning in the Eiffel Tower, window cleaners on a skyscraper and, finally, aviation and its attendant sensations. Worth showing in any house.—HAROLD FLAVIN.

"Society Architect"
(Fox-Van Bibber Comedy—Two Reels)
(Reviewed by Paul Thompson)

AGAIN a Richard Harding Davis story as the basis for a moving picture. The New York society man-about-town Van Bibber, whom the late writer made famous. This time he is supposed to give his approval to the plans for and the completed skyscraper, though why an authority on such a subject as building I am free to confess I do not know. First he (that is, Earle Fox, who is the movie Van Bibber) goes to the house of Colonel Paddock (Frank Beal) which is perched on the top of a mountain. Reaching there by automobile is supposed to drive home Fox's terror of heights, a feeling shared by many other wise, sane, human beings. He disapproves of the drawings for a skyscraper more because the architect (J. Clifford Rice) is too devoted to Florence Gilbert. But his objections are over-ruled and the steel structure is erected. At the dedication of the cornerstone Van Bibber and the girl are hoisted to the top of the building by a derrick through the machinations of the villain-architect (and incidentally he is also a villainous architect). Then follow innumerable trick-photography shots with Van Bibber performing at a height on steel girders. Ultimately the building collapses in most convincing manner. It is amusing and clever photography. Van Bibber emerges unscathed and a hero. What the moral may be—if one is intended—I do not profess to have discovered.

It is a generally entertaining, absurd and ridiculous farce-comedy, well done by director, actors and cameraman.

The Cast: Earle Fox, Florence Gilbert, Frank Beal, J. Clifford Rice, Fred Walton, Alice Howell. Director, Robert P. Kerr. Supervisor, George E. Marshall. Story, Richard Harding Davis. Scenario, Jess Robbins and Eddie Moran. Cameraman, Barney McGill.

Two reels. Released February 13.

Paris Originations in Color
(Educational-Hope Hampton in McCall Fashion News—One Reel)

HOPE HAMPTON appears in another of the McCall Color Fashion News releases. Names such as Paul Poiret (the exotic), Boue Soeurs, Anna, Jean Patou, Phillipe et Gaston, Charlotte, Jenny, Martial et Armand and Lanvin appear as the designers and sponsors of the various feminine garments worn most effectively and becomingly by Miss Hampton. The names and costumes will mean more to a feminine reviewer than to a helpless male. However, they are all stunning and make the poor masculine simp beholder wish he were a bond-holder and could buy such expensive things for the woman who is unfortunate enough to bear his name—or some other. It is an extremely effective way to show the newest styles and surely no more striking mannequin than Miss Hampton could be found to show them off.—PAUL THOMPSON.

Jap Joys—Pussy Poses—Big Guns
(Pathe Review No. 4—One Reel)

DIVERSITY is the keynote of the January 23 release by Pathe. From Japan to the manufacture of big guns for our Navy at Washington, D.C. and, en route, a series of effective cat poses; can one ask for more variety than that? And they are all interesting. The Japanese section shows the subjects of the Mikado throwing off their serious mien to celebrate the Cherry Blossom festival frolic. It is really a Japanese Coney Island with its diversity of amusements and entertainments showing that fundamentally we do not differ much from our Far East cousins of brown or yellow skin.

"Pussy Poses" introduces a new cat star worthy of his honors. He poses in several Pathecolor pictures and proves a most excellent histrion. A bride, highland lassie, grandmother, chef, Emperor of Egypt, Queen of the Harem and then—woe is me—as a dope fiend. He smokes the opium pipe most convincingly and belongs in a Chinatown melodrama rather than in this protean act. Pathe should make sure that a long-time contract will prevent other producers from signing the felicitous feline.

How our fourteen-inch guns are made at Washington, D.C., shipped and then used on our battleships is the third division of the review. Interesting because of the selection of pictures, whether the subject appeals to you or not. For a fitting finale the guns are fired in target practice.

All in all the Pathe Review No. 4 is unusually well rounded and effective.—PAUL THOMPSON.

"Tied Up"
(Universal-Western—Two Reels)
(Reviewed by Paul Thompson)

I SOMETIMES wonder if Pee Wee Holmes and Smiling Ben Corbett will ever end their duel for the favor of the same girl. It doesn't look so as the weeks go by and two-reelers are regularly released with the same two men rough-housing each other and one or the other beating his pal out. It doesn't make much difference which wins; the other probably will the next time. This story is quite involved. Pee Wee cops the only clean shirt and rides away to visit Susie. Ben buys a shirt from a peddler. Ants get in it and he goes swimming, losing his clothes but getting those of the crook, who is also bathing. This same crook, I might tell you in passing, has painted Susie's white horse black for some reason. And—Oh yes, I forgot to tell you that Ben substitutes a skunk for a puppy which Pee Wee presents to Susie. Pleasant idea. What?

Then the great cross-country race in which the painted horse wins and is discovered to be painted. The crook grabs the prize money anyway and dashes away. That you see gives an excuse for some more hard riding and a rough and tumble struggle when the villain is overhauled and pummeled. The two pals split the purse, half for the cross-country race and half for the reward for getting the dirty crook. That seems fair enough and satisfies everybody concerned except the thief, who is last seen en route to a movie lock-up.

"The Sporting Knack"
(Pathe-Sportlight—One Reel)

KNACK or the happy faculty of doing things well enters into every sphere of life. In sports it is an invaluable and omnipresent quality differentiating the star from the dub or tyro. This point Grantland Rice drives home in this particular Sportlight through titles and camera shots. As usual, he picks out well-known exponents of sports to make his point; Monte Munn, the Nebraska law-giver boxer, Dave Shade, boxer, Strong, of the New York University football team, and other stars. Boxing, football, log-rolling (not the Algonquin literary round-table kind) and skating are some of the sports selected for the purpose. Knack is not based on physique or strength, but that curious indefinable flair or ability to do the thing gracefully and naturally that counts and marks the champion as apart from his fellow men.—PAUL THOMPSON.

A Movie Medley
(Educational-Howe Hodge-podge—One Reel)

COMPARISONS are the dominant trait in this release. For example, the Vernal Falls in California are shown in summer and then in winter. That is the keynote. Follow a Dutch maid carrying water in Holland and the Segovia Spain aqueduct doing the same thing on a big scale. This latter was built entirely of granite without mortar or clamps by the Romans. One hundred and nineteen arches carry this water half a mile across the city. Florida versus California, Korea and Maine are among the other points touched by this personally conducted tour. With supplementary drawings this particular movie medley should interest a fair section of the theatre-going public.—PAUL THOMPSON.

"The Plow Boy's Revenge"
(Pathe-Fable—One Reel)

THE title sounds as though it had some kinship with Synge's "The Playboy of the Western World," but it hasn't, even if Milton Mouse and Thomas Kat are characterized by their playfulness. Hard toil is the portion of the mouse as the action starts, as he is manfully or mousefully following a plow. Because his hard task-master does not share the refreshments at the noon hour, he takes his venom out on a toy cat. He flees on the approach of the real feline. Taking refuge in the house he accepts an invitation of the goldfish to cool off in the privacy of the bowl immortalized by Irvin Cobb. But his respite is only temporary, for on leaving the house Thomas puts the mouse to work smoking a pipe. Then, presumably because of the goldfish's hospitality to Milton, the vengeful cat kidnaps the object of the goldfish's affections and intentions and binds her on the sawmill saw in old fashioned melodrama style. At the psychological moment Milton appears to save Gwendolyn and thus repay his debt to Graham, the hospitable gold-fish, and thwart the malignant cat.

As the press agent for the attraction might justly claim, "Something doing every moment; packed full of thrills and suspense; heart interest galore" (even if only of two loving goldfish); proper climax of villain baffled, lovers reunited and a saccharine fade-out. What more can you get in a program picture or special?—PAUL THOMPSON.

"What's Your Hurry?"
(Universal-Stern Bros.—Two Reels)
(Reviewed by Paul Thompson)

THIS one of the "Excuse Maker" series, featuring Charles King, gets him into an unusual number of scrapes. He is afraid to approach father to ask for daughter's hand. Director S. Newfield saw to that. An incursion into the gasoline selling game (for autos) blows up literally and figuratively. Still seeking trouble, he invades a room where a woman is drying her hair—some still wear it long in Hollywood, evidently. Her husband appears and Charles gives an imitation of a female impersonator—and gets away with it. Next, father is kidnaped by two ransom-seeking bandits. Charles pursues in another Ford. Losing trace of the villains' car once you can imagine for yourself how many pass to confuse them as to which one carries father. Done up in a bag like the family wash he is thrown from his own car. Charley catches on a rock on a cliff-side but falls just in time to stage a re-union with Father and Sweetheart as their car passes beneath the cliff. Ah, the long arm of co-incidence in the movies, especially two-reel farce-comedies.

It is a good rough-house, rapid action film and will make its see-ers laugh during its short appearance on the screen. February 9th sees it released.

Short Shots No. 8
(Castle Films—One Reel)

AN amusing and instructive collection of scenes are shown in this latest issue of the series produced by Castle Films. The present-day vogue of wide trousers for boys is treated in a novel manner, showing that it is possible for a mother to decrease the expense of dressing twins, if they are provided with a pair of these pants, in which both can fit comfortably. Following this sequence are scenes showing the latest "bobs" for women and the subject of squirrels in Chicago is next projected.

The world's smallest railroad engine is next on view; this machine was constructed by regular railroad engineers and is an exact duplicate of the larger locomotives; Charles Edwards, a contender of the throne now empty through Houdini's death, releases himself from a straight-jacket while suspended from an automobile traveling forty miles an hour. Last but not least are shots, actual this time, made by the 30th Infantry Machine Company, which outline a head of Uncle Sam.—HAROLD FLAVIN.

Flesh and the Devil

A Personality Picture of Tone and Quality

(Reviewed by Laurence Reid)

WORTHY of presentation for a lavish premiere and lengthy run is this picture—which is appealing any way you look at it. Carrying an intriguing title, introducing a cast of favorites including John Gilbert—and produced with a fine display of colorful scenes and detail the film has earmarks of becoming one of the real bets of the season.

The story is something of a love triangle tempered with the pathos which always arises when romantic differences separate two firm friends. And Clarence Brown, who has advanced so rapidly the past year, has brought out every point to build a story which fascinates in its play of caprice and feeling. It is touched with sex—but sex never becomes rampant. It always remains a film of visual excellence. The atmosphere is somewhat martial as the central figures are two brother officers in German army barracks. They both fall in love with the same temptress, whose husband is exterminated by the more ardent of the two lieutenants. When the latter returns from Africa he is surprised and disillusioned to find that his friend has wooed and won the fair widow.

The early scenes project the development of the affair. What follows are the dramatic complications which culminate in a happy ending—the only flaw in the picture. It is finely staged and is saturated with atmosphere. It has poise of setting and precision of movement.

The Cast: John Gilbert, Greta Garbo, Lars Hanson, Barbara Kent, William Orlamond, George Fawcett, Eugenie Besserer, Marc MacDermott, Marcelle Corday. Director, Clarence Brown.

THEME: Romantic drama of two inseparable friends whose close relationship is destroyed for a time when one marries the other's sweetheart. She had been made a widow when the ardent youth killed her husband in a duel.

PRODUCTION HIGHLIGHTS: The settings. The duel. The church scene. The love scenes. The acting. The atmosphere. The direction.

EXPLOITATION ANGLES: Play up Gilbert and Garbo. Use stills. Cash in on title. Play up director. Go the limit.

DRAWING POWER: Should be a sell-out anywhere. Title and cast will draw them.

Produced and distributed by Metro-Goldwyn. Length, nine reels. Released, January, 1927.

Scenes from "Cactus Trails," an F.B.O. Western release

Highlights from the First National production, "The Perfect Sap"

Hotel Imperial

Fine Production With Negri At Her Best

(Reviewed by Laurence Reid)

ONE can look at this film and not go wrong in calling it Pola Negri's best insofar as her American productions are concerned. It surely arrests the attention with its European atmosphere, the fine tempo of the scenes, the lighting and details—and above all its acting. The story could be stronger, yet its weakness is never manifested so expertly has the director handled it. The plot disintegrates toward the finish principally because it is difficult to keep it so compact all the way.

The story centers around the Hotel Imperial in an Austrian city which is in turn the headquarters for the Austrian and Russian troops. When an Austrian officer is trapped by the Russians, a maid advises him to act as a waiter. What follows is the Russian commander's effort to conquer the maid. He is more interested in her than he is in the conquest of Austria.

Pola Negri plays the servant with splendid feeling and imagination. She looks more like the Pola of "Passion" than any picture in which she has appeared over here. Good acting is also rendered by George Siegmann and Max Davidson. It is an intelligent film, redolent with action and atmosphere.

The Cast: Pola Negri, James Hall, George Siegmann, Max Davidson, Michael Vavitch, Otto Fries, Nicholas Soussanin, Golden Wadams. Director, Mauritz Stiller.

THEME: Drama of intrigue and deception revolving around hotel maid outwitting commander of army and finding happiness with her betrothed.

PRODUCTION HIGHLIGHTS: The fine atmosphere. The lighting and sets. The scenes involving maid and general. The detail. The suspense and intrigue. The clever acting by star and entire cast.

EXPLOITATION ANGLES: Play up as Pola's best American film. Tease the title. Bring out that it carries a war flavor. Bill it as one of the big films of the season.

DRAWING POWER: Suitable for first runs and all types of houses. Title and star should draw them.

Produced and distributed by Famous Players. Length, seven reels. Released January, 1927.

The Perfect Sap

Melodramatic Tricks Make It Thrilling

(Reviewed by Laurence Reid)

THE original of this picture was a fairly successful stage play of last season, but it didn't carry much of a box-office title. Hence "Not Herbert" emerges as "The Perfect Sap" in its celluloid version. It is a tricky melodrama which caters to spine-shivering thrills in its play of stunts. There is a wild auto chase which builds suspense when the bridge revolves at the "croocial" point; there is a rough and tumble scrap between the hero and the villain—and a diamond robbery to boot. And for pleasantries —a masked ball is introduced which tempers the up and at 'em action.

Ben Lyon plays the central figure, who is ambitious to become a detective. His spare moments are occupied in studying a correspondence course. Otherwise he succeeds in capturing a gang of crooks when they attempt to rob his home. There is a girl mixed up with these rough boys who turns out to be a newspaper reporter. And she takes care of the humor and the romance as well.

The film is chock-full of incident—and every scene is complete in itself. It is one of those documents which could go on without end. The acting is capable as rendered by Ben Lyon, Pauline Starke, Tammany Young and Sam Hardy.

The Cast: Ben Lyon, Pauline Starke, Diana Kane, Sam Hardy, Tammany Young, Helen Rowland, Byron Douglas, Charles Craig, Virginia Lee Corbin, Lloyd Whitlock.

THEME: Melodrama revolving around rich youth who studies to become detective and eventually captures gang of crooks and wins a sweetheart.

PRODUCTION HIGHLIGHTS: The action and incident. The auto chase. The ballroom sequence. The fight. The suspense.

EXPLOITATION ANGLES: Tease the title. Play up cast which comprises well-known figures in celluloid world. Bill as fast-moving melodrama.

DRAWING POWER: Suitable for average houses. Cast should attract them.

Produced and distributed by First National.
Length, six reels. Released January, 1927.

Pictorial highlights from Metro-Goldwyn-Mayer's "The Flesh and the Devil," an adaptation of Suderman's "The Undying Past"

Dramatic situations in the Paramount offering, "Hotel Imperial"

Cactus Trails

Bob Custer Strikes Oil On An F.B.O. Ranch

(Reviewed by Paul Thompson)

ONE busy hour, or 4,862 feet of film to be exact, is spent by Bob Custer on his arrival at "Led Horse:" He does the following things: rescues the heroine Marjorie Zier from the villain Lew Meehan, breaks up the latter's gambling hell, proves that the latter is double-crossing Marjorie's aunt, Inez Gomez, in the matter of oil on her ranch, locates a gusher on the property, captures Bud Osborne and his gang, pals of Meehan, after they have robbed the local bank and quite naturally wins the heart and hand of the aforesaid Marjorie. What could be fairer? W. Bert Foster, spinner of the story, George Merrick, who adapted it, and Harry P. Crist, continuity writer, provided enough material for Director Percy Pembroke to divide into two Westerns.

From the moment Bob Custer arrives on the scene bearing the name of Ross Fenton, action follows fast. Following the recent tendency there is a mixture of cowboy romance and oil rather than a straight Western plot. It is quite well done by all concerned and different in that there are some real characterizations such as that provided by Inez Gomez as the determined feminist who owns the ranch on which the oil is ultimately located.

The Cast: Bob Custer, Marjorie Zier, Lew Meehan, Roy Watson, Inez Gomez, Roy Laidlaw, Bud Osborne, Milburn Morante. Author, W. Bert Foster. Adaptation, George Merrick. Continuity, Harry P. Crist. Director, Percy Pembroke. Cameraman, Ernest Miller.

THEME: Western drama. Thwarting villain who is a gambling-hell, dance-hall owner from stealing oil property from heroine's aunt.

PRODUCTION HIGHLIGHTS: Ingenious combination of cowboys and oil boom town. Amount of plot and action compressed in short time. Something doing every minute.

EXPLOITATION ANGLES: Same as preceding.

DRAWING POWER: Good.

Length, 4,862 feet. Released January 23, 1927.
Produced and distributed by Film Booking Offices.

Regional News from Correspondents

Albany

TWO of the most important changes along Albany's Film Row in many months occurred this week when Alec Weismann resigned the position as manager of the local Metro-Goldwyn exchange, and was immediately succeeded by H. O. Worden, of Boston, who was in Albany three or four weeks ago for several days during a sales drive. Mr. Weismann became manager of the local exchange about a year ago. He left this week for Buffalo, but without announcing his future plans.

H. C. Bissell, who has been manager of the local Universal exchange for a year or so, following his promotion from the ranks of salesman, also resigned and has been succeeded by Julius Singer, of New York, who will probably remain here for two or three weeks, or until such time as someone has been selected for Mr. Bissell's post. Mr. Bissell's future plans are unknown. Both of these exchanges are among the largest in the city, and are located in the new Exchange Building.

The Columbia Theatre in Rensselaer, N.Y., had a close call from fire last week, that originated in the ticket office from an unknown cause. Chemicals were used in extinguishing the flames before they did any great amount of damage.

George Wright, one-time theatre owner of Albany, who went to Florida a couple of years ago, is back in town.

Mrs. Alec Herman was in New York City last week for the purpose of bidding her brother goodbye as he sailed for Europe, where he will spend the remainder of the winter. In the meantime, Mr. Herman, who is the Albany representative for Pro-Dis-Co., was confined to his bed for a couple of days with an attack of the grippe.

Nate Robbins, of Utica, is planning to turn over the Colonial Theatre in that city, to interests which are said to contemplate transforming the theatre into a large store.

The formal opening of the James Theatre in Utica, took place on January 5, and was largely attended. Invitations to the affair were received along Film Row. The house is owned by S. P. Slotnick and B. N. Perlman.

Abe VanDusen, head booker at the F.B.O. exchange, was quite badly injured about the chest last week in an automobile accident.

Bert Gibbons, who recently went with the F.B.O. Exchange, here as salesman, has resigned. A represenative of the company was up from New York during the past week, looking for a building in which the exchange will be housed as soon as the present lease expires.

Visitors along Film Row included Clarence Dopp, of Johnstown, who reported that between running his two theatres and selling disinfectants, that he was extremely busy. Louis Buettner, of Cohoes, was also in town, as well as Fred Herbst, of Philmont.

William Benton, of Saratoga Springs, and D. J. Harrington, his opposition in the same city, have entered into an agreement whereby they split the Pathe product between their houses this year.

Film Row received a letter last week from Leon Medem, former manager of the Pathe exchange here, who is now in New York City. Mr. Medem writes that he is in the advertising business and doing very well.

Walter Suckno, who has been managing the Frieder and Grossman theatres in Hudson, for the past several months, resigned last week and has returned to Albany. His sister, Noma, who one time handled the Albany Theatre, is back from New York City, where she spent three or four days last week in buying her trousseau. She will be married early next month.

Fred Bloomingdale has resigned as manager of the Hudson Theatre in Albany, and Julius Berinstein, the owner, is handling the house as well as the Colonial. Mr. Berinstein returned to Albany last week from New York, following a rather severe illness in that city due to an attack of tonsilitis.

Alec Papayanakos, who with his brothers, owns theatres in Northern New York, announced last week that negotiations were on for the acquisition of three theatres in one of the Western States.

From now on the Rialto in Witherbee, is not to be run in conjunction with the Empire Theatre in Port Henry, which is handled by C. D. Dery. Information to that effect was conveyed to Film Row in letters during the week.

The Albany Theatre in Schenectady, a Farash house, closed its doors on January 10, and all bookings have been transferred to the Barcli. The theatre has been managed by Edward Walsh.

H. C. Bissell, manager of the Universal exchange in Albany, was in New York City last week, attending a sales conference. Alice Finder, chief inspector at the exchange, was ill during the week with the grippe; Mildred Bucci cut her hand very badly, while Ray Richardson, assistant shipper, was home with the grippe.

Jack Krause, formerly manager for Chase in Albany, has taken over the management of the Tiffany exchange here, and plans to expand the activities of the exchange, which will be located in the same quarters with the Bond company.

Mike Kallet, of Oneida, paid a business call to Scranton a few days ago.

Cleveland

E. MANDELBAUM has sold out his interest in the Temple Theatre, Toledo, to his associate, Oscar Smith, and, with Mrs. Mandelbaum, has gone to California for the winter. Mandelbaum has been in poor health. He has recently been dismissed from hospital attendance and was advised to seek a milder climate.

Harry Charnas, Mrs. Charnas, and their son left Cleveland at noon last Saturday to spend a month or six weeks on the West Coast. There was a rumor around that Charnas had resigned as president of the Standard Film Service Company of Cleveland to become associated with Warner Brothers. Harry emphatically denies this. He stated that he is and will continue as the active president of the Standard Film Service Company but that he is going west for a much needed rest.

Lemotto Smith, president of the Smith Amusement Company, operating a chain of picture houses in Alliance, Warren and Huntington, W. Va., was in Cleveland last week making his final adieux to his film friends before joining the annual pilgrimage to Florida

Harry Carl is building a new theatre in Ashland, so we have been told by the troubadours of the film industry. It's to be a 500-seat house and he will run it in conjunction with the Opera House which he now operates. The new house has been in the building most of the winter and will be completed by February 1st.

D. B. Follett, owner and proprietor of the Star Theatre in Gibsonburg, Ohio, included the building of a new motion picture house in his New Year's resolutions. It'll be done in March.

Maybe it's a coincidence that Howard Feigley of the Rivoli Theatre, Toledo, had business in New York just the week of the Auto Show.

George Fleischman, who has the World and Atlas theatres in Toledo, is to have another house in the near future, so the wiseacres say. It's not to be in the downtown district. But it's not to be far from the downtown district. While the exact location of the house is being withheld, it is known that it will be a first-run house. Fleischman is one of the most successful exhibitors in Toledo.

J. E. Beck, manager of the Cleveland P.D.C. exchange, will be in Detroit January 16th to attend a meeting of the branch managers of the company. Detroit was selected as the scene of the meeting in order to exhibit the beautiful new Detroit film building. Harry Zapp, Detroit P.D.C. exchange manager, will be host.

Robert Cotton, P.D.C. central division manager is scheduled to be present at a district managers' meeting in Chicago January 14th and 15th. From Chicago he will go to Detroit to attend the exchange managers' meeting.

Henry Lustig is said to be about to build a new picture house on Lake Shore Boulevard and East 152nd Street. Lustig and his associates now have three houses in operation.

Andrew Sharrick, Universal publicity manager in the central territory, has just returned to headquarters in Cleveland after spending two weeks in New York.

Paul Gusdanovic, former president of the Cleveland Motion Picture Exhibitors' Association, and one of the leading exhibitors of the city, spent the past week in New York. Gusdanovic has the Orpheum, Norwood, Corlett and Regent theatres.

Rose Levine Sattler has resigned from the local First National staff after five years' unbroken service. She'll be sorely missed by the many exhibitors who have wandered in and out of the First National offices during those five years.

W. W. North, of Akron, a rare visitor for the shores of Lake Erie, was in town last week. North is a traveling exhibitor. He has a truck which is specially fitted up to show pictures. He takes the truck into small towns, sets up his equipment and presto, there's a picture show.

The Film Building register was not heavily taxed last week. The only out-of-towners noted therein were James Platt, Memorial and Vine theatres of Mt. Vernon; J. A. Smith, Majestic and Nixon, Akron: and Herman Graubner, Opera House, Salineville.

Mrs. William Gibson is the new owner of the Crown Theatre at North Baltimore. She recently bought the house from H. Starrett.

The Peerless Theatre, Cleveland, change hands during the past week, when Louis Lampru sold the house to Lawrence Barbalich.

Atlanta

AMONG the representatives of film exchanges and equipment concerns present at the opening of Joe Steed's North Birmingham Theatre were A. R. McRae, of F.B.O.; O. K. Bourgeois, of Pathe; F. A. Leatherman, southern distributor of Reproduco organs; P. A. Strachan, of First National. Other special guests of the occasion were J. W. Peck, Sr., and J. W. Peck, Jr., of the Norwood and Five Points theatres; F. A. Wilson of the Gem Theatre, Red Bay, Ala., and W. S. King, of Northport.

F. A. Wilson, of Red Bay, Ala., spent several days in Birmingham this week buying equipment for his new theatre.

W. A. Alexander, Alabama representative for the National Theatre Supply Company, has just closed with Hunter M. Smith and A. Brown Parkes to equip their new colored theatre in Birmingham.

Jack Cunningham is receiving many compliments on the appearance of the Trianon since the house was remodeled and a marquee added.

W. S. King, who formerly operated a theatre at Northport, Ala., visited Birmingham last week. He plans to re-enter the exhibiting field shortly.

Mrs. Reginald Sherry, wife of the popular assistant manager of Loew's Temple, Birmingham, is well on the road to recovery following a serious automobile accident.

Harry F. Dodge, district manager for Famous Players-Lasky Corporation with supervision over the Pittsburgh, Cleveland and Columbus exchanges, recently visited with Dan Michalove, head of Universal's southern forces.

Virginia Morris, youthful and able manager of advertising and publicity for J. G. Bachmann, producer of the Preferred Pictures and president of the Famous Attractions Corporation which releases them, paid Atlanta a brief visit last week.

R. B. Wilby, who conducts his various theatre enterprises from headquarters offices located in Atlanta, visited Birmingham last week.

Word was received in Atlanta last Wednesday of the death in Las Cruces, New Mexico, on Tuesday night of John Verdi, well-known musician. The body will be brought to Atlanta for funeral services and burial.

W. W. Anderson, head of Pathe's in Atlanta, returned to town last week, after spending the holidays in Chicago.

Oscar S. Oldknow, vice-president of the National Theatre Supply Company, whose headquarters are in Atlanta, recently visited New Orleans.

P. C. Parrish, purchasing agent for National Theatre Supply Company, returned to his Atlanta office last week after a ten days' visit to the company's branches at Dallas, Memphis, New Orleans and Oklahoma City.

William Wood, manager of the Belle Theatre in Gadsden, Ala., and the Savoy at Alabama City, is being lauded by salesmen of the Atlanta exchanges, who have returned from the Alabama territory with stories of Mr. Wood's activities during Christmas week, when he purchased food and toys for distribution to the less fortunate folk in the towns where he operates theatres.

R. W. Mitchell, who formarly operated a theatre at Newborn, Ga., has moved his residence to Atlanta. Mr. Mitchell expects to connect with a local theatre.

Miss Clara Steinheimer has returned to her desk at the executive offices of the Howard Theatre following a brief Christmas vacation.

William Specht, after spending the holidays with his family in Atlanta, has returned to his Alabama territory.

Ben Y. Cammack, head of Universal's exchange in Atlanta, has returned to his desk after spending part of the holidays in New York.

Major John W. Quillian, head of the Enterprise Film Corporation, with headquarters in Atlanta, was out of town last week on business. The Enterprise offices have been moved to new quarters at 111 Walton Street.

John Ezell, Warner Brothers branch manager in Atlanta, has returned from a brief trip to the Florida territory.

James H. Butner, manager of Educational's Atlanta exchange, was out of town last week.

Harry G. Ballance, district manager for Famous Players-Lasky, with headquarters in Atlanta, is back from a trip to Miami.

Thomas Ware, who owns and operates the Star Theatre in Covington, Ga., was a recent visitor on Film Row.

E. P. Line, of Haines City, Fla., was in Atlanta this week securing equipment and pictures for the opening of his Florida Theatre, which will take place in two or three weeks. Haines City is between Orlando and Tampa and is one of the busiest cities of its size in Florida.

The new theatre seats approximately 900 and is understood to have cost in excess of $75,000, being most complete in all of its appointments.

Ernest Bru, who operates the Rialto Theatre at Little River, Fla., was in Atlanta this week on his way to Florida, after having spent some time in his old home in England.

A. Wallenstein, head of the Wallenstein Theatrical Enterprises, of Miami, Fla., was in Atlanta this week and announced that the opening of his new theatre, the Tivoli, in Miami, would take place January 18.

Mr. Wallenstein also operates the Dania Theatre, at Dania, Fla., and the Palm Theatre in the Hialeah section of Miami.

Harry Simpson, salesman with Universal, has returned from Mississippi, where he spent the Christmas holidays. He was accompanied by his family .

Nat Wyse, Universal special representative, who has been in the local Universal office several days, left last Wednesday for New Orleans. While in Jacksonville, Mr. Wyse made many friends.

Miss Alberta Register, and Mrs. Watson, of the Universal office, visited in Brunswick, Ga., during the holidays.

Mrs. Peggie Kent, bookkeeper at Universal, is on the sick list.

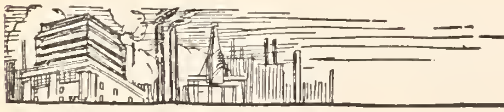
Abe Wallerstein, of the Wallerstein Theatrical Enterprises, Inc., was in Jacksonville calling on the exchanges last week, booking for his new Tivoli Theatre at Miami, which is expected to open about January 20.

C. B. Ellis, manager of the F.B.O., was host to his employes and their families at a delightful oyster roast at the Gebring Oyster farm near Fernandina last Sunday.

Ben P. Stiles, representative in Zone 2 with Famous Players-Lasky, has returned from Charleston, where he spent the Christmas holidays.

District Manager Charles E. Kessnich and Atlanta branch manager Jimmie Hanlon, of Metro-Goldwyn were recent visitors in Scotty Chestnutt's office at the Famous Players-Lasky Exchange.

Earl J. Dennison, special representative from the home office, was a visitor in the Famous Players-Lasky office last week.



St. Louis

THE St. Louis film colony was grieved to learn of the death in Los Angeles on Sunday, January 2, of William A. Estep, pioneer motion picture producer and executive and a native of St. Louis. He moved from St. Louis to Hollywood 12 years ago. His widow was formerly Miss Emma Adele Bube of St. Louis.

Marcus Heiman, president of the Orpheum Circuit, was in St. Louis, Mo., on January 6. He inspected the Orpheum, Grand Opera House and St. Louis theatres, which play Orpheum Circuit vaudeville.

Closing quotations on St. Louis film stocks listed on the St. Louis Stock Exchange on January 8 were as follows: St. Louis Amusement A, $45 bid and $47 asked. A year ago $54; Skouras A, $47.25 offered.

The Newstead and Ashland theatres in St. Louis, Mo., have been sold by the Laventhal Theatre Circuit to Albert Foritori. The consideration has not been made public.

Foritori is a nephew of Joe Foritori, who operates the Criterion Theatre, Broadway near Olive Street, St. Louis.

The Newstead is located at 4366 Lee Avenue and seats 665. The Ashland, at 3522 North Newstead Avenue, has a rated capacity of 900 and an airdrome seating 800 persons.

In recent weeks the Laventhal circuit has disposed of the Embassy, Mikado, the Ashland and the Newstead. It is understood the circuit has abandoned plans for the construction of two new houses in North St. Louis.

Peyton Campbell of Memphis, Mo., has sold the Majestic Theatre in that city to Mrs. R. A. Barnridge of Knox City, Ia. Mrs. Barnridge took charge on January 8.

The Bridge Theatre, St. Louis, Mo., has changed hands again.

The Palace Theatre, Macon, Ill., reopened on January 7, after being closed for about a year.

Miss Mabel Doyer, cashier for the local Producers Distributing Exchange, is confined to her home by illness.

Miss Mabel Price, biller for F.B.O., has resigned. Her place has been filled by Miss Ann Taylor.

Dale Dwyer has joined the local Universal sales staff. He formerly was with Producers.

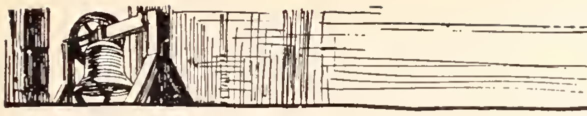
Tom McKean, manager for F.B.O., returned to town after battling the muds of Northeast Missouri for several days. He brought back some nice contracts as a reward for his difficulties. Missouri mud can't stop Tom.

Albert Crishlou, owner-manager of the Temple Theatre, Alton, Ill., has been confined to his bed for a week through an attack of la grippe.

C. D. Hill, division manager for Producers, has gone to Kansas City. Russell McLean, district representative, has gone to Des Moines.

Out-of-town exhibitors seen along Picture Row during the week were: Mrs. I. W. Rodgers, Cairo, Ill.; Tom Reed, Duquoin, Ill.; John Pratt, Fulton, Mo.; Dominic Fresena, Taylorville, Ill.: Bob Clarke, Effingham, Ill.; Carl Muff, Edina, Mo.; Harry Turner, Pana, Ill.; Sam Hallowell, Assumption, Ill.; Joe Hewitt, Robinson, Ill.; Noah Bloomer, Belleville, Ill.; Jim Riley, Alton, Ill.; Barney Dubinsky, Jefferson City, Mo., and H. C. Tuttle, Desloge, Mo.

The Grand Theatre, Harrisburg, Ill., was damaged by fire on January 4. The blaze was confined to the projection room.



Philadelphia

GEORGE BENNETHUM and Green & Altman have created a pooling arrangement known as the South Philadelphia Theatre Company whereby the Owl and Avon Theatres located near 23rd and South streets, Philadelphia, will be operated jointly. The Owl was a Bennethum theatre and the Avon a Green & Altman house. The arrangement provides that each concern will have a fifty-fifty interest in both houses. The Avon will be redecorated and renovated and the Owl will change its policy to cater to colored patrons exclusively. The theatre will be under the immediate supervision of Bill Weber, who has been managing the Avon, and Abe Altman will book the house and serve as managing director.

Al Fisher, Jr., who has been attached to the Philadelphia office of P.D.C. for the past several months, has resigned and taken over the lease of the Bellevue Theatre, Susquehanna Avenue and Front Street, Philadelphia, from Morris Wax, who has operated the house for some time.

Miss Rose Levy, secretary to Wm. G. Humphreys, branch manager for P.D.C., resigned her duties recently to marry. The members of the office force presented her with an embroidered silk counterpane and pillow covers and Mr. Humphreys presented her with a coffee percolator. Miss Levy has been connected with the industry for several years. Miss Dorothy Callahan is temporarily taking over Miss Levy's duties.

At the regular meeting of the Film Board of Trade, William J. Heenan, president, appointed the following committee to serve for the ensuing three months:

Executive—Miles Gibbon, Pathe. Percy A. Bloch, Paramount. Oscar Neufeld, De Luxe. Membership—Mike Levinson, Penn Productions. Jerry Safron, F.B.O., Gene Marcus, Twentieth Century. Credit—Wm. G. Humphreys, P.D.C. C. S. Goodman, Educational. Edgar Moss, Fox. Safety—Harry Wiener, Columbia Pictures. Ben Amsterdam, Masterpiece Exchange. Joseph Hebrew, Warner Brothers. Transportation—Jack Hennessy, United Artists. Tony Lucchese, Liberty. S. Wittman, Universal.

The personnel of the Arbitration Committee, which will serve but two months, is as follows:

Oscar Neufeld, Jerry Safron, Percy A. Bloch, with Mike Levinson and S. Wittman as alternates. The new Arbitration Committee will take office as of February first.

E. J. Farrell, attached to the Philadelphia branch of F.B.O. for the past several months, has been transferred to Canada, where he will act as special representative.

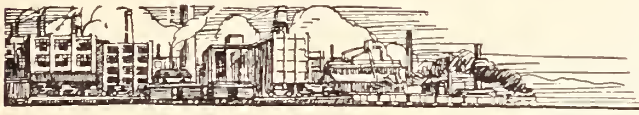
Marcus Benn and his son Allen, who operate four theatres in West Philadelphia, jointly with the Stanley Company of America, were hosts to about four hundred one Sunday recently at the Benn Theatre. The guests included the employees of the four theatres and their families and executives and employees of the main office of the Stanley Company. Following an informal dance, refreshments were served. The committee on arrangements consisted of Robt. Kessler, Lee Harvey, John Brennan and Harry Allen.

The Philadelphia office of F.B.O. entertained several hundred people on Sunday evening, January 9th, at a trade screening. This was the first trade screening held in Philadelphia for several months.

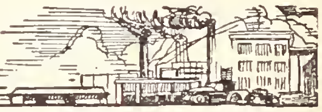
Harry Wiener, recently appointed manager of the Philadelphia exchange for Columbia Pictures, has reorganized his sales force and has appointed the following salesmen to cover the territory for Columbia: Adolph Shoemaker, Philadelphia; Sidney Sugarman, Jersey and surrounding towns; Frank Sheppard, Harrisburg zone; Ray Smith, Wilkes-Barre and Scranton.

Miss Margaret Neville, who has been connected with the Independent exchange which formerly handled Columbia Pictures for several years, has resigned and has been succeeded by Lester Wuerle, formerly booker at the De Luxe Exchange, who has been managing one of their theatres for several months.

Twenty-five members of the Film Board of Trade who are active in the Scream Club's affairs, which is the social arm of the Board, attended the prize fight held recently at the Arena and then went in a body to the Club Madrid, one of the leading cabarets in the city, where the proprietor, Joe Moss, who is well known among the film fraternity, had prepared a special program for them. This is the second social function given by the Club since its organization a few months ago.



Detroit



J. E. GREENLY, formerly with Producers Distributing Corporation, has resigned from that firm to join Columbia Pictures Corporation as booking manager.

E. J. Smith, general sales manager for Tiffany Productions, visited manager Al Moritz last week.

Russell Chapman, manager of the Capitol Theatre, has been transferred over to the State, succeeding Rex Minkley, who has been transferred to Chicago, where he will manage a house for Balaban & Katz.

The Lincoln Square Theatre has passed over to the John H. Kunsky Circuit, and will be booked and managed like all of the Kunsky houses. No change has been contemplated as to the policy, although considerable money is to be spent in redecorating and improvements.

Al Kaufman and J. A. Carrier of the Universal Theatres, operating the Broadway Strand Theatre Co., were in Detroit for a couple of days this week.

Lou Cohen, manager of the Colonial Theatre, has stated that the policy of that theatre is to be changed next week. Billy Van Allen's "Town Topics" company will take the place of the regular vaudeville programme. First run pictures will be continued with this policy.

C. E. Penrod, district manager for Film Booking Offices, was in town for a few days last week, conferring with Branch Manager Art Elliott.

Columbia Pictures Corporation have moved into their new quarters in the new Film Exchange Building. Practically all of the exchanges have moved in, with the exception of First National, Pathe, and the Standard Film Co.

The frame work on the new Oriental Theatre, which Charles H. Miles is building, is all completed, and work is rapidly moving for the completion of the house by April.

J. A. Jacobs, general manager of the Bray Productions Incorporated, was in Detroit last week conferring with Branch Manager A. W. Bowman of Columbia Pictures Corporation.

Jess Fishman, general manager of the Standard Film Service, came to town to make arrangements for quarters in the new Film Exchange Building.

Hank Simmons, exploitation representative for Producers Distributing Corporation, was a visitor at the local exchange last week.

Roy Adams, of the Pastime Theatre at Mason, Mich., paid the local exchanges a visit in their new quarters.

The Arcadia Theatre, on Gratiot Avenue, has been entirely redecorated, including new seats and a large new canopy.

Elizabeth Sloan, billing clerk for the Warner Exchange, is to leave the film business entirely, as she is going back to Wyoming, where her home is.

The Capitol Theatre is celebrating its fifth birthday anniversary this week, the doors of this handsome motion picture playhouse having been opened to the public Thursday, January 12th, 1922.

Thomas Meighan, the movie star, was in Detroit last week to attend a party which was given at the Book-Cadillac Hotel in honor of Miss Elizabeth Briggs, Detroit debutante, daughter of Walter O. Briggs, wealthy manufacturer. Mr. Meighan was accompanied by Mrs. Meighan.

Lou Pincus, manager of the Fox Washington Theatre, announces the change of its policy starting next Sunday. Two complete changes of program each week will be offered, changing Thursdays and Sundays. This policy will include five acts of high grade vaudeville, and first run pictures.

W. Stern, sales representative of the Columbia Pictures Corporation, has just returned from New York City, where he had spent the New Year.

Nat Barach, district manager for Warner Bros., paid Branch Manager Jim Allen a short visit.

John A. McDonald, 39 years old, business manager for the Moving Picture Machine Operators local 199 in Detroit, died at his home at three o'clock last Monday. He had been ill for almost three months and death was due to heart trouble. The passing of Mr. McDonald removes one of the outstanding figures in the motion picture business of Detroit. Formerly an operator himself, he showed so much executive and fighting ability that he was elected business manager of the Detroit local, a position that he has filled for many years. His wife, one son, two years old, and two sisters survive.

Ernie Forbes, manager of the National Theatre Supply Company, has tendered his resignation, so as to devote his entire time to his Redford Theatre at Redford, Mich., which he has just acquired. J. C. Tuck, formerly assistant manager, will succeed Mr. Forbes as manager.

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New England

MYER GRUBER is the new branch manager of the Boston exchange of Tiffany, where he succeeds Robert Cobe. Mr. Gruber was formerly with the Royal Film Co. exchange at 44 Church Street, Boston.

L. E. Morin, who operates the Strand Theatre at Sanford, Me., has acquired the new Majestic Theatre at Fitchburg, Mass., which has been operated by E. M. Loew.

Lysander Richmond, one of the prominent Maine exhibitors, was in Boston during the week. It is understood that he is planning the construction of a new theatre on the main street in Sanford, Me., in the heart of the business district, and that the visit to Boston had something to do with the preliminary work in connection with the proposed theatre. Mr. Richmond formerly operated the Colonial Theatre at Springvale, Me., which was recently purchased by E. M. Loew.

The Rialto Theatre at Madawaska, Me., which has been operated by L. W. Carrier, has been taken over by Leona Fife.

Bookers of the New England area in and about Boston are planning for their second annual grand ball, which will be held in the State Theatre ball room on the night of Feb. 18. Entire proceeds from these annual events are devoted to philanthropic purposes.

M. Rossito has been engaged by Fox exchange at Boston for the sales staff. During the current two weeks he is doing special work in Maine and the following two weeks will be in Vermont and New Hampshire.

The Graphic Circuit, which operates through northern New England, has disposed of the Auditorium Theatre at Lincoln, Me., to Orman B. Fernandez. Mr. Fernandez recently acquired Odd Fellows Hall in Lincoln and for the present will operate both houses although there is some talk of later consolidating the two. Mr. Fernandez has also been associated in the management of the Strand Theatre at Old Town, Me.

Medford Theatre at Medford, Mass., of which George K. Hackett is manager, has adopted a new policy, with pictures only the first three days of the week and a double feature bill, and one feature and vaudeville during the last three days of the week. Formerly pictures only was the policy.

At the Strand Theatre, Newburyport, Mass., this week, an important capture was made of a burglar, who was caught red handed trying to force the theatre safe. There have been several such burglaries in New England theatres within a few months and police are looking up his record to see if he knows anything about the other breaks. At the time of the attempted break there was about $2,000 in the safe but it was not taken.

Leo Auclaire, who has for several seasons conducted the Music Hall at Slatersville, R.I., has disposed of the theatre to J. Conoyer and Mrs. Breault, who are operating other theatres in that vicinity of the State.

Moe Silver of the Mark Strand circuit in New England has just returned from a business trip to New York City, where he negotiated for a number of features for the New England houses.

Clarence G. Robbins this week celebrates his tenth year with the Mark Strand interests in Worcester, Mass., where he is manager of the circuit's houses. Prior to going with the Mark Strand people, Mr. Robbins managed stock and picture houses in Greater Boston.

During the next few weeks Lysander Richmond, former Maine exhibitor, will do special work for the Fox interests in connection with the showing of the Eucharistic films.

Joseph A. McConville, president of Independent Films, Inc., of Boston, has returned from an extended business trip to New York City.

Philip Fox, popular booker at Independent Films, Boston, has returned from a brief vacation at Providence, R.I.

The safe at the Majestic Theatre, Holyoke, was forced Saturday night and about $2200 in cash was stolen, according to a check-up made by Albert S. DeSautels, the manager.

John Howard, a former football coach at Chelsea (Mass.) High School and noted athlete, has been appointed a booker at Famous Players-Lasky exchange on Berkeley Street, Boston.

Ralph Kinney of the Ideal Theatre at Springfield, Vt., was a welcome visitor to Boston's film district this week, making his bookings for the late winter month.

J. Graves, owner of the building at St. Johnsbury, Vt., in which the Globe Theatre is located, plans to operate the theatre himself. He is making extensive improvements in the house, which will take about six weeks, after which he will reopen the house with a straight picture policy.

F. J. Cantlin of the Opera House, Lebanon, N.H., and Andrew Tegu of St. Johnsbury, Vt., were welcomed to Boston's film row during the week, it being Mr. Tegu's first visit to Boston since the opening of his beautiful new theatre.

The Keith-Albee St. James Theatre on Huntington Avenue, Boston, which has been featuring pictures and vaudeville for more than a year, has changed its policy to stock, which was in vogue for some years there. Walter Gilbert returns as leading man.

John R. Tierney of the sales force of Universal at the New Haven exchange has returned to work again after being laid up since September 2, when he was seriously injured when struck by an auto in that city.

Joseph Cronin of Famous Players-Laskey, who has been covering Vermont for the company, has been promoted to the Maine territory.

Wm. Levange, formerly manager at Norfolk Downs for the New England Theatres Operating Co., returns this week to Louis Boas' Palace Theatre, Boston, as manager.

William Harding is the new manager of the Columbus Theatre at Providence, R.I. He was formerly at the Rialto, Fall River, Mass.

"Ike" Robbins and his wife of the Elizabeth Theatre at Falmouth, Mass., have returned from a holiday vacation trip to New York City.

It is understood that negotiations are under way at Fall River by Producers for the Bijou, owned by Nate Yeamans.

The performance at the Dudley Theatre, Roxbury, Mass., was discontinued Friday night when a film caught fire. Patrons, as they filed out, were issued passes good for a subsequent performance by Manager Harry Wasserman. There was no disorder.

Al M. Kane has been promoted by Famous Players-Laskey to the booking department. He is succeeded as chief accountant by Hyman Young, formerly in the advertising sales department.

Joseph Schmanck has joined the Eucharistic Congress film organization as a special representative.

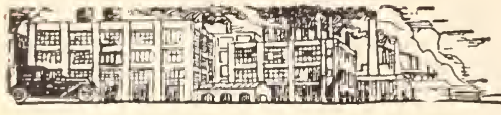
James Greeko of the Rialto Theatre, Worcester, Mass., who has been seriously ill with the grip, has now fully recovered and resumed his managerial duties.

Miss Beth Donnelly, formerly the popular biller at Warner Bros. exchange, Boston, has taken a similar position with Producers exchange.

Jack Dobbins, former Paramount salesman in New Haven and vicinity, who broke his leg in an auto accident September 2, is now able to be about with the aid of a cane.

William E. C. Warr of Warr's Theatre, Wareham, and his charming daughter motored to Boston during the week in their brand new Buick brougham, which was the envy of the Row.

Jacob Conn has established a broadcasting station on the roof of Conn's Olympia Theatre, Olneyville, R.I.



Cincinnati

THE Shultz Opera House, Zanesville, Ohio, is to become one of a chain of three houses which will be operated by the Imperial Theatres Co., recently incorporated at Columbus, Ohio. According to announcement by Manager Sam E. Lind, approximately $70,000 will be spent for improvements which will include a new organ. The Shultz was the first house in the city to play legitimate attractions, having recently gone into vaudeville and pictures. The new organization will also operate the Imperial and Quimby theatres in Zanesville.

Everett Bennett, who has been conducting a garage at Oxford, Ohio, has acquired the Peoples Theatre, at Dayton, and is operating the house. No immediate changes in policy or equipment are contemplated.

The feature sales department of the Cincinnati branch of Pathe is now in charge of Emile C. Bullwinkle, who came from New York recently to assume management.

The name of the Orpheum Theatre, Lima, Ohio, devoted to pictures and vaudeville, has been changed to the State Theatre. Policy unchanged.

Miss Irene Leake, who holds a responsible position with the Universal office in Cincinnati, stole a march on her friends a fortnight ago, and was married to Frank Hull of Rock Hill, S.C., the ceremony taking place at Charlotte, N.C. The marriage was the culmination of a romance which began a little over a year ago when the bridegroom met his bride while he was on a business trip to Cincinnati. The couple expect to reside in Rock Hill after the honeymoon.

John Schwalm, manager of the Rialto Theatre, Hamilton, was host to a children's club at a special matinee recently, the affair being given in connection with a local daily newspaper.

A. F. Thiele, who manages special engagements of symphony concerts and similar projects at Dayton, Ohio, has been appointed by the Fox Film Company to manage the showing of the Eucharistic Congress pictures in this section of the State.

The Cincinnati Film Board of Trade, acting in accordance with a suggestion from Will Hays, has granted free film service to the Cincinnati Children's Home, the free service coming as a New Year's present. A local club has donated a machine, and the Cincinnati exhibitors will provide the films weekly.

Allwein and Shreffler, who operate the Castraba Theatre, as also the Opera House at Shelby, Ohio, have closed the former house during January and February, but will resume activities at the Castraba on March 1. No reason is assigned for the suspension.

Seattle

TWO anniversaries were celebrated in this city during the holiday season—both by John Hamrick. First came the sixth anniversary program at his Blue Mouse Theatre, made up of special film and musical numbers, and then there was the first anniversary of the opening of Hamrick's Egyptian Theatre in the University district. This house was opened in December, 1925, by Warner Brothers, but was acquired by Mr. Hamrick in July of last year and has been under his management since that time.

Arch McDonald, head of the Liberty Theatre in Ketchikan, Alaska, left this city recently for his home town, after spending almost a month here. During his stay he arranged bookings for his house for the next several months.

Paul Burger, official of Metro-Goldwyn-Mayer from the home office in New York City, has been spending the last several days at Manager Ben Fish's local exchange. During his visit here he had a chance to welcome Jess Beckman and Harry Landstrom, who have returned to this territory after a trip into the East and Canada with the special sales force of M.-G.-M.

Charles E. Feldman, former manager of the First National Exchange in this city, last week was appointed manager of the Denver territory of the National Theatre Supply Company's interior decorating department by B. F. Shearer, director of that branch of the concern. Mr. Shearer last week entertained H. A. R. Dutton, President and Treasurer of the National Company, and Walter E. Green, Vice-President of the International Projector Corporation, during their visit in this city.

Ned Edris, former manager of the Blue Mouse Theatre in Tacoma, and now head of the Centralia and Chehalis theatres, operated by Pacific Northwest Theatres, Inc., spent a short time here last week with his company managers and the magnates of Film Row. He expects that Centralia soon will hear of plans for a new house in that city to be built by the Pacific Northwest group.

Al C. Raleigh, manager of the Coliseum Theatres, assisted by Mrs. Raleigh, last week entertained the inmates of several Seattle children's charitable homes at a special holiday matinee.

Albert Nadeau, general manager of the Washoe Amusement Company of Anaconda, Mont., spent a short time here last week making arrangements for the remodeling and equipping of the Margaret Theatre in the Montana town. It was planned to stage the formal opening early in January, following the expenditure of close to $30,000 in renovating and repairs.

John Danz, president and general manager of the Capitol, Colonial and several other theatres in the downtown district, was host with Mrs. Danz last week to all the employees of his theatres at a midnight dance and supper given at the Varsity Night Club. Everyone, from janitor to house manager, attended, and joined in the fun. Mr. and Mrs. Danz were given a handsome silver service by the group.

Another big holiday affair was the Christmas banquet for the employees of all the Everett theatres, operated by the Pilz and Swanson enterprises. The party was staged at 11 p.m. on Monday, December 27, under the leadership of R. E. Charles, managing director for the company, and lasted until the wee small hours of the morning. It was held on the stage of the Everett Theatre.

Wesley Sorenberger, theatre operator of Wrangell, Alaska, was seriously burned recently in a fire which partially destroyed his home, and is at present slowly recovering from his injuries. He is under special treatment at a local hospital, where it is expected he must remain for several weeks yet.

Ernest Russell, concert organist from the Liberty Theatre, now being renovated prior to its opening at the United Artists Theatre, last week presided at the console of the huge Wurlitzer at Manager James Q. Clemmer's Fifth Avenue Theatre. He succeeded Harry Reed, who has been at that house since its opening in September.

Reports received last week from Hoquiam, Wash., indicate that the Arcade Theatre may soon be closed and remodeled into a modern store building. No reason for the move has been made public, but it is thought possible that it might presage a new motion picture house in that town to replace the Arcade.

Among the Christmas greeting cards sent out during the last holiday season by the various theatres, that of Manager Robert W. Bender, of the Universal Columbia Theatre, achieved first prize in the minds of most recipients.

Canada

QUITE a few managers of Canadian theatres started off the New Year propitiously with the receipt of a substantial token of esteem from their theatre employes.

At Chatham, Ontario, Manager A. P. Drohan of the Griffin and Princess theatres received a fine overcoat from his staffs, the presentation being made by Miss Irene Zimmer, who, in turn, was given a box of chocolates by her confreres.

Clarence Robson, Toronto, Eastern Division manager of Famous Players Canadian Corp., was presented with a handsome Japanese inlaid telephone table and bench in black and gold, the gift of the managers of Famous Players houses in Ontario and Quebec.

At Montreal, Quebec, Harry Dahn, manager of the Capitol Theatre, has received a handsomely-fitted travelling bag and there was also a wonderful bouquet of flowers for Mrs. Dahn.

H. E. Wilton, manager of the Strand Theatre, Hamilton, Ontario, was raided in his office by his house staff and presented with a pipe and a pair of nifty gloves.

P. C. Taylor, Toronto, general manager of the Canadian F.B.O., was the recipient during the holiday season of a fountain pen, mahogany desk set, the gift of the personnel of the head office and Toronto branch. The presentation was made by Sam Garr.

A charge against Thomas Conway, well-known theatre manager of Montreal, of operating a theatre without a license was dismissed by Recorder Semple in the Montreal Court for want of evidence. The civic authorities did not press the case and Mr. Conway is now general manager of the Orpheum Theatre, Montreal, without hindrance.

Manager Wendall of the Starland Theatre, Morden, Manitoba, has extended the depth of the theatre by 50 feet, making it 120 feet all told. The ceiling has also been raised another 10 feet. The seating capacity was also increased by 250 and there are now additional exits.

J. P. Pitner, manager of the Starland Theatre, Nelson, B.C., a Famous-Players house, has announced that a new theatre is to be erected by the company on Victoria Street, starting early in the spring.

The Bedford Theatre, a new suburban moving picture house for Toronto, Ontario, has been opened. It is situated on Upper Yonge Street, close to the radial station at the city limits.

H. E. Wilton, manager of the Strand Theatre, Hamilton, Ontario, has been re-elected an alderman of the Hamilton City Council for 1927 for the First Ward. Alderman Wilton headed the polls with a record vote.

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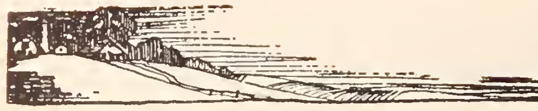
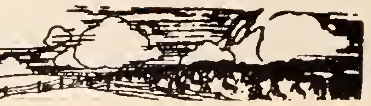




W. C. BRIMMER, manager of the First National Omaha exchange, spent Thursday in Milwaukee calling on all his old friends. Mr. Brimmer was associated with the old General Film Company here many years ago. He and Mr. McCarthy, manager of the local exchange, left Friday for Chicago to attend a managers convention.

L. W. Knisker, assistant to the general manager of Producers, visited the Milwaukee office on Wednesday and Thursday of last week together with C. E. Maberry, P.D.C. district manager. Fred Knispel, district representative has put in his appearance at the local office and expects to remain for an indefinite visit to go over several matters of importance.

Neil Duffy, who manages the Elite at Appleton, was seen among exchanges during the week.

"Dad" Walcott, manager of the Majestic at Racine, one of the real old-timers in the film business, was in the city last Thursday, and enjoyed a long visit wtih W. C. Brimmer, of Omaha.

R. C. Seery, district manager for the First National interests, recently visited the local office.

The local M-G-M exchange gave a banquet for all exhibitors at the Colonial room of the Wisconsin Hotel on January 11th. Following the banquet three M-G-M releases were screened.

Felix Feist, general manager of distribution and sales, from the New York office, came on Monday and remained for the banquet. S. A. Shirley, district manager, and Sam Burger. of the New York office, were also present.

Charles Lundgren, manager of the Red Seal Chicago office, was recently in the city.

Goetz Bros., who have recently included the Radio, Empire and Regent theatres in their circuit, it is now announced, have also taken over the Parkway, which was E. W. Van Norman's theatre. Mr. Van Norman and Mr. Seegert, former manager of the Regent, have not yet announced their future plans.

Goetz Bros. have withdrawn their interest from the Rex and Rialto theatres at Ironwood. A. L. Picken, who was in partnership with them, maintains his interest in the houses and will continue to manage them.

F. G. Frackman, manager of the local Progress office, is in northern Wisconsin for an indefinite period.

Sam Thirion sold his interests in the Comfort Theatre to the Wisconsin Theatrical Enterprises. The change in management was effective on the first of January.

Frank Welter, of the Grand Theatre at Wausau, was in the city on Tuesday with Ralph Unson, of the Kilgen Organ Company, on his way to Chicago to check up on his new organ for the Grand.

George Herzog, manager of the Strand Theatre at Manitowoc, was among out of town exhibitors in the city during the week.

George Fischer, manager of the Milwaukee Theatre, and E. W. Van Norman, of the Park Theatre, according to their custom, remembered all the bookers with gifts at Christmas time.

Charles Trampe's bowling team deserves a medal for constancy. The team leads the league still by one game while the other teams are within two games of the top.

Sam Miller, of the Fisher theatres, Chicago, was a recent Film Row visitor.

The results of the recent election of officers of the Film Board of Trades are as follows: George Levine, Universal manager, elected president and succeeds George Smith, Paramount manager. "Doc" Honeck, Producers manager, was re-elected vice-president; R. Nolan, Pathe manager, was re-elected acting secretary and treasurer; Ben Koenig re-elected recording secretary; Bob Smith, Warners manager, sergeant-at-arms.

Ed. Gavin has again joined the Univesal sales staff. He was traveling for P.D.C. for several months, previous to which he had been with Universal. He assumes his new duties with Universal next week.

Henri Ellman and J. S. Madnikow president and vice-president respectively, of the Capital Exchange, Chicago, spent a few hours in Milwaukee on Friday.

The opening of the Plaza, Saxe's new South Side theatre, has been tentatively set for January 29th.

The first anniversary of the M-G-M Efficiency Club will be observed Thursday of this week by a banquet at the Elks Club. Bridge and dancing will be the entertainments of the evening. About forty members and their friends will attend. The club will have its annual election of officers a week before the banquet and new officers will be formally installed at the anniversary party.

Henry Stabb, secretary of the Motion Picture Theatre Owners of Wisconsin, left for Madison Tuesday to resume his seat in the Assembly.

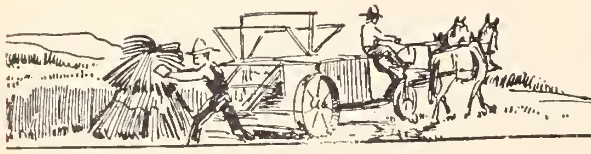
Frank Cook, whose theatre, The Strand at Platteville, was recently destroyed by fire, is contemplating building another theatre at Platteville.

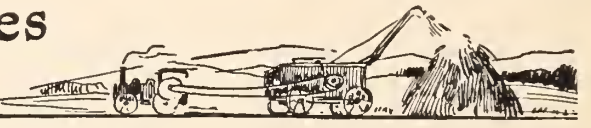
Sam Burger, special representative from M-G-M New York office, has been in the local office for the past two weeks. Joseph Wolf, special representative for this district, has also been visiting the M-G-M office.

P. M. Cain, of the Falls Theatre at Sheboygan Falls, was a Milwaukee visitor during the past week.

E. Vollendorf resigned his position as salesman on the P.D.C. force to accept a position as booker in the local Fox exchange. H. I. Ironfield, who served as booker in the Fox office for the past few months, has been recalled to the New York office for special work.

Des Moines





MR. and Mrs. B. B. Holdridge of the Zenith Theatre took possession of the Empress Theatre New Year's Day, having bought it from C. J. Latta in a whirlwind deal, which left the public and the principals alike excited over the change in ownership.

Mr. and Mrs. Holdridge have taken over the 1927 contracts of Mr. Latta and will continue to run both theatres. A drop was made in the admission price recently so that one theatre was charging twenty-five cents and the other thirty. Later prices will depend on the contract rates, but Mr. and Mrs. Holdridge plan to do the best they can by the amusement public. They have managed the Zenith Theatre ten and a half years and need no introduction here.

Since Mr. Latta's international publicity as the "honest movie man," who advertised when his show was below standard for people not to attend, he has received numerous offers and propositions which he thinks will be an advancement. At present he does not care to make his plans public other than he and Mrs. Latta will leave in ten days to visit his mother in Indianapolis, following which they will go to California on a business and pleasure trip. He will take a two months' rest and vacation before definitely considering other locations. They will return here after the visit to California.

Thomas E. Smith, who comes from the Omaha office of the National Theatres Supply Company, is now covering the eastern part of the State for the Des Moines office.

The Grand Theatre at Greenfield, announced by those who have seen it to be one of the finest theatres in the southern part of the State, opens on January 14. The theatre is owned by George Misner. A number of the exchange men plan to go to Greenfield from Des Moines for the opening of the Grand Theatre.

The Star Theatre at Arnolds Park is closing for the winter season. It will reopen with the beginning of the summer season. Another theatre temporarily closed is the house at Auburn, Ia.

Ilah Elwood is the newest recruit at the offices of Metro-Goldwyn-Mayer. Miss Elwood was formerly with the Thomas Electric Company and will do general office work and stenographic work at the exchange headquarters.

The Universal managers are to attend a sales convention in Chicago. George Nalor, manager of the Des Moines office, left to attend the meeting.

Lew Olsan, play date representative for Universal, has been in Des Moines and left for Sioux Falls, S.D., from here.

Andre Bustanaby, inspector booker, returned to the Des Moines office of Universal after a visit to New York for the Christmas holidays.

William Beale, booker for Pathe, has now joined the ranks of radio fans. He got the latest model for Christmas.

L. C. McDonald has bought the Star Theatre at Exline. The former owners were Cleo and Davis.

Bob Gary, publicity man from the Kansas City office of Universal, has been in Des Moines working on exploitation of a Universal feature at Dubuque and Iowa City. These are test showings, given in different parts of the State of the tall corn before the release of the film over the country generally.

The high school at Nichols, Ia., is showing motion pictures in the school auditorium. Superintendent G. G. Bellamy is in charge of the showings.

The Strand Theatre at Mount Vernon has changed hands. L. O. Hendrix sold to Mr. Rompt.

H. C. Reagan, who operates the Toledo Theatre at Toledo, in an effort to educate the critics of the motion picture to the usefulness of the movies as a means of education, wrote a very complete article on moving pictures and the moving picture theatre which has been put into publication.

Mrs. R. O. Brownell has bought the Leeds Theatre at Leeds, Ia. Mrs. A. Danese sold to Mrs. Brownell.

The Plaza Theatre at Sloan has changed hands. C. R. Seff sold to O. F. Johnson.

C. T. Nolan has sold the Opera House at Palmer. The theatre was purchased by Buckingham & Loots.

The Rex Theatre at Newton had its opening on Christmas Day. This theatre is owned by Ross Ewing, who has a rather unusual policy for this, a brand new theatre. He is to run Westerns of the highest grade and Westerns only. Between $10,000 and $15,000 was spent by Mr. Ewing on the theatre, which has a splendid location on one of the main streets of Newton. The shows run from one o'clock to eleven and admission charges are ten and fifteen cents.

Mr. Kauffman, manager of the Pathe exchange, spent the last week in the territory with Salesman McEwan, who covers Block B.

New York and New Jersey

LOCAL theatre men are of the opinion that all exhibitors can expect a general tightening up of fire inspection laws on account of the recent Montreal holocaust, when seventy-odd persons, mostly children, perished in a stampede to the exits of a film house. Several exhibitors interviewed stated that they had already been paid special calls by those higher up in the department in the matter of checking up conditions and that an unusually strict observance of the law will be enforced.

The New Jersey Sunday amusement situation continues week by week to occupy space in the local Monday newspapers, following, of course, some exhibitor's attempt to battle against the almost century-old State blue laws.

Over in Red Bank on January 9 it is reported that the Mayor personally brought about the arrest of Morris Jacks, proprietor of the Carlton Theatre, for violation of the Sunday law. The show proceeded after Jacks was taken before the recorder, from whom he demanded a jury trial. This was granted and Jacks was paroled until January 14. It is said that the Mayor, after arresting the Carlton's proprietor, partook of some Sunday sport himself, entering and winning an iceboat race on the Shrewsbury.

At Dunellen, N.J., George Hosford, operator of the Dunellen Theatre, was evidently not to be caught napping again after his last Sunday's tilt with the authorities. This time Mr. Hosford was allowed to proceed after it was found that the film being shown was that of the recent Eucharistic Congress and therefore not considered detrimental to public welfare.

In Irvington, in accordance with last week's announcement that Stanley-Fabian officials would abide by the present laws pending an expected revision of the statute by the Legislature, the managers of the Castle and Sanford theatres made no attempt to hold a performance.

There may be much more fire than smoke to the report that two or three of the big New York City motion picture theatre circuits are on the point of merging. (See front news section of this paper.)

A fire in the projection room of the Universal Theatre (no connection with Universal Theatre Corp.) on the Bowery near Canal Street caused the rout of 150 spectators to the street on the afternoon of January 10, but was not attended with any disorder. Herbert Lardner, projectionist, was burned about his face: The theatre, operated by Messrs. Hurweitz and Charnobelosky, will remain closed indefinitely.

Objection to the proposed construction of a motion picture theatre on a site at Avenue C and Forty-eighth Street, Bayonne, N.J., was recently voiced by members of Ohab Sholem Synagogue, which is located in the neighborhood. The Songar Realty Company is the firm which seeks the permit to build. Argument on the rule will be heard before the Supreme Court at Trenton on January 18.

Considerable activity has been lately observed on Lafayette Avenue, Hawthorne, N.J., which is the site of the announced new Hawthorne Theatre, to be built by the Community Theatre Corporation, a firm composed of a number of local people.

It has been announced that construction will immediately start on the Mercedes Theatre, to be built at 207th Street and Broadway, New York City. Eugene De Rosa is the architect and completion is looked for in the fall of 1927.

A. Abramowitz, former owner of the Alhambra Theatre, 98 Fifth Avenue, Brooklyn, is once again back in his old neighborhood coincident with his taking over the Washington-Fifth Avenue Theatre, Fifth Avenue and Third Street, Brooklyn, from Chas. Trippi.

H. M. Hobbs is the new manager of Keith's Alhambra, 126th Street and Seventh Avenue, New York City. Mr. Hobbs is from one of the Boston Keith theatres. The former New York manager was transferred to Boston.

The Chelsea Theatre, long devoted to a straight policy of burlesque of the eyeful species, will introduce a Sunday bill of pictures and vaudeville, according to report. Chas. Fisher and associates, of the Cross Bay and Somer's Sheepshead Bay theatres, operate the Chelsea.

Manager Evans, at one time with the Small & Straussberg Terminal Theatre, Brooklyn, and also Henry Siegle's Ritz, has been appointed manager of Chas. O'Reilly's circuit of motion picture theatres.

Irving Seidman, alias "Eddie Polo," and one of the champion night men of the Prudential Film Delivery's West Side route, is about to forsake the local film trade for the auto accessory business. Irving will locate up at Peekskill, N.Y., on the Post Road, where traffic is thickest and will give a de luxe service to all film men who happen his way.

Dave Mannheimer, manager of the Peerless Theatre, 5th Avenue and 86th Street, Brooklyn, is back on duty again after a five-day siege of the grippe.

A report to the effect that Fred Dollinger had left the management of the Filmland Theatre, Church and Nostrand avenues, Brooklyn, seems unfounded, Fred's well-known figure being in evidence around that house, according to an eyewitness.

Joe Hornstein estimates that 125 new motion pictures will open in this zone during 1927, and that isn't hard to believe with the past year's construction record in mind; in fact, actual figures at the close of the year may exceed those of Mr. Hornstein's.

Recent openings reported by the National Theatre Supply Company, of which Joe Hornstein is the Eastern division manager, include the Brook Theatre, Bound Brook, N.J., on January 12, and the Cameo Theatre, Jersey City, on January 11.

Those openings which will occur in the near future are as follows: Joelson's Parkway Theatre, 172nd Street and 3rd Avenue, New York City, and Chrisedge Theatre, Inc.'s new Wakefield Theatre, White Plains Avenue, Bronx, are both scheduled for February 1.

The Broadway Theatre, East Rockaway, which was all set for a Christmas premiere, was forced to postpone matters until around the first of February.

Another postponement was that of Sam Baker's Floral Park Theatre. This, in all probability, will also open on February 1.

William Salkin's new Eagle Theatre at 103rd Street and 3rd Avenue, New York City, will be ready about the middle of February, according to report.

Several of these houses were entirely equipped by National Supply and were reported to us by Dave Solomon, well known about the local film trade. Dave has been ill for the past few weeks, but is well again now and back on the job.

Sam Roth, manager of the Orpheum and Broadway theatres, Yonkers, N.Y., for the past five years, and also part owner of those houses, has resigned his post and will in the future be in charge of the Stanley-Fabian Baker Theatre, Dover, N.J.

Sam Lee, connected with the Walter Reade enterprises for some time, will manage the Cameo in Jersey City for Morris Kutinsky.

It is said that Jack Steinman's new Daly Theatre in uptown New York has been doing finely since its opening at Christmas time. Nat Walter, former manager of the Harlem Grand, is with Mr. Steinman at the Daly.

Joe Hornstein keeps on adding floor space to his headquarters over the Embassy. This time he has taken over part of the fourth floor. Joe reports that 1926 was the biggest year in the history of the organization, not only in New York zone, but in the Philadelphia and Boston branches, which are also under his supervision.

"Mike" Glynn will open his new Mineola Theatre within a few weeks, it is said.

Kansas City

SEVERAL fire companies responded to an alarm from the Gillis Theatre, Kansas City, Monday. Only a comparatively few feet of the feature film had been run. There were only six persons in the audience. The firemen found a film ablaze in the projection room, it having started when a film was placed too close to an electric light bulb. The fire was extinguished and the six patrons sat through it all, unaware that there had been a fire.

Six hundred orphans from Kansas City institutions were entertained by a free show at the Newman Theatre, Kansas City, through Bruce Fowler, manager, Monday afternoon. The Kansas City Public Service Company furnished six special street cars to transport the children and the event was a front page story for newspapers the following day.

Among the out-of-town exhibitors in the Kansas City market this week were: Mr. and Mrs. Hugh Gardner, Neosho, Mo.; Frank Weary, Farris Theatre, Richmond, Mo.; W. H. Weber, Great Bend, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.; G. L. Hooper, Orpheum, Topeka, Kas.

Here's one for the book: An exhibitor singing the praise of a film salesman. R. M. Shelton, Warrensburg, Mo., exhibitor, has the following to say of A. J. Simmons of the Kansas City Paramount branch:

"He never visits us without having some helpful idea and is sincere in trying to put over all houses with which he is associated—not only in respect to his own pictures, but pictures of other companies, as well. It certainly is appreciated, as he gives us helpful hints he has picked up in the territory."

John Nolan, of the Fox branch, won the traveling honors among the native sons, having gone to New York to spend his holidays.

Ed Solig, booker at the Warner Brothers branch, asserts with confidence that the Kansas City exchange will finish "right up there" in the date drive now being conducted by Warner Brothers.

W. C. Haynes, Universal representative who has been doing special work in the St. Louis territory, has returned to Kansas City to take up his duties as key town representative.

"Red" Jones, Educational branch manager, has a rather dubious explanation of that red tinge on his face these days. "Red" swears by all that is truthful that the crimson hue was acquired from laughing at an Educational comedy.

W. G. Bishop, Metro-Goldwyn-Mayer district exploiteer, returned to Kansas City after conducting campaigns in St. Louis and Omaha.

Minneapolis

SPEAKERS at the annual banquet of the Minneapolis Film Board of Trade, held recently at the Radisson Hotel, included W. A. Steffes, president of the Northwest M.P.T.O.; Theodore Hays, general manager for F. & R.; H. L. Nicholas, owner of the Strand Theatre at Fairmont, Minn.; H. O. Martin, of United Artists; Bob Workman, of Metro-Goldwyn-Mayer; Ed Lipson, P.D.C.; Max Weisfeldt, F.B.O.; R. W. Liebmann, Pathe; Ralph Branton, Educational; A. B. Leak and Tom Tucker, Famous Players-Lasky, and L. W. Knisker, from the P.D.C. home office.

H. O. Martin, who resigned as manager of the Minneapolis branch of United Artists, has been succeeded by Lew Thompson. Thompson formerly managed the Indianapolis branch of U.A.

When the Minneapolis Arbitration Board met last week, it had as its guests Mrs. Mary Benjamin, secretary of the Des Moines Film Board of Trade, and Ben Koenig, secretary of the board in Milwaukee.

The new stage at the State Theatre, which will be one of the largest in the country, will be completed by the middle of January.

M. J. Weisfeldt of the Minneapolis branch of F.B.O. has been transferred to the Pacific Coast in connection with the rearrangement of territory and managers which this company has just completed. Mr. Weisfeldt will be known as Western sales manager and his territory will include Denver, Salt Lake City, Seattle, Portland, San Francisco and Los Angeles.

Miss Anna Day Danagher of Minneapolis left for Dallas, Tex., early this month, where she was to be married to Harry Bayley, who is selling film for Warner Bros. Mr. Bayley was formerly manager of the Minneapolis Pathe branch.

The Casino dance hall at Baudette, Minn., is being remodeled to accommodate the showing of pictures by Al Peterson, owner of the Grand at International Falls, Minn. Peterson formerly operated the Grand Theatre at Baudette, but this was recently destroyed by fire.

C. R. Buck, manager of the Metro-Goldwyn-Mayer exchange at Butte, Mont., brought his wife and two children to spend the holidays with his mother in Minneapolis. The Wades will return with a new member in the family, as an eight-pound daughter was born to them in Minneapolis.

William Ronning has been appointed booker at the Minneapolis branch of F.B.O. to replace Stewart Harrington, who resigned recently. Ronning was former booker at the Sioux Falls branch.

Mr. and Mrs. R. C. McCulloch were visitors in Minneapolis during the holidays. McCulloch is a salesman out of the Des Moines F.B.O. exchange.

A special show and entertainment marked the opening of the New Allona Theatre at Maxbass, N.D., during the holidays.

The State Theatre, one of the oldest landmarks in Houston, Minn., was burned recently. David Comstock was the manager.

Bill Young has purchased the motion picture theatre at Sebeka, Minn. Young also owns the photoplay Theatre at Menagha.

The showing of motion pictures at the school theatre in Upsala, Minn., have been discontinued because of cold weather, basketball activities and poor condition of roads.

The Grand Theatre at Warroad, Minn., has been leased to G. W. Berglund by Irene M. Fox.

Don Tracy, Linton, N.D., has purchased the Grand Theatre at Carrington from W. W. Arnold.

Business men of Watkins, Minn., will operate a theatre during the winter months and have purchased a projector from Joe Steinke of Eden Valley.

Gorden Evanson has sold the Evanson Theatre Supply Company to George Evanson, his brother, who operates the Rex Theatre at McClusky, N.D., and the Rex Theatre at Bowden. Gorden will now serve as salesman for the Friedman Film Company of Minneapolis.

Max Milder, a Fox home office representative, was a visitor in Minneapolis last week.

Miller & Horten have sold the Town Hall Theatre at Lake Norden, S.D., to N. E. Lindstrom, who will show pictures there twice a week.

Abe Fischer, district manager for Warner Bros., with headquarters in Minneapolis, has gone to New York to confer with company officials.

South East

RALEIGH GOODE, formerly manager of Enterprise Distributing Corporation, has accepted a position with Warner Brothers as salesman.

R. B. Wilbanks, manager of the local Famous Players-Lasky Exchange, accompanied by his wife, spent the Christmas holidays in Atlanta with his parents.

W. H. Eubanks, formerly booker for Liberty Specialty Corporation, is now connected with the Enterprise Distributing Corporation as salesman.

Frank Hicks, brother of Jimmy Hicks, feature sales manager of Pathe, is spending the holiday season with his brother in Charlotte.

Claude Ezell, district manager of Warner Brothers, is spending a week or ten days in Charlotte. The Warner Theatre in Charlotte is also under the supervision of Mr. Ezell and he advises they are now equipped to show Vitaphone pictures, and in a short period the date for the beginning of this exhibition will be announced.

Mrs. Phelps Sassen, manager of the Iris Theatre, Salisbury, N.C., is spending ten days in Belton, S.C., with friends. This was formerly the home of the Sassens.

U. S. Film Transport, which is handling film out of Charlotte, announces an extension of its routes, effective the early part of January. They will extend their route beyond Greensboro to include Chapel Hill, Burlington and Durham. Mr. Griffith announces that effective about January 15, they will establish a relay office in Raleigh, N.C., and will serve points east as far as Rocky Mount. Greenville, Goldsboro, Kinston and Wilson. The new route will also take in Henderson, N.C.

The Charlotte Theatre, through the courtesy of Harry K. Lucas, its manager, gave the employees a Christmas tree on the night of December 25th. Numerous presents were distributed and afterwards a dance was given at the home of Mr. and Mrs. Short in Myers Park.

The Associated Charities co-operated with the Better Film Committee, giving Saturday, Christmas Day, the Children's Matinee at the Imperial Theatre. There were close to 500 children, each child bringing a toy as an admission. These toys were afterwards distributed to several hundred poor children who also attended the show. Each child attending the show was given an assortment of candy, fruit and nuts.

L. L. Drake, of the Ansonia Theatre, Wadesboro, N.C., spent a day along Film Row last week.

Mr. and Mrs. A. N. Miles and young son, of Eminence, Ky., were in Louisville last week and visited the First National Exchange.

W. J. Romans, Lancaster, Ky., advises he is retiring from the show business and has leased his opera house to John Fox, who took possession the first of the year.

R. W. Briggs, of the Novelty Theatre, LaFollette, Tenn., has leased the Palace Theatre at Clinton, Tenn.

William Gabhart is the new president and general manager of the Opera House, Harrodsburg, Ky. However, it is still to be operated by the Harrodsburg Amusement Company, and this is not considered a change of ownership.

The Strand Theatre at Marion, Ky., has been sold by C. N. Braswell to Mrs. M. F. Cameron.

Ernest Diehl, of the Hippodrome Theatre, Louisville, is reported to be in a dying condition as the result of trying to act as peacemaker a few days ago.

G. M. Pedley has resigned as resident manager for the Strand Amusement Company's Owensboro interests. He announced his resignation to the employees of the company at a dinner Tuesday night, held after the closing of the Empress and Bleich theatres. Mr. Pedley will devote his time to the business of the Owensboro Poster Advertising Association, which he owns. He will continue his office for the present at the Bleich Theatre. His successor will be Morrill Clark.

Oklahoma

MR. and Mrs. G. A. Peterson of Hollis have sold their Folly Theatre at Cordell to Mrs. Earl Harkins of Gotebo, Okla. The Petersons still have the Cozy and Folly theatres at Hollis.

Charles Rook is building a new theatre at Watonga, Okla., that will be ready for opening in six weeks. Mr. Rook, at present, has the Liberty Theatre there.

Herbert Spenser, former owner of the Crystal Theatre at Jennings, has again taken possession of this theatre, and John Ford, who has been a recent manager of the Crystal, has opened up the Empress at Jennings.

The local F.B.O. office has been changed from the Southern District to the Central District under Claude Penrod, district manager. Cleve Adams, well known in this territory, has had five new offices added to his territory and two taken away. Mr. Penrod has taken over Memphis and Oklahoma City, and Mr. Adams has had Minneapolis, Sioux Falls, Omaha, Milwaukee, and DeMoines given him.

The Criterion Theatre, the largest theatre in Oklahoma City, was robbed of $329.15 last Monday night during the last performance of the picture. The robbery took place in the lobby of the theatre, and the thief escaped in a car a few moments later. The Criterion is under the management of the Publix Theatres.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Shea's Buffalo Concludes Successful Year

Shows and Policies of City's Newest Theatre Receive Approval of Local Theatregoers

SHEA'S BUFFALO will celebrate its first birthday. "The wonder theatre," which has become the synonym not only for the best in entertainment, but for courtesy, comfort and genuine service, will observe its first anniversary week, commencing Sunday, January 16. With its opening a year ago Shea's Buffalo introduced many revolutionary things in the theatre world and so successful has been its entertainment plan that today, not only Buffalo and all Western New York but visitors from many other cities are singing its praises.

In its brief career of one year this theatre has developed new standards in management and entertainment at once evident in its equipment, personnel and comfort features, as well as in its stage and screen presentations. The Shea Operating Corporation, of which Buffalo's veteran showman, Michael Shea, is president, through its affiliation with Publix Theatres Corporation, has been able to bring to Shea's Buffalo stage and screen programs presented in luxurious settings and surroundings.

Service Policies

Mr. Shea and his associates in Publix Theatres Corporation hold that the success of Shea's Buffalo or any other theatre depends primarily upon the character of its personnel and that of foremost importance is the courtesy extended to the patrons by those employes with whom the patron comes into direct contact. So, in view of this fact, cashiers, doormen and footmen, those attaches whom the patron meets before passing into the theatre, are chosen with the same meticulous care that is exercised in the selection of the most important members of the administrative staff. Inside Shea's Buffalo, energetic ushers, perfectly trained and nattily clad, receive patrons not as customers but as guests. In fact every member of the Shea's Buffalo staff, including pages, program boys, checkroom attendants, nurses and ladies' maids, stand ready at all times to serve and assist with gracious willingness, and without expectation or desire for direct reward.

But Shea's Buffalo appreciates that the consideration of the mental comfort of its patrons means little unless such courtesy and service are the concomitants of worthwhile entertainment and adequate physical surroundings.

The Buffalo during the past year has inaugurated many innovations in entertainment and in addition to its Publix stage presentations and screen attractions, has brought to the city some of the biggest "names," in the theatre world for personal appearances. These luminaries included Gilda Gray and Paul Whiteman.

Art connoisseurs from many other cities have waxed enthusiastic over the art treasures in the form of paintings and sculptures by old masters, which adorn promenades and artistic corners of the theatre.

Music and Projection

The music at Shea's Buffalo is always one of the highlights of the program and during the past year this feature has been improved so that today it is more enjoyable than ever. Herbert Straub and his Magic Music is becoming a household phrase in Buffalo. Straub has developed the symphony orchestra to a high degree of musicianship and the programs offered by this organization are always worth while. Harold Ramsay presides at the console at the Wurlitzer, one of the largest of its kind in the world.

Projection, illumination, stage settings, ventilation, especially the refrigeration system during warm weather; the ushers' signal system, the rest rooms, with nurses ever ready in the ladies' rooms, the elaborate furnishings, all these and many more "wonders," are even to this day "the talk of the town."

And now, on the eve of its first birthday, Mr. Shea has planned a fitting celebration in the form of a great Anniversary Week program, the features of which will be personal appearances of Gertrude "Trudy" Ederle, Paramount's "New York," and the Frank Cambria-Publix revue, "The Pearl of Damascus."

Edwards Revue to Play Stanley

The Stanley Company of America is breaking away from its established policy in introducing as a special feature at the Stanley Theatre in Philadelphia, the week of January 24, a new edition of Gus Edwards' Revue.

Equipment

A New Building Record

By P. M. ABBOTT

ON another page of this issue of MOTION PICTURE NEWS will be found a forecast for theatre building for 1927. This forecast has as its basis a very reliable source of building information.

We wish to call attention to the agreement in general between conclusions to be deducted from this forecast and those which we have previously set forth: namely, that theatre construction is on the increase rather than decline.

Our predictions have been most optimistic, and have not escaped criticism for that reason. But, optimistic as we have been, the survey we reprint this week, compiled from confidential reports made by over 2,000 architects, shows us as being conservative.

When record years, such as 1925 and 1926, are relegated to second place by a proposed program of a twenty-five percent increase over these years, for 1927, the prosperity and future of theatres can be taken as assured. Pessimism today is entirely misplaced when used in reference to the motion picture industry.

Of particular interest is the forecast for theatre building in the eastern and southern sections of the country. Our northeastern States are scheduled for treble the building of 1926. North Atlantic States for over double; southeastern an even hundred percent increase, while the southwestern and middle States will retain their present rate of theatre construction. Only the Western States are forecasted to curtailment.

With theatre construction the vanguard of advancement of this industry, 1927 should prove an all round record year.

Anniversary Bill at Howard

Special Presentation Celebrates Sixth Birthday of House

A special anniversary bill was offered at the Howard Theatre, Atlanta, last week in celebration of the sixth birthday of that house. The Howard's screen attraction was "Summer Bachelors," Fox film version of the novel of that title by Warner Fabian.

A gala presentation, produced by John Murray Anderson, was the stage feature of the program. This elaborate number was called "The Birthday Cake." Helen Yorke, coloratura soprano, was the featured performer in the presentation.

Billy "Uke" Carpenter, musical comedian, was an added stage feature. An overture by the Howard Symphony Orchestra, directed by Joseph Littau, Melvin P. Ogden's organ solo, Pathe News and a comedy, completed the program.

Wilchinski Song Features Capitol Radio Program

Martha L. Wilchinski, publicity purveyor for the Capitol Theatre, New York, stepped out of that role long enough last Sunday evening to star as the author of a new song, set to music by Dr. William Axt, which proved the feature of the radio program offered by Major Bowes and his Capitol Family. The new song is called "Little Son." It was sung by Westell Gordon.

The new ballad scored with the radio fans, judging by the large number of requests reported to have arrived at the Capitol for copies and its repetition on future programs of The Family.

Boston Met Changes Radio Programs to Thursday

The Metropolitan Theatre, Boston, has changed its broadcasting night, formerly Monday, to Thursday nights, through Station WEEI, Boston. The change is effective this week. Incidentally the broadcasting studio is one of the "sights" of the theatre, patrons being privileged to visit the studio when it is not in operation and look through the double glass doors into the room when a program is being presented. The studio is located off the lounge beneath the main floor.

Kansas City Cinemas Doing Flourishing Business

Now that December has been hurled into the scrap heap, again being labeled the "gloom month" of the year, exhibitors of the Kansas City territory are beginning to "brush up" the fronts of their theatres and look forward to increased business. Each day this week the temperature has been above 40 degrees, but business, both in the suburban and downtown houses, has shown substantial increases.

The MANAGER'S OFFICE

JOHN STILLE has returned to the management of the Liberty Theatre in Portland, Ore. For the past two years Stille has been manager of the Oregon and Elsinore theatres at Salem, Ore. Since his departure from the Liberty two years ago, that house has been taken over by Northwest Theatres, Inc., from Jensen & Von Herbert, who operated the house during Stille's previous association with the Portland theatre.

EDWIN G. HITCHCOCK has been named manager of the new United Artists' Theatre in Seattle, Wash., by Harry C. Arthur, president of the Pacific Northwest Theatres, operators of the new long-run house in that city. Hitchcock recently has been manager of the Liberty and Rivoli theatres in Portland. He is a former newspaper man.

W. R. SCRUGGS, formerly Famous Players representative at Memphis, has joined the Crescent Amusement Company of Nashville as manager of the Strand Theatre there. He succeeds H. G. Judkins, who has been transferred to the Princess Theatre at Springfield, Tenn.

W. F. BROCK, manager of the Strand Theatre in Knoxville, has been promoted to manager of the Rialto in Chattanooga.

R. C. ARMSTRONG, formerly at the Keith-Albee Theatre in Louisville, Ky., is now managing the Lyric Theatre in Gainesville, Fla.

Chiropodist Helps Staff Morale

Capitol's Foot Clinic Treated 1,000 Patients Last Year

Nearly 1,000 patients were treated for foot ailments by the staff chiropodist at the Capitol Theatre, New York, during the past year. The work is in charge of Dr. Max Machbar. Major Edward Bowes, managing director at the Capitol, installed the department for the benefit of the personnel of the theatre as an indirect means of insuring perfect courtesy and service for the Capitol patrons on the theory that the condition of their feet is an important factor in the efficiency of the ushers and house attendants.

A laboratory was opened in the theatre, and all the necessary modern medical and mechanical equipment installed. In addition to the ushers' staff, the members of the ballet corps also receive the benefit of this treatment, a service which is of inestimable value to the dancers in their professional work.

Theatres in Northern N.Y. Hit by Heavy Snows

The heaviest snowstorm in several years swept over northern New York last week, costing theatres hundreds of dollars in lost patronage. In Watertown, four feet of snow fell in two days, and over 300 men were employed in clearing the streets. Theatre owners reported the smallest business of the entire year, for few persons ventured out during the storm. In some places the theatres were closed entirely. Trains ran hours behind time and much trouble was experienced in getting film.

Install Vitaphone at Strand

Louisville Premiere Scheduled for January 15

Vitaphone apparatus is being installed at the Strand Theatre in Louisville and the premiere of this new musical device is scheduled for January 15 in that city. The opening attraction will be "Don Juan" as the screen feature with the Vitaphone presentations shown with the John Barrymore starring vehicle at other theatres included on the program.

Contracts under which the Vitaphone presentations were signed for the Strand, were concluded in New York recently by Fred Dolle and Dennis Long, who, with their associates, control the Strand.

The work of installing the Vitaphone equipment was started last week at the Strand, the work going on before and after curtain time during the scheduled performances of motion pictures on the weekly change policy heretofore in force.

Tab Musical Comedy Staged at Colonial Theatre

Messrs. Bingham and Cohen offered the Indianapolis public a distinctive type of entertainment at the Colonial, starting Sunday, with the presentation of a miniature musical comedy.

Arthur Hauk's "Sunshine Revue and Beauty Chorus" was the opening attraction. With the revue, short-reel subjects and feature pictures were offered. Helen Kennedy, Tom Collins, Billy Cullen, Barney Kleeber, Claude Reed and Arthur Hauk are principals. "The Four Harmony Kings" and Cecil Paquin and Company, posing models, interspersed specialty numbers during the revue.

The new policy brought no change in admission.

New Policy at Watertown Olympic; To Offer Acts

J. Myer Schine, of Gloversville, was in Watertown last week, conferring with Sol Manheimer and L. J. Carkey, the latter being district manager for Schine houses in Northern New York. Now that the Schines have taken over the Robbins theatres in Watertown, they will inaugurate a new policy at the Olympic, calling for three changes a week and presentation acts. The theatres are to be renovated in the near future.

Wiley Solo Organist at Strand

W. Rudolf Wiley, organist at the Strand in Schenectady, and who was formerly at Atlantic City, is being featured in connection with his special musical program at the theatre.

Schenectady Strand Cuts Prices

In order to meet the competition of the new Proctor Theatre in Schenectady, the Strand, which is one of the Farash houses, and which is managed by Frank Learnan, has reduced its admission prices.

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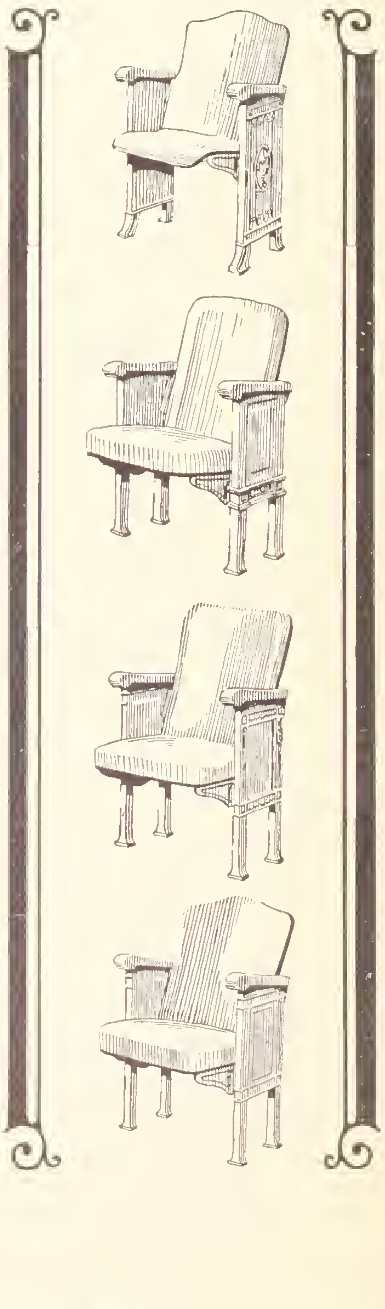

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GRAND RAPIDS, MICHIGAN

Extended Runs at 5 Detroit Theatres

Record for Hold-Over Film Attractions Set By Houses Last Week

WITH five downtown theatres offering hold-over film attractions, a new record for motion pictures in Detroit playhouses was set last week. Since the Adams and the Madison were placed on a long-run policy, it was not unusual for two or three motion picture attractions to be playing hold-over engagements in one week at Detroit, but last week's record of five elevates the mark considerably.

The pictures which last week continued over into second, third and fourth week runs were "Tell It to the Marines" at the Madison, "The Scarlet Letter" at the Adams, "Michael Strogoff" at the Broadway Strand, "Beau Geste" at the New Detroit, and "Don Juan" and Vitaphone at the Shubert-Lafayette.

New screen attractions as usual were offered at the Michigan, Capitol and State. The Michigan had "Valencia" with Harry Langdon's short comedy, "Saturday Afternoon," as an added screen feature. The Publix show for the week was "The Book of Dreams." Herbert Rawlinson made personal appearances as the stage attraction at the Capitol, which offered "The Lady in Ermine" as the leading photoplay. "Man of the Forest," starring Jack Holt, was the State's screen feature. Russ Morgan and his State Bunch provided an elaborate stage show called "Foibles of 1927." Freddie Bernard, Master of Ceremonies, Jack & Johnny Trigg, Peaches & Poppy, and the Burns Twins were the principals in this stage presentation.

Whiteman Plays Two Weeks at St. Louis Ambassador

Paul Whiteman extended his engagement at the Ambassador Theatre, St. Louis, and appeared as the leading attraction for a second week at that house. Last week's appearance at the Ambassador was more or less assured when the Jazz King was credited with giving the Ambassador a record box-office take the week between Christmas and New Year's. The screen feature last week was "The Popular Sin."

Whiteman and his orchestra are at the Allen Theatre, in Cleveland, this week.

Plays Two Weeks at Merrill

"The Temptress," M.-G.-M. feature, starring Greta Garbo, was held over for a second week at the Merrill Theatre in Milwaukee last week.

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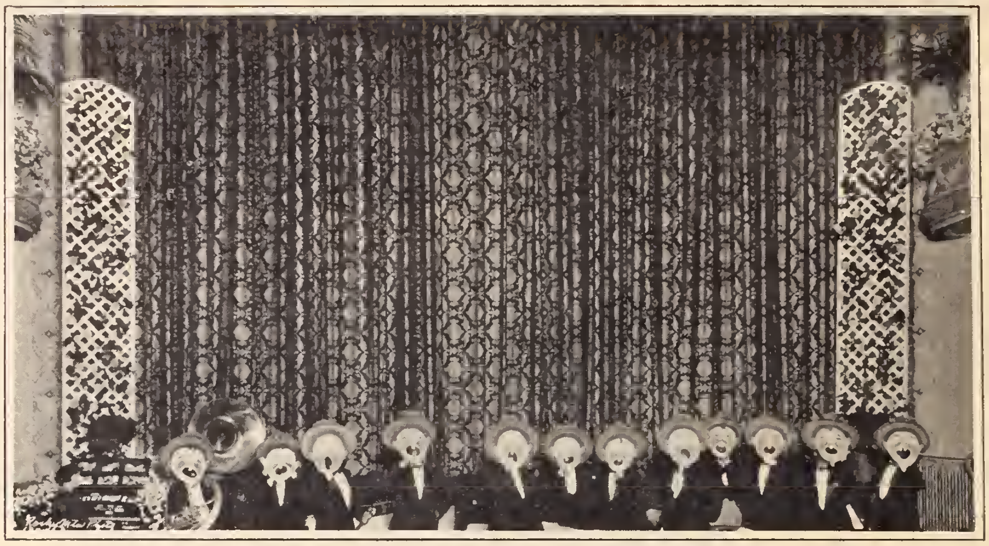


EYE AND EAR ENTERTAINMENT

Novelty numbers are a popular feature of the Greater Rialto Music Masters, the orchestra at the Rialto Theatre in Denver. Photo above shows one of their recent renditions, a jazz number refrain sung by the musicians from behind comic false faces

Julia Glass Soloist at Capitol This Week

Julia Glass, pianiste, is the soloist on the musical program surrounding "The Flesh and the Devil," the screen feature, at the Capitol Theatre in New York this week. Miss Glass plays the first movement of Tchaikowsky's "Concerto in B Flat Minor."

The ballet of the week is called "Moon Dreams and Sun Beams." It is in two episodes, the first taking its music from Beethoven's "Moonlight Sonata," which is danced by Joyce Coles, the Capitol Ballet Corps and Chester Hale Girls. The second episode is the "Waltz Song" by Bemberg, sung by Caroline Andrew, with pantomime, interpreted by Miss Coles, Mr. Triesault and the entire ensemble.

Berlin Song Featured in Strand Presentation

"Blue Skies," the newest of Irving Berlin's new songs, is being featured in the presentation which Managing Director Joseph Plunkett is offering in conjunction with "The Perfect Sap," the screen attraction at the Mark Strand, in New York, this week. Edna Burhans sings the number with a violin obligato by Madeleine MacGuigan. Others appearing in the Frolic this week are Bernado DePace, mandolinist, and Edward Albano, Mlle. Klemova, Nikolas Daks, George Kiddon, the Trado Twins and the Strand Ballet Corps, all of whom are seen in "Harlequinade," the finale of the presentation.

Musical Novelties Stage Features at Eastman

Managing Director Eric Clarke, of the Eastman Theatre, in Rochester, provided a number of interesting musical features as supplementary offerings on the program with "The General," the new Buster Keaton comedy, heading last week's presentation at the house. "Spanish Caprice," by Rimsky-Korsakoff, was the overture by the Eastman orchestra. Beatrice Ryan, recently added to the theatre's staff of organists, offered the "Toccata" from Vidor's Fifth Symphony.

There were two stage presentations, a song novelty in a special setting which showed a country lane with a white house at the end of it. Martha Atwell, soprano, and Charles Hedley, tenor, sang "The Little White House," "All Alone Monday" and other numbers. The second stage offering featured Charles Bybee and James Quinlian in a two-piano presentation.

Petroff Producer of Stage Number at Paramount

Boris Petroff produced the presentation which is currently showing at the Paramount Theatre, New York, on the program headed by "Blonde or Brunette," the Adolphe Menjou screen vehicle.

"Puppets" is the title of the presentation, which is built around the characters of Pierrot and Pierrette. The Paramount orchestra offers "Orpheus in the Underworld," by Offenbach. In addition to the screen feature, the program of film offerings includes a topical reel and "Songs of the British Isles," one of the Famous Melody Series.

Rea Orchestra Popular Hit at Albany Strand

Presentation acts appear to be well established and will undoubtedly become a permanent part of the program at the Mark Strand in Albany, N.Y. Last week Joe Rea's "California Night Hawks" established what the management of the theatre claims to have been a new house record.

This week, in addition to the regular picture program, there are acts given by a trio of piano players, including the Misses Mooreland, Crawford and Fesselet, and also an act known as "The Human Jazz Band," featuring Cogert and Matto.

Landry Orchestra at Palace

Art Landry and his orchestra were the stage attractions at Loew's Palace Theatre, Memphis, last week, playing a second consecutive week at the Publix house. The screen feature was "The Sorrows of Satan."

Forrest Theatre, Bristol, Pa., To Be Rebuilt

A new theatre is to be erected immediately to replace the Forrest Theatre, Bristol, Pa., recently wrecked by flames at a loss now estimated at $150,000. The property belongs to William Romphf and David Rabinovitz, who leased it to Mike Landow, who, in turn, sublet it to Sablosky & McGuirk, whose lease has still two years to run. It is proposed to erect a modern theatre on the site. It will be a three-story brick building with offices and stores. Contractors' bids will be sought soon. The old theatre seated 1,500, and the owners carried insurance amounting only to about $43,000.

Alterations Under Way on Delmonte, St. Louis

S. G. Hoffman has obtained a building permit to make needed alterations to place the Delmonte Theatre, Delmar Boulevard, near Clark Avenue, St. Louis, in shape for re-opening about February 1. It will operate as a subsequent run house. It is known as the largest one-floor theatre in the world, but has never been successful as a first-run house.

Ala. Amusement Hall Under Way

The E. G. Holladay Company, of Nashville and Birmingham, has been awarded contract covering a $250,000 club house and hotel at Shelby Springs, Ala., to be known as Club Yamakita.

The large banquet hall will be equipped with balcony and stage.

Keeps Pace With Realtors

Stanley Company to Build 2,000-Seat Theatre in New Philadelphia Suburb

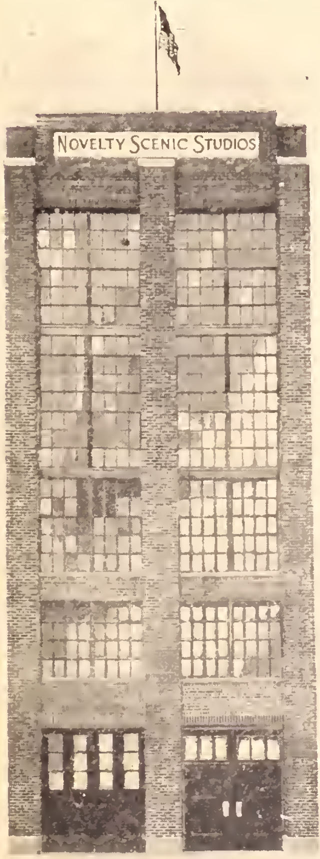
THAT new residence section which will soon develop through completion of about two thousand dwellings on the famous Aronimink Country Club tract at Drexel Hill, will be provided with a splendid motion picture house of the finest type. The theatre, which will be known as the Drexel, will represent an investment of $500,000, of which $100,000 is for the site. The house will be built as soon as practicable and will be the newest Stanley Company of America creation. Announcement of the intention to build the theatre was made yesterday by John J. McGuirk, president of the Stanley Company, who declared that there will be early breaking of ground, to be followed immediately by active construction work. The Hoffman-Henon Company has designed the house.

The new theatre will be at the intersection of Burmont Road and the Philadelphia and Barrettsford Street Railway Company, with a breadth of approximately 131 feet on Burmont Road and extending for a depth of 250 feet. It is in the midst of a populous neighborhood and will at once fill an actual need on the part of residents. Negotiations for the acquirement of the property were completed yesterday, Mastbaum Brothers & Fleisher acting for the Stanley Company of America, with William Knatz conducting the necessary arrangements on behalf of the tract's owners. It will be remembered that the Aronimink tract was transferred not long ago, the club receiving a most attractive price for the holding.

The intention of the Stanley Company is to devote the new theatre to the finest photoplays, together with the best of music. There will be a seating capacity of 2,000 and the house will be equipped with the latest devices for heating and ventilating. Special attention will be paid to details of decoration and there will be special conveniences for patrons in well-arranged retiring rooms. Building operations will be expedited so that the house may not be delayed in opening. A feature will be a number of stores to be a part of the structure.

Stanley to Break Ground Soon at Bridgeton

Ground will be broken as soon as conditions are favorable for a theatre to be constructed by the Stanley Company of America at the southwest corner of East Connecticut and N. Pearl streets, Bridgeton, N.J. The announcement was made by John J. McGuirk, president of the Stanley organization. The theatre will have a capacity of 2,000 and the investment, including land, will be something in excess of a million and a half. Work will be pushed in order to have the theatre in operation by fall.



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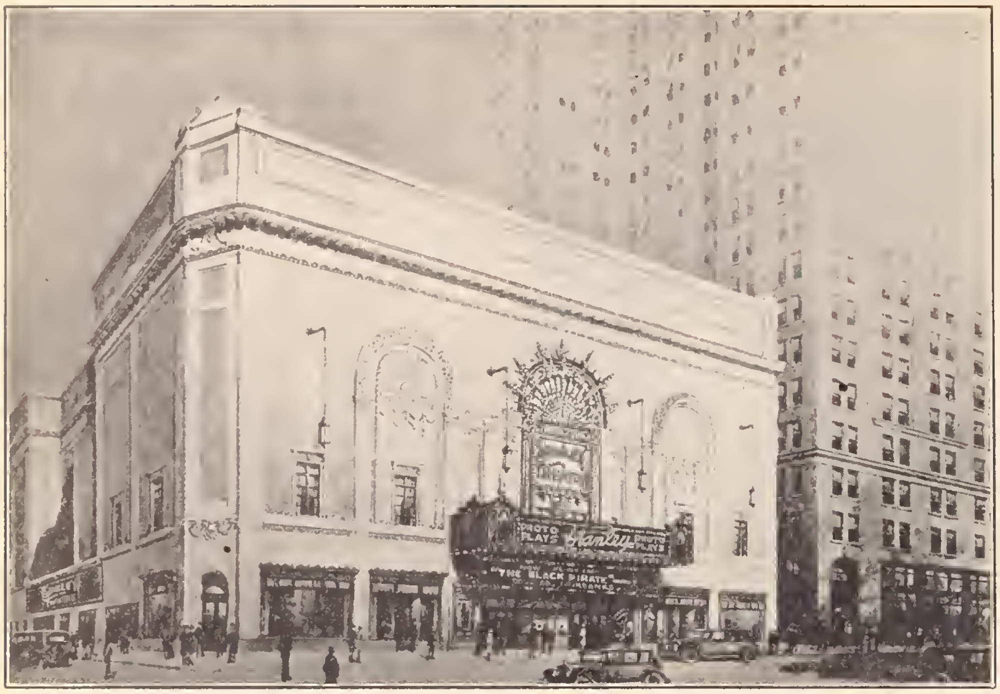

Architect's sketch of the new Stanley Theatre now under construction at Seventh Street and Penn Avenue, Pittsburgh, Pa. The twenty-three story Clark Building, also under way, can be seen at the right

New Stanley, Pittsburgh, Pa., Will Seat 4,000

Combined Cost of Theatre and Office Building Estimated at Over $10,000,000

SEATING over 4,000 people, the new Stanley Theatre, now under construction at Seventh Street and Penn Avenue, will be one of the largest, and the most beautiful theatres in the State. It will be operated under the direction of the Stanley Company of America, controlling the Rowland & Clark theatres and the Harry Davis Enterprises under the personal supervision of James B. Clark and Harry Davis.

Eight Stories High

Rising to a height equivalent to eight stories, the theatre building will be constructed of granite, light brick and terra-cotta, absolutely fireproof throughout. The lobby entrance will be in the centre of the building on Seventh Street, over which will be a copper and bronze marquee of unique design acting also as a base for a forty-foot electric sign, flat against the building. Two spacious storerooms will be on each side of the entrance, so designed that they can be converted into one large store. The lobby will have a terazza floor, marble base, and walls of ornate plaster, marble and mirrors. A highly-ornamented ticket booth, constructed entirely of bronze, metal, marble and glass, will be so arranged in the center of the lobby as to adequately provide for capacity crowds. From the foyer, two grand staircases rise to the promenade floor, and both the main and promenade floors will have ample check-rooms, toilet facilities, spring water drinking fountains, lounging and smoking rooms.

The auditorium, the largest in the city, will be finished in ornamental plaster, marble and damask of rich coloring. The extraordinary design, it is said, will provide phenomenal acoustics. The ceiling will be a gigantic dome, indirectly lighted by many vari-colored lights. An immense chandelier of special design will hang from the dome, while smaller chandeliers of similar design will ornament the promenade dome and all the various rooms. The stage will be one of the largest in the East, the opening being 75 feet wide and 50 feet high. Backstage equipment will be modern in every respect, including mechanical stage lift apparatus, and the very latest lighting equipment.

The entire orchestra pit will be on an elevator, and will be lighted by spotlights high in the ceiling, so concentrated as to throw a brilliant light on the orchestra without reflection upon the stage or out into the audience. A lounge room will be provided back-stage for the comfort of the orchestra, in addition to the musical directors' study room, a music library and locker rooms. There will be lounge rooms and individual dressing rooms for the performers, a large chorus dressing room, and a call room. Elevators will operate between the stage floor and the upper dressing rooms.

Empty House in 3 Minutes

The promenade floor will open into the balcony with seven entrances, which, with three cross-over aisles in the balcony and ample exit doors throughout the building, will allow the theatre to be cleared of an audience in less than three minutes should the occasion arise. In addition to the lounges for both men and for women, there will also be on that floor the manager's office and a spacious lounge for the general public. It is lighted by an immense chandelier, hung from a beautiful dome, indirectly lighted by vari-colored lights.

The projection room, absolutely fireproof throughout, will be completely equipped with the latest appliances for projecting pictures, spotlights and other lighting effects. All the latest special improvements have been incorporated in its design. Rewind rooms, operator's lounge and private toilet facilities will adjoin the booth.

Although of complete fireproof construction, the building will be equipped with automatic sprinklers in addition to regular theatre fire equipment, and will provide for an emergency water system by virtue of a 15,000-gallon tank, 120 feet in the air.

One of the most up-to-date combined cooling and heating plants known to modern science will be installed, supplying heat during winter, and fresh, clean, cool dry air, without draft, throughout the hottest summer weather. No expense is to be spared on either the exterior or the interior in making the Stanley Theatre one of the finest in the country and a credit to the community. Hoffman-Henon Company of Philadelphia, Pa., are the designers and general contractors, and the W. T. Grange Company of Pittsburgh, are the supervising contractors.

The Clark Building, a twenty-three-story office building, is now under way on the adjoining property. It will cover an area of over 15,000 square feet. It will be an absolute fireproof construction of granite, limestone, brick and terra-cotta.

The light color, with its monumental design, will make the structure outstanding in the downtown district. The first floor has been designed to accommodate a banking or commercial enterprise, or it can be divided into smaller units to suit the tenants.

Warner Bros. Los Angeles Theatre Under Way

Permit to build and contracts have been let on Warner Brothers' new theatre, at Wilcox and Hollywood boulevard, Los Angeles, Cal., according to the local realtor who negotiated the transaction.

Lange and Bergestrom will handle the building from plans drawn by G. Albert Lansburgh. The estimated cost of construction is $1,500,000 for the entire structure. The auditorium is planned to have a seating capacity of 3,000 and a stage measuring 60x100, one of the largest on the Coast.

Nelson, B.C., Citizens to Realize Their Hope

For several years citizens of Nelson, B.C., have been crying for a new motion picture theatre and with the recent announcement made by J. P. Pitner, manager of the Starland Theatre in that city, they are well on the way toward realization of their hopes. Mr. Pitner recently left for Vancouver, where he will complete details for the new house with the Famous Players-Canadian Company.

Start Work on Birmingham Publix Theatre

Work started last week on tearing down the old building on Eighteenth Street to make way for the new $1,500,000 Publix Theatre. Officials of Publix Theatres Corporation plan to complete the new house in time for a New Year's opening in 1928.

Roxy Switchboard Claimed Largest

Has Over 1,000 Levers and Took a Year to Construct

Hauled by trucks from its landing-place at the ferry dock, what is claimed to be the largest stage switchboard that has ever been constructed was recently installed in the switchboard room at the left of the stage in the new Roxy Theatre, 50th-51st Street and 7th Avenue, N. Y. City. This switchboard has a total of over 1,000 switching levers. It will consume electricity which totals 1,500 horsepower, the amount of current equivalent to that used by 25,000 houselights, or sufficient lighting to supply 2,000 homes.

The combined equipment necessary to produce these effects has a total weight of over fifty tons. The board, which was constructed in Chicago and was over a year in preparation, is 22 feet long. All of the heavy currents are manipulated in a fireproof enclosure in the basement, where there is an array of electrically operated switches which respond to the manipulating levers on the stage level.

In order to supply sufficient current to manipulate the board, the combined services of the New York Edison Company and the United Electric Light and Power Company will be employed.

Direct feeders have been installed between the generating station and the theatre which is arranged to interlock with the local supply feeds, commonly referred to as network.

The manipulating levers on the switchboard are so arranged that the operation is similar to that of a pipe organ.

The task of placing in position and making the necessary inter-connections of miles of electric cable and thousands of connections has been placed in charge of Harry Alexander, Inc., whose corps of engineers is co-operating with the Hub Electric Co. in the installation. Due to the demands of this work, it has been necessary for the Hub Electric Co. to establish a New York office at 1457 Broadway.

To quote the manufacturer of the intricate switchboard and control apparatus, the Hub Electric Company of Chicago, F. L. Decker the president and the chief engineer who has had this work under his direct supervision for the past two and one half years:

"The Roxy stage switchboard is without question the largest stage switchboard that has ever been built. To give you an idea of the magnitude of this apparatus, imagine yourself sitting down to a piano or pipe organ having a thousand keys. The Roxy board has a total of over a thousand switching levers which are used in the manipulation of the numerous effects in both the auditorium and the stage."

Rochester Men Combine to "Build and Buy"

MAX FOGEL and William Tishkoff, long identified with the theatre business in Rochester, N.Y., and Frederick Bieger, contractor, have recently combined to form the Bemat Amusement Company, Inc. The firm will "build, buy and operate theatres."

The firm at present operates the Murray and Pullman theatres in Rochester, plans the construction of a 1,400-seat house to be known as the "Webster," on Webster Avenue, Rochester, and also has plans under way for building theatres in Syracuse, N.Y.

Dress Ala. House with New Sign

Interstate's new Ritz Theatre is dressing up again. One of the largest electric signs in the South is being erected atop the building. It will flash the headline attraction of the Ritz to all Birmingham.

Famous Players Portland Plans Ready Feb. 1

Plans for the construction of a new theatre building for the Famous Players-Lasky Corporation at Portland, Ore., will be ready about February 1, according to an announcement made recently by local architects DeYoung and Roald, associates of Rapp & Rapp, a nationally known firm.

The estimated cost of the entire building project is $1,500,000. The theatre portion, which will be leased to Famous Players-Lasky for a term of thirty years, will probably contain an auditorium seating about 3,000 and a building between 70 and 80 feet in height.

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Inquiries and Comments

To Relieve His Mind

A PROJECTIONIST in a small Illinois town, located near Chicago, picks us up on our recent editorial, "Education and the Union," and wishes to know why all the fuss is being made over the Union when there are any number of non-union men in small towns and villages who consider themselves just as important in the general scheme of things as their organized city brothers.

Here is his letter:

"Dear Sir:

"For several years I have been an ardent follower of your department, and as a result have derived much benefit, for which I want to thank you very much.

"In your issue of December 18, I read your article regarding the education of the craft and must say that your point of view in this matter is one that all projectionists should try to follow.

"But—how about the small town fellow who is not a member of the Union? Who, as a general rule, can't get in even if he tries, owing to the fact that he does not have the advantages of the Union man in educating himself in the technical phases of projection.

"Don't you think he deserves some consideration? I realize that the Union, as a whole, may regard the country projectionist as a half-baked kid who operates a pic'her machine, but there are some of us who strive to learn and try to give the patrons of our theatre the best possible results from our equipment.

"My equipment, for example, is one Simplex, one Powers, and a home-made dissolver, all operated from a 110-Volt A. C. circuit. But at that, my light is always clear and white, the change-over unnoticeable and my picture steady. And for the past eleven years I have done all of my own repair work. Furthermore, I have studied all available literature on mechanical, optical, and electrical phases of motion picture projection.

"But—when I apply to a Union for admission to its membership, I am gracefully put off, or, in some manner or other, am indirectly given to understand that I don't know enough to be a member.

"Now if this has bored you, I am sorry, and you have my hearty consent to chuck it in the waste basket, but it was on my mind and I just had to let it out to someone and I picked on you.

"For several personal reasons, I am asking you to withhold my name if you should wish to publish any or all of this.

"Wishing you and your department every success, and thanking you again, I beg to remain

"Yours for Better Projection."

Same Old Story

To facilitate referring to this chap, we shall call him "W. L.," which are the initials of his first two names.

As far as we can see, Friend W. L., yours is the same old story in connection with a problem which has ever confronted the unorganized men who desire to overcome the barriers erected by the Union to keep their membership properly limited so that a few could derive benefits of a closed organization. The problem referred to is this—"How can an experienced projectionist, not a member of the Union, but deriving a livelihood from this class of work, obtain membership in an organization which initially was formed to include just such persons as himself?"

Theoretically, this is a simple question and the answer appears to be that the said projectionist should make formal application for admission to the Union, whereupon he would be duly examined for the purpose of determining whether he was capable and proficient in his work. If he passed the examination, he would then be voted upon by the membership to determine whether his personal characteristics were such as to make him a desirable associate of the membership at large, and if elected, he would, after paying admission fee and dues, be properly admitted.

This appears to be a simple, if somewhat inaccurate, recital of the steps in the procedure, and many non-Union projectionists cannot understand why they do not get beyond the first step, which is that of making a formal application.

Much bitterness is occasioned among applicants by the fact that they are required to accompany their application with a sum of money, which, by no means, is a small one, with the understanding that this money, less a nominal fee to cover expenses, be returned in the event of his not being elected to membership.

General Good Reasons

There seems to be several good reasons why the membership of locals is purposely limited. Motion picture projectionists, in large cities at least, receive good wages, and this field of work, therefore, is attractive to outsiders, who see, primarily, a way to obtain excellent pay and relatively short working hours. As a result, practically every local is swamped with applications for membership and each has a waiting list of applicants awaiting balloting and election, which numbers up into the hundreds.

There is no way to crash the gates, and the only thing to do is to fall in line and wait.

Then, too, members of the Union, working in small towns and cities, cast longing eyes at the pay which their brothers in the large cities pull down and no small number try to obtain transfers in order to share likewise in the prosperity.

The Local's Duty

Now it should be remembered that there are only a certain number of jobs in any locality and it is one of the principal duties of the local to see that "each one" of its members is employed.

Allowing for a reasonable number of reserves, it should be clear that the membership of any local is automatically fixed by the number of jobs available in that territory. Therefore, the rate of admission to the local must necessarily be governed by the number of vacancies created by the construction of new theatres, the death of members, the transfer of members, etc. It must be realized that the number of vacancies so created are strictly limited and this accounts for the large waiting lists not encountered.

Having more applications than they can possibly take care of, it is no wonder that small regard is had for new applications for membership.

The best advice we can give, Friend W. L., is that you make friends with a number of the members of the local you are endeavoring to join, and then keep on trying so that when your name comes up for ballot you will have some friends on the inside who will put a good word in for you. Don't fail to "keep at it."

Montana Theatre Opened by "Hi" Knutson

The Miles City Theatre, Miles City, Montana, under the management of Hi Knutson, was recently opened to an enthusiastic audience. Utility and artistry have been combined to make this playhouse one of the finest in the state and Mr. Knutson spared no expense in his efforts to make it attractive.

The installation of a new two manual Robert Morton pipe organ was completed in time for the opening and made its contribution to the exceptionally fine motion picture and vaudeville program arranged for the first night. There is a full trap combination included in the general arrangement. Miss Marmon, formerly of the American Theatre at Butte, has been engaged to play the new instrument.

The color scheme of the theatre is light buff and blue blending in pleasing harmony. Well cushioned seats were supplied by the American Seating Company.

Milwaukee Suburbs Busy

Theatre Building Continues Increase with Announcement of Four New Houses

MILWAUKEE motion picture theatre building continues to increase at a rapid rate. During the week several interesting announcements were made. George Fischer, manager of the Milwaukee Theatre, announced that construction of the new south side theatre in which he is interested will begin within a week. It is to be located on 21st and National avenues, an active, progressive community center. The house will have a capacity of 1,600. Mr. Fischer expects it will be ready for opening about the middle of September.

Filing of incorporation papers of the Northwest Amusement Corporation during the week indicated eight northwest side businessmen interested in the project. This corporation plans the erection of a $250,000 house on the corner of 25th and Hopkins streets. Building will begin about February 1st, and it is expected the theatre will open about the 1st of October. The theatre will have a capacity of 1,300. The building will include recreation facilities and two stores in addition to the theatre.

Wauwatosa, Milwaukee's western suburb, has been promised two new theatres. Wauwatosa, though strong in civic spirit, has very little promise of ever having a prominent business center. Because the present business section is so very small, and the residential section lies so close around it leaving no favorable theatre sites, theatre men have hesitated to intrude. However, within the week two new theatre projects have been announced much to the delight of the residents.

The Badger Building Service Company has purchased lots on Wisconsin Street, and ground will be broken soon. The building has been leased on a 15-year contract to the Badger Amusement Company. Peacock and Frank are the architects for this $200,000 theatre. The other motion picture theatre is to be erected just one and one-half blocks from this theatre and also on Wisconsin Street.

Arkansas Theatre Opens

Universal Theatre Corp.'s Strand at Jonesboro Stages Successful First Night

AN auspicious dedication marked the formal opening, on New Year's Day, of the Strand Theatre, at Jonesboro, Ark., Universal's latest acquisition in theatres, when more than 2,100 persons attended the performances, which began at 1 o'clock that afternoon. The house seats 1,262, but 600 more awaited on the mezzanine floor and in the lobby for an opportunity to see the second show of the evening, while fully 300 others were turned away for lack of room.

The new theatre is said to have cost $110,000. It has a fine new organ, a beautiful mezzanine with all modern conveniences, has a stage opening of 36 feet, the stage being finely equipped. The draperies are all of dark blue, including the screen and the front drop curtain. A large electric sign, just above the marquee, can be seen for blocks from either side.

The opening exercises proved a gala affair and attracted considerable attention. The papers in Jonesboro had given much space to the opening, indicating that Locke Crumley, of the theatre department of Universal Chain Theatres, Inc., of Atlanta, Ga., who had charge of the theatre, and Earle E. Griggs, director of exploitation for Universal, had both overlooked no opportunity in putting over the publicity.

The exercises began at 7:30 and the program consisted of a welcome address on behalf of the city by C. J. Chapin, secretary of the Chamber of Commerce; a welcome address on behalf of the churches by the Rev. Ira Kirk, pastor of the First Christian Church; a review of the theatre business of Jonesboro over the past decade by Eli Whitney Collins, president of the Independent Motion Picture Theatre Owners of America, who is a resident of Jonesboro and who, together with Messrs. Mack and Powers, owns the new theatre leased to Universal.

The exercises were presided over by Earle E. Griggs, who introduced each number and kept up a running fire of witty and serious comment. The affair was a success from every angle.

Theatre Magnates Plan West Coast House

Ventura, Cal., will have one of the finest motion picture theatres on the Pacific Coast when the plans laid by Charles Corcoran, Sol Lesser, and Mike Rosenberg materialize. As matters stand at present, they plan to start work on the new house during January.

Plans call for a theatre seating 1,500, all seats on one floor. This is twice the size of the American, the present largest theatre in Ventura. The entire building will be of Spanish design. Everything modern in the way of equipment is included in the specifications.

The owners will, in all probability, present a program consisting of the finest first-run feature pictures with elaborate presentations and occasional vaudeville and stage productions.

A Correction

In the January 14 issue of "Motion Picture News," reference was made to F. C. Leavitt's announcement of a new theatre to be built at Rochester, N.Y. This should have read Rochester, N.H., where Mr. Leavitt owns and operates the Leavitt Theatre.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Buttler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M		
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Arizona Nights	Fred Thomson	F. B. O		
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict		
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Gay Deceiver, The	L. Cody-M. Day	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	5 reels	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	Corinne Griffith	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox		
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	Tim McCoy	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Woman's Heart, A	E. Bennett-Whitman-Earle	Sterling		
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardelys the Magnificent	John Gilbert	M-G-M	8536 feet	Oct. 23
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	Frances McDonald	M-G-M		
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	Beatrice Lillie	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4375 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib		
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nillson	First National		
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures		
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prairie King, The	Hoot Gibson	Universal		
Prowlers of the Night	Fred Humes	Universal		
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5300 feet	Jan. 7
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	

Feature	Star	Distributed by	Length	Reviewed
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Tentacles of the North	Special Cast	Rayart	5998 feet	
There You Are	Nagel-Roberts	M-G-M	5652 feet	
Tin Hats	Windsor-Nagle-Roach	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	Ken Maynard	First National	6595 feet	
Upstage	Norma Shearer	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5374 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Collegiate	Alberta Vaughn	F. B. O	4718 feet	
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp		
Death Valley	Buck Jones	Fox		
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Exclusive Rights	L. Rich-G. Whitman-R. McKee-G. Glass	Famous Attractions		
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Faust	Emil Jannings	M-G-M	6598 feet	Dec. 25
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M		
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
Gallant Fool, The	Billy Sullivan	Rayart		
Going Crooked	B. Love-O. Shaw	Fox	5425 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart		
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Mother Machree	Belle Bennett	Fox		
Night Owl, The	Reed Howes	Rayart		
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart		
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stepping Along	Johnny Hines	First National	7038 feet	Nov. 27
Stolen Pleasures	H. Chadwick-D. Renier-G. Whitman	Columbia Pictures		
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures		
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick		
Third Degree	Dolores Costello	Warner Bros	7647 feet	Jan. 14
Valencia	M. Murray-L. Hughes	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8560 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox		
Be Yourself	Raymond Griffirh	Paramount		
Blonde or Brunette	Adolphe Menjou	Paramount		
Cactus Trails	Bob Custer	F. B. O		
California or Bust	George O'Hara	F. B. O		
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	
Day of Souls	John Gilbert	M-G-M		
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Fighting Love	Goudal-Varconi	Prod. Dist. Corp		
Fingerprints	L. Fazenda-J. Murray	Warner Bros		
General, The	Buster Keaton	United Artists		
God's Great Wilderness	Lillian Rich	American Cinema	5398 feet	
Hello Bill (tentative)	C. Tearle	F. B. O		
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan.
Homestruck	V. Dana-G. Withers	F. B. O	5613 feet	
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp		
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Kid Brother, The	Harold Lloyd	Paramount		
Lady in Ermine, The	Corinne Griffith	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox		
Lightnin' Lariats	Tom Tyler	F. B. O		
Little Journey, The	Haines - Windsor - Carey	M-G-M	6 reels	Jan. 14
Little Orphan Annie		F. B. O		
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Lodger, The		Lee Bradford		
Long Loop on the Pecos, The	Leo Maloney	Pathe	5934 feet	
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Lunatic at Large, The	L. Errol-Mackaill	First National		
Masked Woman	A. Nilsson-H. Blinn	First National		
McFadden's Flats	C. Murray-Conklin	First National		
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox		
Mystery Brand, The	Ben Wilson	Rayart		
Night of Love, The	Colman-Banky	United Artists		
Oh, Baby!	Special Cast	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas		
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	Fred Humes	Universal	4689 feet	
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Paradise for Two	Richard Dix	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National		
Play Safe	M. Banks-V. L. Corbin	Pathe		
Potters, The	W. C. Fields-M. Alden	Paramount		
Red Mill, The	Marion Davies	M-G-M		
Regular Scout, A	Fred Thomson	F. B. O	5564 feet	Dec. 31
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	Jack Hoxie	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson	M-G-M	9000 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Silent Rider, The	Hoot Gibson	Universal	5808 feet	Jan. 7
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Show Girl, The	Special Cast	Rayart		
Smiling Billy	Billy Sullivan	Rayart		
Son of Montmartre, The	Norma Talmadge	First National		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V. Valli-L. Tellegan	Fox		
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures		
Sunya	Gloria Swanson	United Artists		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O		
Tell It to the Marines	Chaney-Haines-Boardman	M-G-M	8800 feet	Jan. 7
Tiger, The (tentative)	O'Malley-H. Ferguson-Hackathorne	Tiffany		
Timid Terror, The	George O'Hara	F. B. O	4892 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hailor	Sterling Pictures		
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures		
Winners of the Wilderness	Tim McCoy-J. Crawford	M-G-M		
Where North Holds Sway	Jack Perrin	Rayart		
Wolf's Clothing	Miller-Blue	Warner Bros		
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M		
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Arizona Bound	Gary Cooper	Paramount		
Beloved Rogue, The	John Barrymore	United Artists		
Broken Gate, The		Tiffany		
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	Fred Thomson	F. B. O		
Easy Pickings	Nilsson-K. Harlan	First National		
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8700 feet	Dec. 31
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
Hotel Imperial	Pola Negri	Paramount	7091 feet	
It	A. Moreno-C. Bow	Paramount		
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D. MacLean-S. Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Lovers	Novarro-Terry	M-G-M		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keane	F. B. O		
Midnight Watch, The	Special Cast	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor-L. Moran	Paramount		
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp		
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Princess of Hoboken, The		Tiffany		
Quarantined Rivals		Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Silky Anne	Constance Talmadge	First National		
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey	M-G-M		
Song of the Dragon, The (tentative)	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Sorrows of Satan, The	Adolphe Menjou	Paramount		Oct. 23
Steeplechase, The		Tiffany		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		
Uneasy Payments	Alberta Vaughn	F. B. O		
Upstream	E. Foxe-Hitchcock-N. Nash	Fox		
War Horse, The	B. Jones-L. Todd	Fox		
Wedding, Ring, The	V. Valli-A. Durant-G. McConnell	Fox		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Casey at the Bat	W. Beery-S. Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		

Feature	Star	Distributed by	Length	Reviewed
Cradle Snatchers, The		Fox		
Flaming Timber		Tiffany		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Heroes of the Night	Landis-Nixon-P. Lease	Lumas		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston	Fox		
Sonora Kid	Tom Tyler	F. B. O		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Julia Faye	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		
Wild Geese		Tiffany		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	Gilda Gray	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A. Menjou-V. Valli	Paramount		
Fashions for Women	Esther Ralston	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	Marie Prevost	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Snowbound		Tiffany		
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Too Many Crooks	Mildred Harris	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Rubber Hills	Ed. Wynn-T. Todd	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Tale of a Vanishing People		Tiffanv	6500 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall- D. Gilmore	Paramount		
Squads Right		Tiffany		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For A Nurse	Sid Smith	Sava Films		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Along Came Fido	"Cartoon"	Bray	Jan. 1	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films		2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Banana King, The	Sid Smith	Sava Films		2 reels	
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business		Fox	Dec. 26	2 reels	
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Lewis Sargent	Brav	Dec. 20	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.		
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec.	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks. A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Soup	Bobby Vernon	Educat	Feb. 13	2 reels	
Duck Soup	Roach Stars	Pathe	Mar. 20	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fatty's First Fancy	Fatty Laymon	Sava Films		2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Izy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec. 26	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars and Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Universal		2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Jan.	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Getting Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Brush, The	Hank Mann	Sava Films		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobbv Ray	Rayart		2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	April 18	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Dizzy	Charles Puffy	Univ	Feb. 14	1 reel	
High Sea Blues	Al St. John	Educat	Jan. 2	2 reels	
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
His Taking Ways	Al St. John	Bischoff		2 reels	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hur Ben	Hank Mann	Sava Films		2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Jan.	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov. 6
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	Guard-Cooke	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Married Widow, The	Eddie Gordon	Sava Films		2 reels	
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec. 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
North of 6⅞	Sid Smith	Sava Films		2 reels	
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films		2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 10	2 reels	
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Feb. 4	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Rain and Shines	Al St. John	Bischoff		2 reels	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ	Jan. 10	2 reels	
Roses and Romance	"O. Henry"	Fox	Feb. 13	2 reels	
Rug Fiend, The	"Krazy Kat Cartoon"	F B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe		2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
She Beast, The	Sid Smith	Sava Films		2 reels	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	Mabel Normand	Pathe	Jan. 30	2 reels	
Should Sleep Walkers Marry?		Pathe	Jan. 23	2 reels	
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Jan.		
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov. 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Jan.	2 reels	
Sophmore, The	G.O'Neil-L.Graydon	Hi-Mark			
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Stage Shy	Hank Mann	Sava Films		2 reels	
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Sure Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Survival of the Fattest	Guard-Cooke	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoon"	Bray	Nov. 12	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Get It	Lewis Sargent	Bray	Feb. 20	2 reels	
Turkish Howls	Guard-Cooke	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Glenn Tryon	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Boatman, The	Hank Mann	Sava Films		2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanderers of Wetland	Hank Mann	Sava Films		2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johhny Arthur	Educat	Feb. 6	2 reels	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Univcrsal		2 rcels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 rcels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
Wise Quacker, The	Eddie Gordon	Sava Films		2 reels	
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Aphrodite (Novelty)	Service Film		1 reel	
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reela	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Cluster of Kings, A (Hodge Podge)	Educational	Jan. 16	1 reel	Jan. 16
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Crimson Tide, The (Serial)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Varicty)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curosities)	Educational	Feb. 13	1 reel	
Fighting for Fame (Serial-Ben Alcxander)	Rayart	Jan.		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11

Title	Distributor	Rel. Date	Length	Reviewed
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany			
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fortune Hunters, The (Series of 10—K. McDonald-C. Horton)	Sun Pict. (S. R.)		2 reels	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game'sthe Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C	1 reel		
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Hero Land (Color Novelty)	Service Film		1 reel	
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educational	Jan. 23	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec.26	1 reel	
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Mystery	Sava Films		2 reels	
Jungle Round-Up, A (Ufa short)	M-G-M.			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Land of Rivers (Scenic)	Service Film		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Life in the Twilight (Ufa short)				
Lightnin' Flashes (Drama)	Sava Films		2 reels	
Lightnin' Strikes (Drama)	Sava Films		2 reels	
Lightnin' Wins (Drama)	Sava Films		2 reels	
Literary Digest (Series)	C. & C		1 reel	
Lizzie's Last Lap (Novelty)	C. & C		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Making of a King (Prince of Wales)	C. & C		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	
Movie Struck	C. & C	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan 9	1 reel	
My Word, London (Novelty)	Castle Films	Jan. 17	1 reel	
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial)	Pathe	Jan. 30	10 episodes	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports. Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Shadows of the Tiger	Sava Films		2 reels	
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 23	1 reel	
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Terrors of the Jungle	Sava Films		2 reels	
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
Trail of the Ranger (Colorart Picture)			1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Millions (Serial)	Sierra Pictures		15 episodes	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
All Women Are Beautiful	R. Griffith-D. Hill	Paramount		
Alonzo, the Armless	Lon Chaney	M-G-M		
American, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Bachelor Baby	H. Chadwick-H. Meyers	Columbia		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney	First National		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Lumas		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)		Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys	Meighan-Brent	Paramount		
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore	M-G-M		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Boy, The	Jackie Coogan	M-G-M		
Business Before Pleasure	P. O'Malley-V. B. Faire	Columbia		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	D. Del Rio	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Chasing Rainbows	"Aesop Fables"	Pathe	1 reel	Jan. 16
Cheating Cheaters		Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Negri-Cortez	Paramount		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Drive, The	W. Baxter-L. Wilson	Paramount		
Demi-Bride, The	Norma Shearer	M-G-M		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamond Handcuffs	Mae Murray	M-G-M		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs.Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The	M. De La Motte	Lumas		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Gotham Prod		
For Her People	Raquel Meller		7073 feet	
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		Asher Small (producers)		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Hero on Horseback, A	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His First Flame	Harry Langdon	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O.		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		

Feature	Star	Distributed by	Length	Reviewed
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Impostor, The	Evelyn Brent	F. B. O		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Laddie Be Good	Bill Cody	Pathe		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover	Paramount		
Man Who Laughs, The		Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	Alma Rubens	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	Special Cast	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	Dolores Costello	Warner Bros		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mile. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Friend		First National		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night School, The		M-G-M		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
On the Boulevard (German film)	Hans Brauswetter	Imported Pictures		
Open Book	Special Cast	M-G-M		
Ordeal The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business		Columbia Pictures		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns	Columbia Pictures		
Poor Nut, The				
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Pursued	G. Glass-S. Holmes-G. Astor	Elbee Pict		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Raging Seas		Tiffany		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	Rawlinson-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The		Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The				
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Salvation Jane	Viola Dana	F. B. O		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Fazenda-J. Murray	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Slums of Berlin, The		Imperial Pictures		
Smith of Cornell	George Walsh	Chadwick		
Somewhere in Sonora	Ken Maynard	First National		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Twins, The		M-G-M		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmond Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Valley of Hell, The	Francis McDonald	M-G-M		
Vamp of Venice, The	C. Talmadge-Moreno	First National		
Vanity Fair	Pola Negri	Paramount		

Feature	Star	Distributed by	Length	Reviewed
Vengeance of Durand, The	Irene Rich	Warner Bros		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	Special Cast	Sterling Pictures		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Brosn		
What Happened to Father	Sydney-Gordon-Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
Whan a Dog Loves	Ranger (Dog)	F. B. O		
When a Man Loves (road show)	John Barrymore	Warner Bros		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Worst Woman, The		Famous Attractions		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"Valencia" — Metro-Goldwyn-Mayer, Capitol Theatre, New York

American: "It ought to duplicate the phenomenal success of 'The Merry Widow.' How wise were the powers that be of Metro-Goldwyn-Mayer to secure this title for a picture of old Spain and star Mae Murray in it. She plays a sunny maid of pure Castilian blood. Never has she looked younger or prettier. 'Valencia' is what fans love to see her do. Exquisite sets make 'Valencia' a delight to watch."

World: "Out of 'Valencia' Metro has gained a movie with gayety because of Mae Murray, and beauty because of the direction of Dimitri Buchowetki Miss Murray, possessing much of the lightness and glitter of that enchanting song, 'Funiculi, Funicula,' with its philosophic, 'some think the world is made for fun and frolic, and so do I,' has here a role made mostly for fun and frolic. Mr. Buchowetzki runs the story evenly with such fine details as the camera-caught sway of the mob, the lighting for a scene in which the sailor is marched to prison, the composition of the ship scenes."

Morning Telegraph: "Marvellous Mae Murray is as decorative an actress as any in pictures, and her pouting lips and eyes are as alluring in 'Valencia' as in any of the film ladies she has portrayed. Lloyd Hughes never appeared so handsome as in this one. . . 'Valencia' is exquisite in color and admirable in workmanship. A beautiful production notable for fine direction and exquisite pictorial composition of romantic sequences."

Mirror: "Lest you have forgotten, Buchowetzki is the genius who megaphoned 'The Swan' and 'The Midnight Sun.' 'Valencia' takes its place with these celluloiders. Their director's subtlety is astonishing. Roy D'Arcy repeats 'The Merry Widow' in this flicker. Lloyd Hughes zips sincerely into his Spanish sailor role and Miss Murray's admirers will delight in her characterization. 'Valencia' has been beautifully dressed."

Telegram: "Home bodies are in for a wonderful treat at the Capitol Theatre. 'Valencia,' a saga of sunny Spain, is the order of the week. Our Mae is the unmistakable native of bonny Barcelona. . . . The mob scenes feature the most sensational exposition of Spanish shawls and mantillas seen hereabouts."

Evening Graphic: "Should fill the houses at every performance."

Evening World: "A grand opera story. Highly entertaining."

Post: "Story of a Spanish charmer—picturesque background."

Herald Tribune: "The blonde and beautiful star plays a Spanish siren who can lure with lips that drop honey. Lloyd Hughes is a delightful actor."

Times: "Miss Murray performs with her accustomed grace and charm."

Journal: "Colorful costumes, Good backgrounds."

Evening Sun: "Comedy relief really funny. Roy D'Arcy was the chief funster. Pretty settings."

"The Big Parade"—Metro-Goldwyn-Mayer, Rialto and Picadilly Theatres, Stockholm, Sweden

Svenska Dagbladet: "'The Big Parade' has had such a great amount of advertisement previous to its releasing, that one felt sceptical towards same. However, I have seldom seen a picture that gave such a strong impression of having been cut out directly from life as did 'The Big Parade.' It contains both humour, tragic and above all fascinates from the beginning to the end. In addition to this the photographing is splendid.

"King Vidor is the director and has proved himself one of the foremost. Even if one has seen in reality a great deal of that portrayed on the white screen, the strong feeling of the picture's genuineness is overwhelming. It is the war's monstrosities that are depicted—and with breathless excitement one follows the many thousands of soldiers on their way to the front. King Vidor has here produced wonderful effects with very small means, and the scenes in No Man's Land are so realistic that they can compete with those taken by military film-photographers, which have never been accessible to the public. John Gilbert plays nobly and understands to give his part of a lover a unique charm. Renee Adoree plays convincingly and feelingly. 'The Big Parade' is a victory for the film—and for my part I am going to see it once again."

Dagens Nyheter: "'The Big Parade' is the season's best picture. King Vidor, the director, has created a wonderfully touching and fascinating picture. When the introductionary scenes are over—the outbreak of the war in U.S.A. and the men enlisting as volunteers—then the story has a dramatic tempo and an intensity which is seldom seen on thte white screen. Vidor's directing is masterly both in what concerns the outer scenarios and the individual performances. John Gilbert and Renee Adoree have the leading roles, and it is to a great deal due to John Gilbert's acting that the picture is so soul-stirring. Few actors can play the part of a lover as does John Gilbert. Renee Adoree is womanly and beautiful. Claire McDowell plays the mother very winningly and beautifully."

Stockholms Dagblad: "'The Big Parade' depicts the war as the hell it was. King Vidor has with this picture delivered a masterpiece. The climax is the scene between John Gilbert and the dying German. Two human beings, still panting from the fight. Sympathy takes place of hate and contempt, and around them the din of the battle is heard. It is a scene that late will be forgotten.

"Summer Bachelors" — Fox Films, Capitol Theatre, New York

Evening World: "Madge Bellamy succeeds well. And the credit for 'Summer Bachelors' is largely hers. Leila Hyams did well with her first important role."

Telegram: "The Capitol Theatre is entertaining this week, as a successor to 'Faust,' a sophisticated little comedy steeped in box-office appeal. 'Summer Bachelors' is a Fox production, and it contains such promising material as to warrant some fast thinking among the captains of our premiere motion picture companies. Allan Dwan has directed the picture with a Lubitschean technique. The moral of it all is: Keep your weather orb fixed on Fox."

Journal: "The photoplay is syncopated entertainment. It has good comedy and all the ultra-sophisticated flapper situation one expects of the author of 'Flaming Youth.' Leila Hyams, new to the screen, is very lovely, and ought to stay in pictures. Winninger and Catlett pull their stage gags, and Madge is cute. It's all as light and frothy and bubbling as the cocktails they drink during the entire film."

Times: "By way of contrast, it is perhaps a good thing that 'Summer Bachelors,' an adaptation of Warner Fabian's novel of the same name, is just now defying the cold of these December days at the Capitol Theatre. It is Allan Dwan's first production for the Fox Film Corporation, and it succeeds in dispelling thoughts of the frosty weather. Its scenes treat of summer, and consequently some of the characters are not only beheld enjoying cooling breezes aboard a motor boat, but are also depicted taking a dip in a placid Adirondack lake. Miss Bellamy's vivacity and eharm are distinct assets to this production. She plays with zeal and sincerity, always impressing one with her interest in the action of the narrative."

Sun: "It is one of those flippant, snappy cinema stories about the gay philanderings of 'summer bachelors,' whose wives have been so careless as to leave them in town at vacation time. 'Summer Bachelors' bears a distinct relation to 'Flaming Youth'— ah how well this Warner Fabian (who is reputed to be none other than Mr. Adams, the well-known novelist) knows his public. Flaming middle age, it is, this 'Summer Bachelors.' It will make money. Madge Bellamy represents a sufficiently good time for most of the unsophisticated onlookers. There is much good to say of Mr. Dwan's direction. It is original and human. He holds the interest of an audience. . . Walter Catlett, fresh from the stage, Charles Winninger, fresh from 'No, No Nanette,' and Hale Hamilton, fresh from 'The Great Gatsby' certainly stood out."

Evening Graphic: "If you believe in the power of suggestion and shiver as you dash along Broadway this week. step into the Capitol Theatre where gay folk cavort across the cinema screen; 'Summer Bachelors' mopping their warm brows and summer vamps doing their stuff in airy chiffons. And you will forget the cold."

PRINTED BY
BLANCHARD PRESS
NEW YORK

Favorable Reaction

The constantly increasing use of Eastman Panchromatic Negative Film by producers means more and more pictures with blues, reds, yellows and greens in their true black and white relationship.

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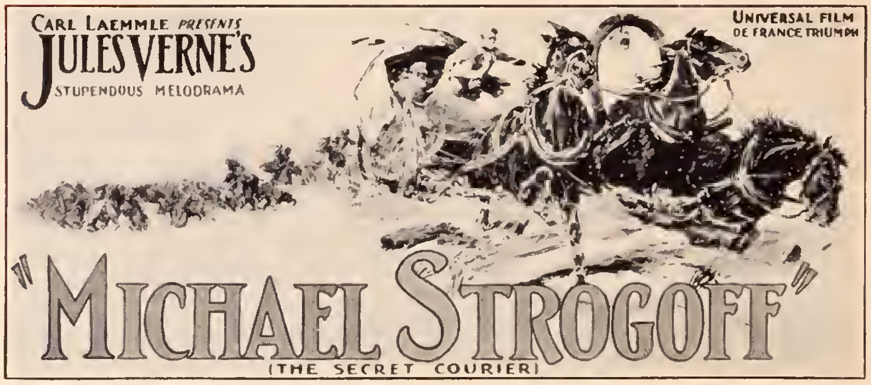

This Morgan Poster vividly portrays the dash and fire of the mighty MICHAEL STROGOFF.

The Morgan Lithograph Co

General Office: Cleveland, Ohio
Plants: CLEVELAND · NEW YORK CITY · ELMHURST, LONG ISLAND

January 28, 1927

Motion Picture News

Reg. U. S. Patent Office

FACTS

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LON CHANEY *in*

TELL IT TO THE MARINES

3rd WEEK — *Madison Theatre, Detroit, Mich.*
2nd WEEK—*Liberty Theatre, Portland, Ore.*
2nd WEEK—*Coliseum Theatre, Seattle, Wash.*
5th WEEK — *Embassy Theatre, New York*
2nd WEEK—*Stillman Theatre, Cleveland.*

LILLIAN GISH *in*

THE SCARLET LETTER

2nd WEEK—*Adams Theatre, Detroit*
3rd WEEK—*Stanton Theatre, Philadelphia*
2nd WEEK—*Allen Theatre, Akron, Ohio*

THE FIRE BRIGADE

5th WEEK—*Central Theatre, New York*

"THE BIG THREE" ARE THE TALK OF THE INDUSTRY! LISTEN IN!

Entered as second class matter April 22, 192[illegible] at the [illegible] under act of March [illegible]

Vol. XXXV No. 4

Published Weekly—$[illegible]

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BY LEETE RENICK BROWN

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MONTAGU LOVE
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"IT" HAS EVERYTHING!

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THE LEADER

Yesterday

Covered Wagon; Ten Comandments; Pony Express; Vanishing American; Behind the Front; Variety; Padlocked; Aloma; Quarterback; Campus Flirt; We're in the Navy Now.

◆

Today

Kid Brother; It; Sorrows of Satan; Casey at the Bat; Hotel Imperial; Knockout Reilly; Glorifying American Girl; Love's Greatest Mistake; Special Delivery; Zane Grey.

◆

Tomorrow

Beau Geste; Old Ironsides; Rough Riders; Wedding March; Metropolis; Wings; Barnum; Beau Sabreur; Gentlemen Prefer Blondes; Children of Divorce.

Paramount Pictures

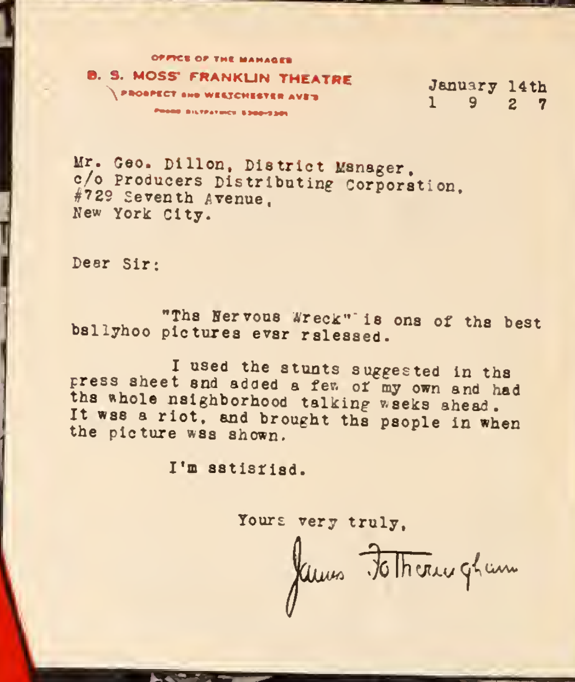
Paramount Pictures

Lead with Paramount

A Great Showmanship Picture

Say these big showmen

Al Christie's big comedy special "The Nervous Wreck" scores unprecedented record in simultaneous showings in 20 big Keith-Albee, F. F. Proctor and B. S. Moss theatres in Greater New York—PROVES an exploitation natural. "BOOK IT—BOOST IT—and BALLYHOO IT to the limit. You'll CLEAN-UP" is the unanimous verdict of these 20 live-wire showmen.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Ford, Phyllis Haver
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& Hobart Bosworth
It will make

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PROSPECT AND WESTCHESTER AVE'S

January 14th
1 9 2 7

Mr. Geo. Dillon, District Manager,
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#729 Seventh Avenue,
New York City.

Dear Sir:

"The Nervous Wreck" is one of the best ballyhoo pictures ever released.

I used the stunts suggested in the press sheet and added a few of my own and had the whole neighborhood talking weeks ahead. It was a riot, and brought the people in when the picture was shown.

I'm satisfied.

Yours very truly,

James Fotheringham

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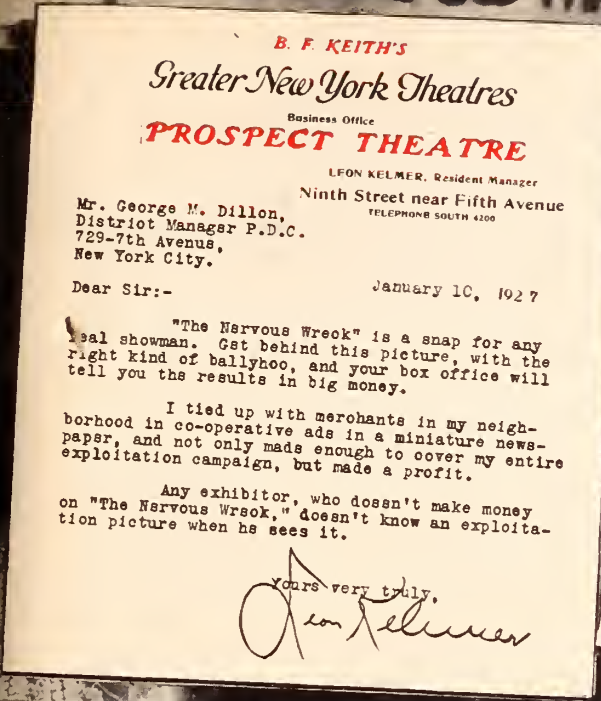
Foreign Distributors
Producers International Corporation
0 West 46th Street
New York N Y



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Dear Sir:-

January 10, 1927

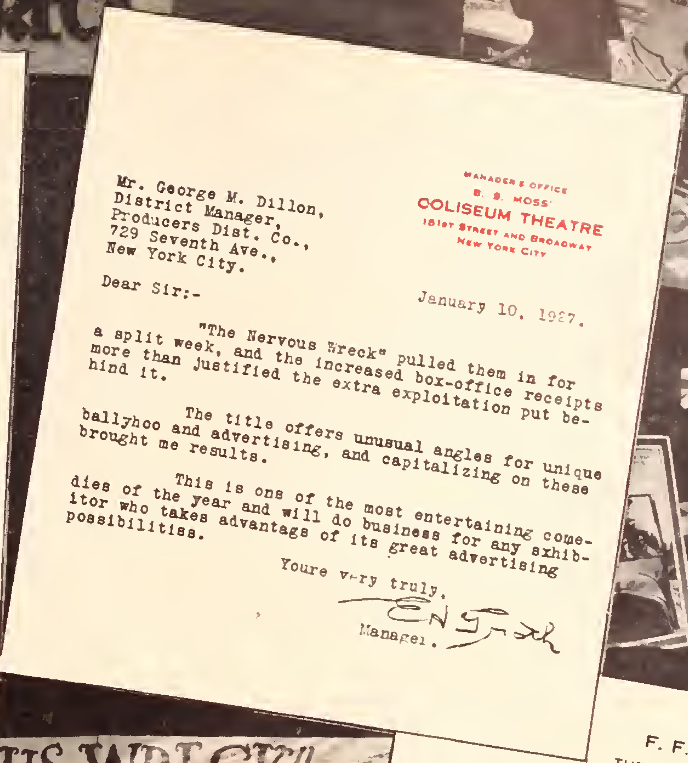
"The Nervous Wreck" is a snap for any real showman. Get behind this picture, with the right kind of ballyhoo, and your box office will tell you the results in big money.

I tied up with merchants in my neighborhood in co-operative ads in a miniature newspaper, and not only made enough to cover my entire exploitation campaign, but made a profit.

Any exhibitor, who doesn't make money on "The Nervous Wreck," doesn't know an exploitation picture when he sees it.

Yours very truly,

Leon Kelmer



MANAGER'S OFFICE
B. S. MOSS'
COLISEUM THEATRE
181ST STREET AND BROADWAY
NEW YORK CITY

Mr. George M. Dillon,
District Manager,
Producers Dist. Co.,
729 Seventh Ave.,
New York City.

Dear Sir:-

January 10, 1927.

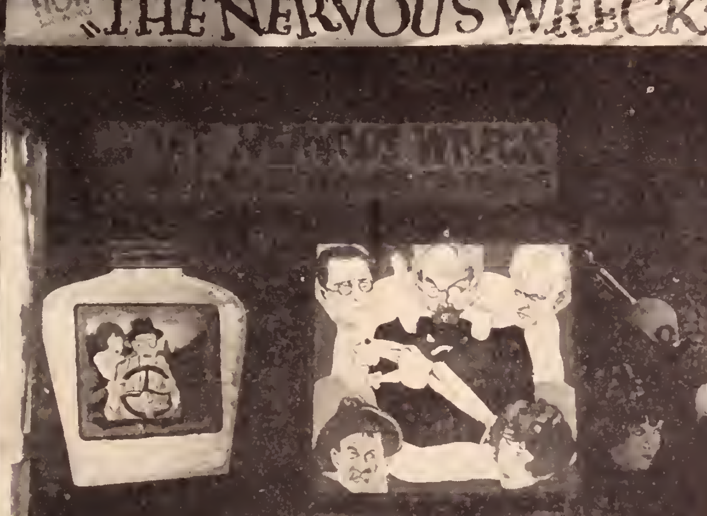
"The Nervous Wreck" pulled them in for a split week, and the increased box-office receipts more than justified the extra exploitation put behind it.

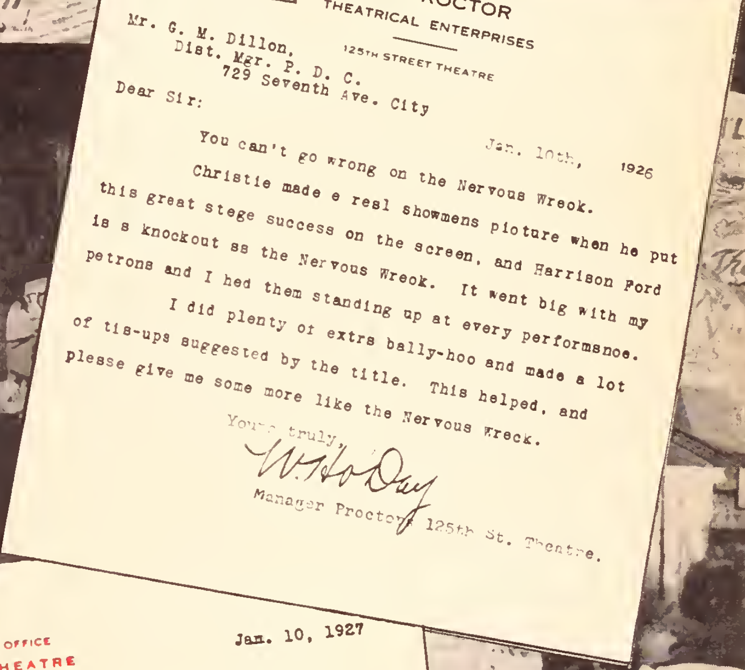
The title offers unusual angles for unique ballyhoo and advertising, and capitalizing on these brought me results.

This is one of the most entertaining comedies of the year and will do business for any exhibitor who takes advantage of its great advertising possibilities.

Youre very truly,

Manager.





F. F. PROCTOR
THEATRICAL ENTERPRISES
125TH STREET THEATRE

Mr. G. M. Dillon,
Dist. Mgr. P. D. C.
729 Seventh Ave. City

Dear Sir:

Jan. 10th, 1926

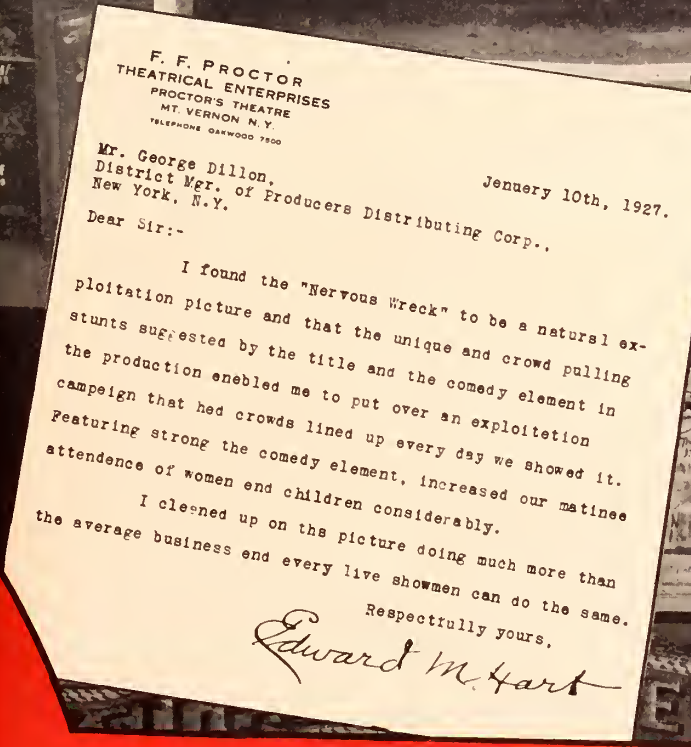
You can't go wrong on the Nervous Wreck. Christie made a real showmens picture when he put this great stage success on the screen, and Harrison Ford is a knockout as the Nervous Wreck. It went big with my patrons and I had them standing up at every performance.

I did plenty of extra bally-hoo and made a lot of tie-ups suggested by the title. This helped, and please give me some more like the Nervous Wreck.

Yours truly,

W. H. Day

Manager Proctor 125th St. Theatre.



F. F. PROCTOR
THEATRICAL ENTERPRISES
PROCTOR'S THEATRE
MT. VERNON N.Y.
TELEPHONE OAKWOOD 7500

Mr. George Dillon,
District Mgr. of Producers Distributing Corp.,
New York, N.Y.

Jenuery 10th, 1927.

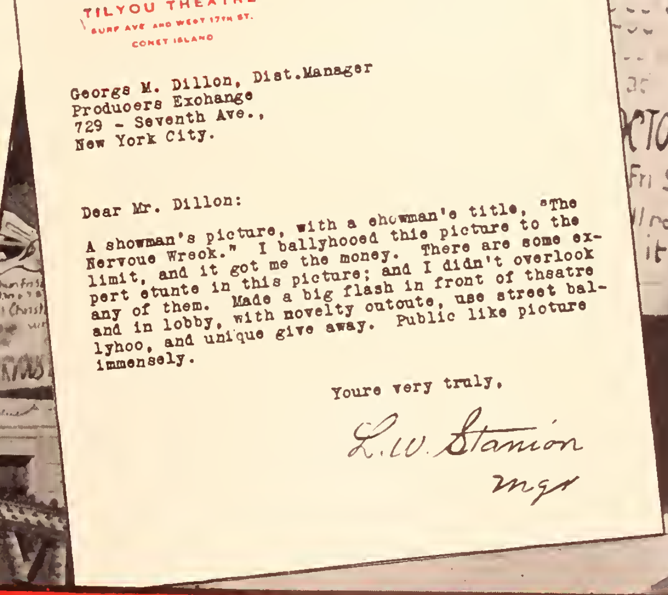
Dear Sir:-

I found the "Nervous Wreck" to be a natural exploitation picture and that the unique and crowd pulling stunts suggested by the title and the comedy element in the production enabled me to put over an exploitation campaign that had crowds lined up every day we showed it. Featuring strong the comedy element, increased our matinee attendance of women and children considerably.

I cleaned up on the picture doing much more than the average business and every live showman can do the same.

Respectfully yours,

Edward M. Hart



MANAGERS OFFICE
TILYOU THEATRE
SURF AVE AND WEST 17TH ST.
CONEY ISLAND

Jan. 10, 1927

George M. Dillon, Dist. Manager
Producers Exchange
729 - Seventh Ave.,
New York City.

Dear Mr. Dillon:

A showman's picture, with a showman's title, "The Nervous Wreck." I ballyhooed this picture to the limit, and it got me the money. There are some expert stunts in this picture; and I didn't overlook any of them. Made a big flash in front of theatre and in lobby, with novelty cutouts, use street ballyhoo, and unique give away. Public like picture immensely.

Youre very truly,

L. W. Stanion
mgr

RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN Vice-President and General Manager

Member of Motion Picture Producers and Distributors of America, Inc. [illegible]

Audience and Critics agree —

"'The Cruise of the Jasper B' is a snappy farce, and State-Lake audiences are laughing a lot over it."

ROB REEL, *Chicago Evening American*

"The State-Lake audiences liked 'The Cruise of the Jasper B'. Evidence of their good taste, I'd say."

JOHN JOSEPH, *Herald & Examiner, Chicago*

"Situations and subtitles are clever; photography is fine; direction is capable; acting swell; ensemble just what such a combination would make it."

MAE TINEE, *Chicago Tribune*

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CORPORATION

[illegible]

ROD LA ROCQU
in
"The CRUISE
the JASPER

Adapted by ZELDA SEARS an
TAY GARNETT *From the nove*
by DON MARQUIS
Directed by JAMES W. HORNE
Supervised by
BERTRAM MILLHAUSER
Produced by
DE MILLE PICTURES CORPORATIO

"Brother Showmen
FIRST
NATIONAL
gives you
CORINNE
GRIFFITH
in "The
LADY in ERMINE"
the toast of the
Box-Office
Banquet!"

[Now bringing that S.R.O.
smile to hundreds of
showman faces - - - !]

Presented by
Asher, Small and Rogers

from the famous Operetta by Rudolph Schanzer and
Ernest Welisch. Screen Play by Benjamin Glazer

Directed by James Flood
Management E. M. Asher

First National Pictures

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

FIRST NATIONAL *FIRST!*

Running away with it!

Get that happy SRO Smile! They're ridin' high these days—those First National Showmen! Never such a deluge of First National bookings... Coast to Coast—Smothering opposition. 2 more weeks of the merriest little clean-up in Motion Picture history—

ARE YOU IN ON IT?

The BIG 6 for FIRST NATIONAL MONTH

CORINNE GRIFFITH
In The Lady in Ermine

LEON ERROL
In The Lunatic at Large—with
DOROTHY MACKAILL

THE PERFECT SAP
with Ben Lyon and Pauline Starke

The MASKED WOMAN
with Anna Q. Nilsson & Holbrook Blinn

KEN MAYNARD
In The Overland Stage

Charles Murray & Chester Conklin in
McFADDEN'S FLATS

Members *of* Motion Picture Producers *and* Distributors of America Inc.—Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, JANUARY 28, 1927 No. 4

The Laemmle Anniversary

TWENTY-ONE years ago, Carl Laemmle entered the film business as the proprietor of a small store show. Last Monday night, in Los Angeles, at a dinner attended by a host of filmdom's elite, he was feted on his sixtieth birthday—the head of a great picture corporation. And there is still another milestone: he rounds out at this time ten years of "Straight from the Shoulder Talks."

The Laemmle career is interesting from many angles. It is glowing testimony to the truism that opportunity is wide-open in America for character and brains.

It testifies also to this: that a hard fighter can be a straightforward and successful business man; and, what is perhaps still more impressive, can be beloved by all. The affectionate phrase, "Uncle Carl," is eloquent evidence of that last assertion.

Carl Laemmle is one of the great pioneers —a personality of whom the motion picture can feel justly proud.

There is another significant lesson, too, we think, in the Laemmle career: man-power is the thing that has brought the industry to its present high position. Man-power, of the sort so well typified by Carl Laemmle, is the thing—and the only thing—that will keep it there and move the industry forward in pace with its opportunities.

The story of all great industries is the story of the man himself. Their greatness is the greatness of man-power.

The lesson of Laemmle, too, is the lesson of all pace-makers. "The industrial situation is never locked," wrote William A. Johnston in a recent editorial on this page. "It simply won't stay locked. No human power is great enough to hold an agent which the whole world aspires to see and reacts to.

"There have been always, there always will be sky-high opportunities in this industry of motion pictures for the right men, whoever they are."

Of the right men, Carl Laemmle has been and is an outstanding example. Universal, coming up through the arduous Patents fight, and the other turmoil of the early days, has been, under Mr. Laemmle's wise direction, one of the pace-makers.

Today the company is in the finest shape of its career. It is strong in production, distribution, exhibition, with an increasing number of theatres at its command. Yet always a fair competitor and mighty popular with the exhibitor.

As Carl Laemmle sought and fairly used great opportunities, so he has always stood for the principle of opportunities for others. He has practised, not merely preached, fair play. It is the nature of the man himself, and a big factor in his own man-power.

A wise leader, surrounded with strong men. The lesson of Laemmle seems to us preeminently the lesson of man-power and real organization.

The Week in Review

Comment on Passing Affairs

BUSINESS up and down Broadway showed something of a decline this week, particularly in the two-dollar houses. Conditions last week showed a falling off and there has been no improvement since. No one has any definite reason to assign for this except unfriendly weather, the after-Holiday lull, and the like. "What Price Glory?" is about holding its own. "The Big Parade" is selling little standing room and matinees are not as strong as they were. "Old Ironsides," which has been something of a disappointment up to now, is apparently building up, although it will probably take some time to make a satisfactory two-dollar stand out of the Rivoli, if ever. "The Music Master" at the Mark Strand is going very well and is much liked; it may do $35,000 on the week. "Fire Brigade," "Tell It to the Marines," "Beau Geste," "Don Juan" and "Better 'Ole" are all somewhat under previous high levels.

* * *

FOR the first time in the highly successful history of the Capitol Theatre in New York City a picture will be held for a third consecutive week—"Flesh and the Devil." We dropped in for the last show on Tuesday of this (the second) week, and the house was full to the last row. The total attendance last week numbered more than 117,000 persons; about 110,000 appears likely for this week; and another 100,000 is hoped for next week. This will probably mean total receipts of about $200,000 on the three weeks. Last week was well over $71,000; and this week bids fair to bring in between $65,000 and $68,000.

* * *

AN exhibitor's first-hand views on the British film situation are presented in a letter from J. Reid, manager of the Empire Theatre at Alfreton, England, one of the Midland Empire theatres. He says, in part: "You in America seem to have a something we don't know how to develop and utilize which makes the difference between success and partial success on the screen. Personally, I am sure Britain has the factors for successful picture production latent within her, but decay of function has brought decay of faculty, and only repetitions in production will bring back that efficiency which we in England wish to see in relation to national motion picture productions. . . .

"It is on the lines of absolute good-will and a fundamentally sound business outlook that we will aid each other in developing by co-operation the most wonderful industry of this wonderful 20th century.

"I give it to you, sure, as you would say, that a Quota will be the first principle of the bill to be introduced in the next session. I predict the quota base will be higher than suggested by the C. E. A. here."

Nearly a year ago, writing in *The Cinema,* Mr. Reid suggested that a better plan would be for the Government to utilize the proceeds from the Entertainment tax (about $25,000,000 yearly) to subsidize British production for five years, after which it could stand on its own bottom.

* * *

LOUIS B. MAYER, summing up the developments during 1926 in the field of stage presentations, points out that it is still the picture which makes the difference between an average week's gross and a high gross. Presentations, he says, may keep a theatre out of the red, perhaps, but they will not break records, for which reason the manager of such a house must still pick his features just as carefully as though he showed films alone.

* * *

FOLLOWING the excellent handling of what might have been a serious situation at the Fox Audubon Theatre, New York City, recently when fire broke out next door, the following telegram was received by the management from Louis S. Gimbel of Gimbel Bros., department store owners: "The marvelous dispersement of your audience last night shows excellent management for safety first. I congratulate you and your management."

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Alluring dazzling

Leatrice JOY

in

"NOBODY'S WIDOW"

with
CHARLES RAY
PHYLLIS HAVER
and DAVID BUTLER
[illegible]
[illegible]
[illegible]
[illegible]
[illegible] DE MILLE
PICTURES CORPORATION

A DONALD CRISP
production

Distributed by
PRODUCERS DISTRIBUTING
CORPORATION
[illegible]

Member of Motion Picture Producers and Distributors
of America, Inc. WILL H. HAYS, *President*

Foreign Distributors Producers International Corporation
130 W. 46th St. N. Y. WILLIAM M. VOGEL, *General Manager*

Right in the Bag

Right where he belongs— in the *BIG MONEY BAG!*

Fred and Silver are far ahead of all rivals!

They have no equals in the arena of western showmanship. Thousands of smart showmen ride with them to steady profits!

JOSEPH P. KENNEDY
presents

Fred
THOMSON
AND THE HORSE WITH A PERSONALITY SILVER KING
in **DON MIKE**

Distributed by
GREATER FBO
FILM BOOKING OFFICES OF AMERICA, INC.

Directed by
LLOYD INGRAHAM

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

The Star, The Picture, The Profits!

DOLORES COSTELLO in her first big picture since "The Sea Beast" and scoring an even greater hit! Booked for the finest of the big city houses and circuits throughout the country. Riding on the crest of an ever-growing wave of popularity that is sweeping record profits to the box offices of exhibitors. Five of the season's greatest hits starring Dolores Costello—

Finest Theatres, Biggest Circuits

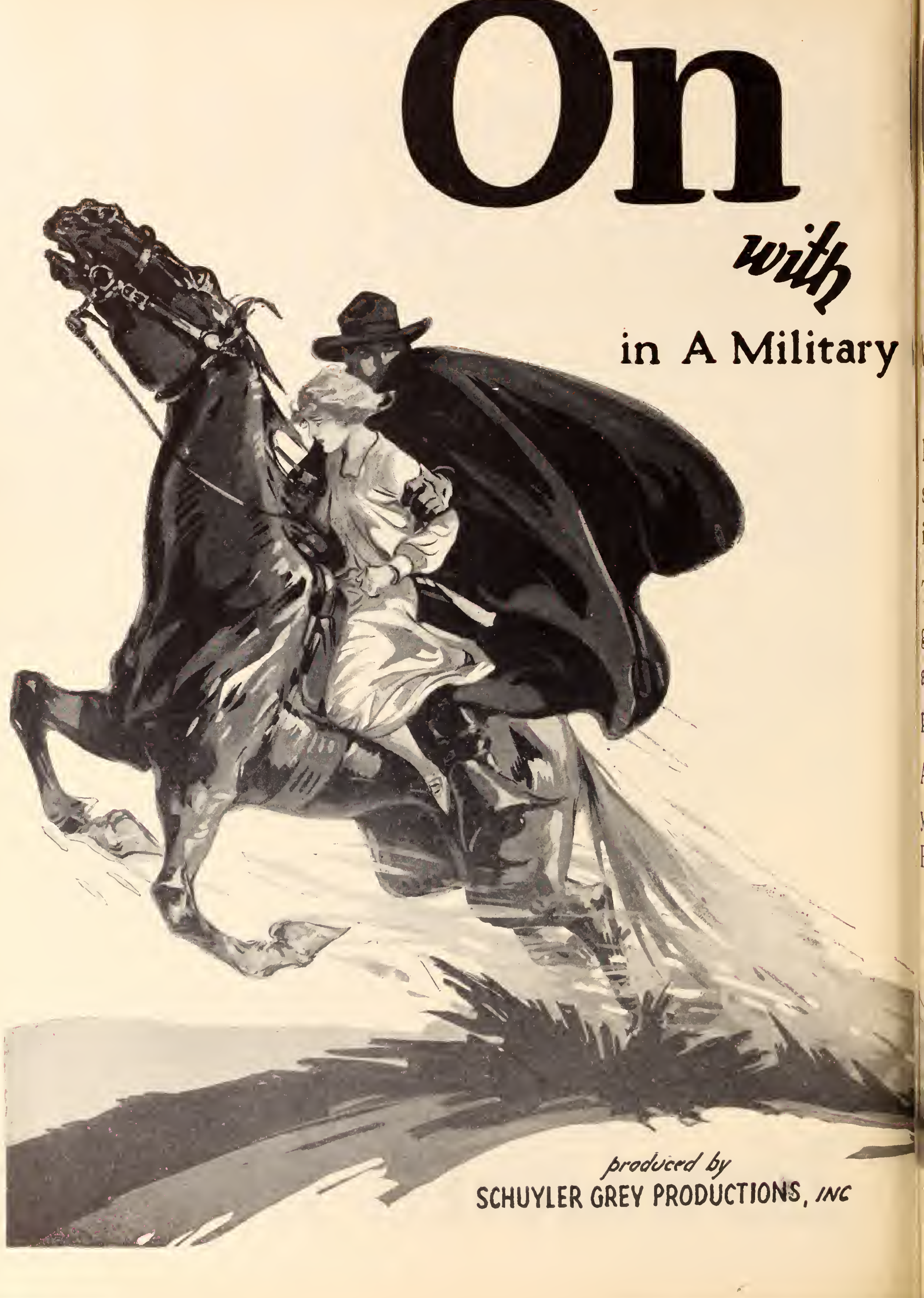
head the list of big bookings!

- Paramount, New York
- Balaban & Katz' Chicago, Chicago
- Cooney Bros. Capitol, Chicago
- James E. Coston Circuit, Chicago
- Kunsky's State, Detroit
- Skouras Amsmnt. Co. Circuit, St. Louis
- West Coast Theatre Circuit
- Fred Desberg, Loew's State, Cleveland
- Metropolitan, Boston
- Howard, Atlanta
- Granada, San Francisco

and still they come!

INCLUDED IN THE

26 WARNER WINNERS


On
with
in A Military
produced by
SCHUYLER GREY PRODUCTIONS, INC

Guard!

Cullen Landis

Mystery Story by Robert P. Glassburn, *Major, U.S.A.*

Every one of its 10 big episodes an exciting drama in itself.

The U. S. Army as a background, with big guns, tanks, airplanes, horses and men in profusion.

All the suspense and mystery you've learned to expect in a Patheserial.

If you're just depending on features for your bread and butter, show Patheserials for 10 weeks' profits!

If you don't know how good Patheserials now are, see "On Guard," "The House Without a Key," "Snowed In," "The Green Archer" and other great Patheserials at the nearest Pathe Exchange.

Military Scenes and Details by Courtesy of United States Army

Pathéserial

TRADE MARK

Buffalo Bill, Jr.

in a series of 6 western features

"How Good" First; Then "What Price"

A picture bought on price alone is rarely a bargain.

A picture bought first because it's GOOD and secondly because the price is right, clicks with your patrons and with your bankbook at one and the same time.

The Buffalo Bill Jr.'s are made for YOUR needs, which means just this; cracking good Westerns that will make a hit with your audiences and with you, for you can get them at a price that will make you money.

It's possible even today to make good features at a relatively low cost and these Westerns prove it. Just ask the Pathe man when you can look at one or two.

Produced by Lester F. Scott, Jr.

Pathépicture

TRADE MARK

Three New Stars in the Manhattan White Lights

Paramount Theatre
C. W. & Geo. L. Rapp, Architects

Roxy Theatre
Walter W. Ahlschlager, Architect

Ziegfeld Theatre
Thomas W. Lamb and Joseph Urban, Architects

THREE great Theatres, New York's most recent, have adopted the Carrier System of Air Conditioning to make **"Every day a *good* day"** for their patrons.

Carrier Conditioned

THEATRES

People have learned to recognize immediately the health-giving comfort prevalent every day in the year in Carrier Conditioned Theatres. Theatre owners and Architects have learned that the Carrier Contract is not a sale of individual pieces of equipment but a "Contract for Results", a guarantee to create and automatically maintain ideal atmospheric conditions for comfort within the theatre at all times. The design, the equipment—the results are backed by a responsible corporation.

The complete Carrier System. is now available for the fine small theatres.—. Ask for the book "Theatre Cooling and Conditioning."

There is yet time before next Summer to make your Theatre a Carrier Conditioned Theatre. Ask for a visit from our Engineers.

Carrier Engineering Corporation

Offices and Laboratories
Newark, N. J.

NEW YORK PHILADELPHIA BOSTON CHICAGO CLEVELAND KANSAS CITY LOS ANGELES *and NOW—*

Fabian Circuit

with 23 New Jersey theatres books

The Collegians!

Everybody is booking the best short subject feature since "The Leather Pushers"

Starring
GEORGE LEWIS
Hayden Stevenson
and
Dorothy Gulliver

Directed by
Wesley Ruggles

10 of them—
2 reels each

Universal
Junior Jewels

Carl Laemmle Jr.'s

The COLLEGIANS

PICTURES AND PEOPLE

The first picture to be sent over the new A. T. & T. line from Los Angeles to New York was of J. L. Warner, production manager of Warner Bros.

Eddie Cantor becomes a much harassed postman in his next feature comedy for Famous Players, appropriately titled "Special Delivery"

Mary Ann Jackson, tiny Mack Sennett comedienne in Pathe comedies, realized every child's fondest wish when she got this jar of candy on her fourth birthday

She Liked The Picture

ALICE FIELDS, a 15-year-old girl, in Springfield, Mass., enjoyed the picture at Poli's Theatre so much that she went to sleep on a wardrobe pile when the house closed, with the intention of being ready for the first performance the next day. While the police were making every effort to locate the girl, the night watchman found her at 3 a.m., peacefully slumbering. A patrolman came to the theatre and took her home. Our correspondent fails to state whether or not she came back the next day.

Basketball Tournament Opens

THE first game of the 1927 Motion Picture Basketball League tournament was played on Tuesday evening, January 11, by Fox and Metro-Goldwyn-Mayer, Fox winning by a score of 34 to 30. Al Star, manager and right forward of the Fox five, has been made chairman of the Basketball League. The M.P.A.A. is now sponsoring a variety of athletic activities, which also includes baseball, bowling and tennis. The benefit of the friendly rivalry and good fellowship being built up by this sort of sport cannot fail to be considerable. George Reddy, of Pathe, is getting more exercise than most of the members, since in addition to playing baseball in the summer he has to pound the typewriter the year 'round handling the association publicity.

The second game of the basketball schedule was played on January 13, when Consolidated Films beat United Artists by a score of 20 to 14.

Master Sergeant Landis

CULLEN LANDIS, star of the Pathe serial, "On Guard," is now a master sergeant in the U. S. Army Reserves, and as his first active duty

Little "Vermie," in person, punishing a birthday cake for the cameraman. When Mary Kornman retired from Pathe's "Our Gang" comedies to enter vaudeville, her baby sister joined the Hal Roach ranks

Bobby Vernon, Christie comedy star, and Frances Lee, his leading lady and a Wampas Baby Star, in a moment from "Duck Out" (Educational)

Reginald Denny has one of his most congenial roles in some time in "Fast and Furious," in which Universal feature he is a racing driver

Here's a bit of the "spooky" atmosphere in Paul Leni's "The Cat and the Canary" for Universal; Martha Mattox is the player in this scene

Principal players as they appear in "Stolen Pleasures," the first of Columbia's offerings for the new year. The members of this well chosen array, reading from left to right, are: Helene Chadwick, Gayne Whitman, Harlan Tucker, Dorothy Revier and Ramon Ripley

conducted a recruiting station at Times Square, New York City, on January 8, under the supervision of Major Pivirotto, Commander of the 2nd Corps Area.

Camera Achievements

PROBABLY no class of workers in the cinema field today is trying more diligently than the cinematographers to bring a touch of originality into their work. Leo Tover, one of the youngest cameramen at the Paramount Long Island Studio, made a scene recently for "Love's Greatest Mistake," which incorporates 18 scenes into one. This was made possible by the use of a camera mounted on a wheeled platform and controlled by weights, permitting movement in three directions. The scene was laid in a night club, and after the atmosphere of the place was registered on the film the camera truck was moved closer to Josephine Dunn and Frank Morgan at their table. Then William Powell and Iris Gray were brought within range of the moving camera, and as the action of the story progressed, 18 scenes were recorded in unbroken continuity, without any use of the lap dissolve.

Charles Van Enger, first cameraman on "The Runaway Enchantress," was likewise presented with a tricky problem recently. This was the taking of action scenes in a storm in a small fishing boat under actual conditions on a rough ocean. Cameras with recoil tripod balancers have been constructed for this, the balancers responding to trigger action to take care of the quick movements of the tiny craft.

Members of the Fox A. C. bowling team, which has won two-thirds of its games to date in the Motion Picture bowling tournament. Left to right, they are: John Mattson, captain; Wesley Wyckoff, John Bondar, Arthur Busch and Al Star

Daniel B. Clark, president of the American Society of Cinematographers, in expressing thanks for recent editorial prominence given his views on the credit title situation, adds a sensible comment when he says:

"While we realize that such titles may sometimes fall into redundancy and ambiguity, we feel that there are certain legitimate limits within which credits may well be kept without harm to anyone concerned—and we believe that the cinematographer has sort of an inalienable right to be included within those limits."

The Paris of America

HOLLYWOOD now sets the styles for the American woman, H. C. Clark, Eastern sales manager of the Endicott-Johnson Corporation, shoe manufacturers, told that company's sales convention recently.

"The influence of the movies in shaping the tastes of the American people has become so strong that when Colleen Moore is seen in a new picture wearing a new style in shoes we immediately have to change our shoe pattern to conform, which means an expenditure of many thousand dollars," he told the salesmen.

"The movie actress may get her original style ideas from Paris, but they are completely revamped in Hollywood and go out to the American woman as entirely new creations. Ultimately they reach Paris and are accepted by the French woman. American-made patterns of styles created in Hollywood today enjoy a bigger sale in Paris than in any city in America. It looks as if the world's style center had now shifted from Paris to Hollywood. The movies are directly responsible for the riot of color and the tendency toward higher heels you now see in the styles going out for early spring."

Why not a fashion magazine edited from Hollywood?

Imported Players

OF the 48 contract stars and featured players at the Metro-Goldwyn-Mayer Studios, exactly one-fourth are foreign born, a recent tabulation shows. The 12 are Renee Adoree, French; George K. Arthur, Scottish; Ralph Forbes and Cecil Holland, English; Owen Moore, Irish, Estelle Clark, Polish; Nathalie Kovanko, Russian; Ramon Novarro, Mexican; Norma Shearer, Canadian; Karl Dane, Danish; Greta Garbo and Lars Hanson, Swedish.

Reversing the Usual Order

JOBYNA RALSTON and Richard Arlen recently announced their engagement and set the date of their wedding as February 10. Just two weeks before that event she will become his sweetheart before the camera in his first dramatic role since she completed her three-year contract with Harold Lloyd. She is now playing opposite Cantor in "Special Delivery," and will appear with Arlen in "Wings," where their screen romance will parallel its predecessor in real life.

Women Directors? Why Not?

WOMEN directors are destined to make their mark in the motion picture industry, according to Agnes Christine Johnston, Metro-Goldwyn-Mayer scenarist who spent several days in New York last week following her return from Europe with her husband Frank Dazey and their two-month-old child.

"I'm absolutely for women directors," declared Miss Johnston, when quizzed as to her opinion of the future of women in the film industry—"I should like to try this myself just as soon as possible. I see no reason why women shouldn't make very good directors. They may not be quite as good at inserting spectacular touches, but for photoplays of intimate characterization—and these usually mean the best drama—they should easily equal or surpass men."

The great success achieved by so many women in motion picture work, notably in the scenario field, is due to their ability to handle detail, according to Miss Johnston. Most women, in her viewpoint, take a more direct and sympathetic interest in detail than men, and consequently succeed in translating it effectively as a background for action and drama. Another reason advanced was the fact that a majority of photoplays have one or more women as pivotal characters; and women understand each other better than men understand them—at least, Miss Johnston thinks so.

Ballet Genius En Route

LEO STAATS, master of the ballet of the National Opera of Paris, who has been engaged by S. L. Rothafel as ballet master of the new Roxy Theatre, is a passenger on the S.S. *Paris,* due in New York this week.

Mr. Staats has produced revues, ballets and sketches in practically all the Paris theatres and music halls, and he has devised and produced numerous ballets famous throughout Europe.

Just before coming to America, Staats completed the mise-en-scene and choreography of "Orphie," a mimodrame ballet in three acts by Roger Ducasse, the title role of which was played by Ida Rubinstein. Besides his more pretentious productions, Staats has also devised and produced the current sensational revues and dance divertissements at the Casino de Paris, the Folies Bergeres, the Scala and the Cigale.

And Still They Advance

EXPERIMENTS with the polygonal mirror, a new type of reflector used on high intensity arc lamps, which is said to eliminate the "nigger" or shadow spot imperfection in the present type of apparatus, are being conducted at the Paramount Long Island studio.

The new reflector, developed by Frank Benford, chief physicist of the illuminating engineering laboratory of the General Electric Company, is made of 16 separate mirror panels reflecting overlapping beams of light. All former reflectors have been in the form of a solid parabolic mirror whose curved surfaces, near the center, have caused a "dead spot" or shadow to be cast on the scene. These parabolic reflectors are also often cracked by the intense heat generated in the lamp, requiring a replacement of the entire reflector at a cost of approximately $350. If individual plates are cracked in the new reflector, they can be replaced separately at a nominal expense.

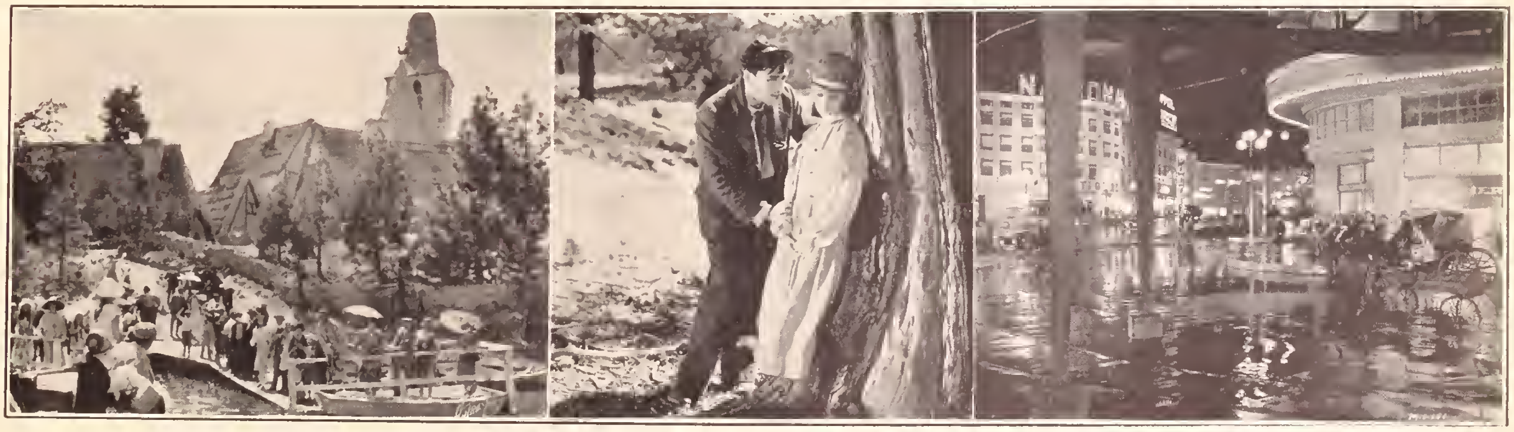
The principle of the polygonal mirror is over 2,000 years old, according to Benford, the assumption being that some such apparatus was used by Archimedes during the siege of Syracuse, when he set fire to the Roman fleet by heat rays reflected from a giant mirror. In spite of its ancient origin, however, the new reflector will be patented on the basis of the proportion of its various segments. If the experiments are successful, the polygonal mirrors will be used on all 36-inch high intensity lamps employed in motion picture work at the Paramount Long Island studio. The German studios have used a reflector of this general type for years.

"Sooner," a dog owned by Jack Hallett, Christie property man, adopted two guinea pigs and a white rat used in one of Billy Dooley's comedies, and refused to give them up when the picture had been completed

Plot vs. Character

GRAHAM BAKER, veteran scenarist of the Vitagraph school, now under contract to Warner Bros., remarks that characterization without a strong plot to which to attach itself is never a basis for a good motion picture.

"Characters are as interesting as plot, of course," he says, "but characters without motivation are no excuse for a motion picture production. I cannot say that characterization is supplanting plot, but I do say that the present trend in pictures is toward a simple plot embellished by strong characters."



F. W. Murnau, German director, and Rochus Gliese, the art director whom he brought with him to Fox Films, have created some remarkable effects for "Sunrise," their first American film. The views at left and right illustrate remarkably the contrast in the rural and city atmosphere of different sequences, while the scene in the centre shows Janet Gaynor and George O'Brien in one of the pastoral bits

A part of International Newsreel's new home at 251 West 19th Street, New York City, this being the private office of Edgar B. Hatrick, vice-president and general manager

"P. D." a Grandfather

THE first Universal home office executive to reach that proud estate, P. D. Cochrane has become a grandfather through the birth of a son to his daughter, Mrs. James Callahan, of Washington, D.C.

In Foreign Studios

TOM TERRIS, director, who has been studying conditions abroad at first hand for some time, sends us a summary of things which he has observed regarding film conditions, which is particularly interesting.

England he found seething with activity, and preparing for 50 to 60 productions, with a quiet search going on for new talent, studios being enlarged, and an increasing recognition of the importance of cinema on the part of the more educated classes.

France is in the midst of a strong production boom, despite fluctuations of the franc. Pictures made for France only, with no attempt at internationalization. Better studios than England, but story material and treatment typically Continental. Great lack of star material.

Germany showed the greatest efficiency and ingenuity of any studios in the world, excelling particularly in trick-mirror work. Director works more closely with cameraman. Production at low ebb. Anglo-German alliance an important future possibility.

Edgar A. Guest signing the contract by which his poetic works will be illustrated in color on the screen as "Poetic Jewels"; left to right: George Matthew Adams, Charles L. Glett (standing), producer; Mr. Guest, Judge Alfred L. Murphy, of Detroit, and A. J. Moeller, president of the American Cinema Association, New York, which will distribute them

Russia he found most interesting of all, and he believes that they will eventually be the greatest motion picture producers in the world. A large number of pictures being made of every description. All artistic resources being utilized. Six new picture theatres recently built, tastefully designed and exquisitely furnished. Salaries in picture industry low, permitting unlimited time, and making cost of production low. Director general, who tried padding payroll recently, sent to Siberia. Shops at night lit up brilliantly. Comfortable motor bus service. Food prices about the same as London, except butter and rice. Clothing very expensive. Night life active.

Are Film People Workers?

FRED L. PORTER, vice-president and production manager of the Christie Film Company, takes occasion to contradict the frequent impression that film making is more play than work. He says:

"Who works harder, theatrical people or motion picture people? The answer to that question would, no doubt, be given by the general public in favor of the former, not because they think theatre people work hard, but because they think that motion picture work is play.

Fred L. Porter, vice-president and production manager of the Christie Film Co.

"Visitors to motion picture studios at first make a polite attempt to restrain their opinion that making pictures must be a lot of 'fun.' After they have watched production for a while and observed the sweating prop boys, electricans, carpenters and laborers, their viewpoint changes. But not enough! For it is not possible to see thought and brain work going on, and that is what the director and his assistants are doing.

"To get down to cases, I remember a visitor to the studio who expressed the wish to go on location with the 'The Nervous Wreck' company. He declined, however, after learning that the company had to be made up and ready to leave the studio at six a.m. He was still further astonished to find out that if he did go along he would not get back until six or seven in the evening, and possibly much later. This man's case is typical, yet he didn't learn the half of it. The actors, including Harrison Ford, Phyllis Haver, Mack Swain, and Chester Conklin, had to rise, have breakfast, go through the intricate process of putting on a make-up, and make the drive to the studio in time to leave for location at six o'clock. Many of them live in Beverly Hills, which is over five miles from the studio, and one lives in Pasadena, which is much further.

"Then, upon returning to the studio after darkness has necessitated putting the cameras away, it would be natural to suppose that the day is finished. It is, several hours later. The director and his cast must look at their 'rushes,' to see how the work of the previous day looks on the screen. This may take more than an hour, and often does. Then the actors have make-up to remove, street clothes to don, either at the studio or at home, and dinner to eat. On some nights that is all. On others there are previews to attend, for about the time an actor is well into one picture the one he has made previously is cut down to eight or nine reels, and he must needs motor to some suburban or country town and attend the test showing. More than that, the director, of course, has to go along with the cutter and other members of his staff. On nights when no previews are on hand, the director in the midst of production must go over his film with the cutter and eliminate, build up and join the story together, doing this each night as he goes along, rather than wait until the camera work is finished and then plunge into a tremendous mass of film unconnected and without a semblance of order."

French Writer Decorated

VALENTIN MANDELSTAMM, French author, who was in Hollywood for some time as a writer and technical advisor at M-G-M, has been awarded the Cross of the Legion of Honor by the French Foreign Office for his services in promoting relations between the two countries. He sailed for America on Wednesday of this week, and will announce a new connection after his arrival here.

Joice at Academy

ANNOUNCEMENT was made this week of a new publicity director of the Fox Academy of Music on 14th Street, New York City, J. Maxwell Joice now being in charge of this department. The house also changes to a two-a-week policy and lowers the price of admission.

Members of the Eastern Patheserial unit leave for location work at Charleston, S.C., on "The Crimson Flash." The party includes Cullen Landis, Director Arch Heath and E. Oswald Brooks, supervisor of serial production in the East

Five Baby Stars at Fox

JAMES RYAN, casting director of Fox Films West Coast Studios, is a good picker of talent. Five of the thirteen girls selected as Wampus Baby Stars for 1927 are appearing in current Fox productions. Sally Phipps is in "Love Makes 'em Wild," and is now working in "Ankles Preferred"; Helene Costello is in "The Broncho Twister"; Gladys McConnell is in "Marriage"; Natalie Kingston has just finished work in "Love Makes 'em Wild," and Mary McAllister was seen in a recent production.

Handing Out the Stars

FIVE asterisks found their way to the mimeograph of the National Board of Review this week. Two features were found worthy of special mention, "The Kid Brother" and 'The Potters," while the other three awards went to Pathe Review, issue Nos. 6, 7 and 8.

New Laurels for Norma

EXCELLENT taste and judgment was shown by readers of the Chicago Tribune in a recent movie star popularity contest, when they elected Norma Shearer, Queen of Movieland, with a total of 2,319 votes—more than any other feminine player. Had we known of the contest, she would have had 2,320.

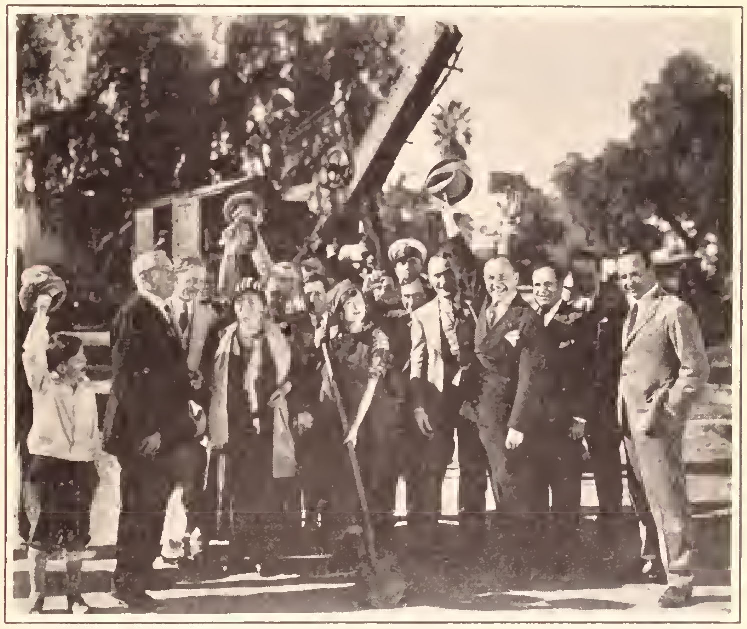
Guests of Sigrid Holmquist on the S. S. De Grasse at a luncheon last week. She is the star of "Clothes Make the Woman," a Colorart production in technicolor, released through Tiffany exchanges

A New Film Publication

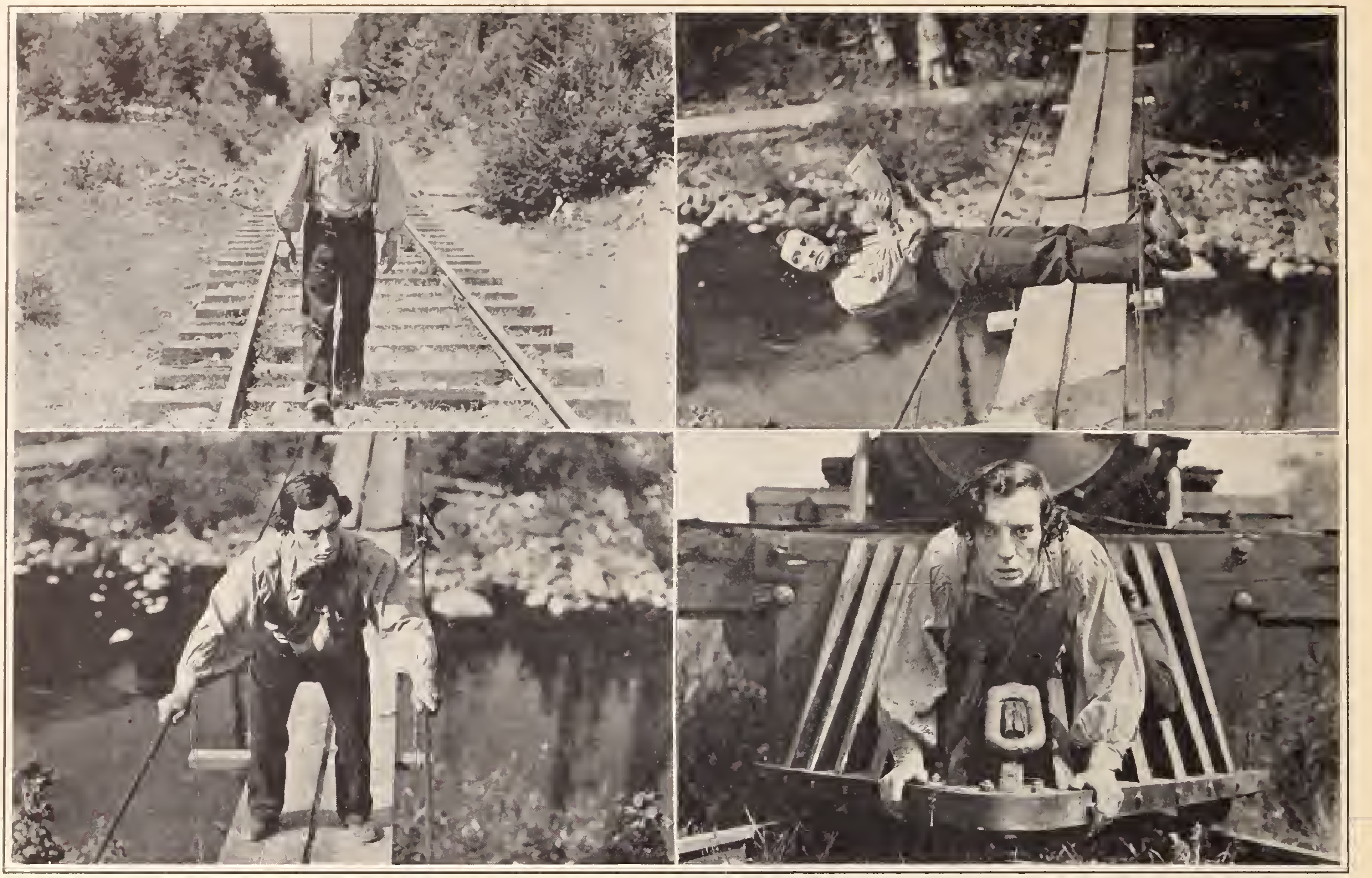
CHARLES J. GIEGERICH, former film publicity man, is now editor and publisher of "Motion Picture Art Portfolio," a new publication, which has a distinct appeal of its own. The magazine is entirely pictorial, carrying beautifully printed full-page scene stills, regular size, from outstanding photoplays. Only such scenes as are worthy of preservation, and, if desired, framing will be presented. On the facing page is a brief article telling about the picture. This should appeal strongly to the discriminating fan, and we wish Charlie all the luck in the world with the new venture.

"Mort" Forging Ahead

MORTON BLUMENSTOCK, formerly a publicity man in New York, who went to the Coast about two months ago on a tentative title writing assignment from First National, after doing excellent work on some of the Eastern productions, while still in the home office publicity department, has been assigned by John McCormick to do the titles on "Easy Pickings." His two most recent efforts, widely commended and widely different, were on "Twinkletoes" and "The Perfect Sap."



Warner Bros. break ground for their new Hollywood theatre; left to right: Benjamin Warner, Robert Hopkins, Mrs. Benjamin Warner, Paul Stein, William Koenig, Dolores Costello, Frank Murphy, William Demarest, Jack L. Warner, Leon Schlessinger, Hal Wallis and Michael Curtiz



While Buster Keaton was making "The General," a comedy of Civil War days, for United Artists, he decided that these Germans weren't going to have a monopoly on all the Camera Angles in the business—no, sir, he'd show them that he could tip a camera upside down as well as they could. In the four views above we have what might be termed (if you really want to) the Latitudinal, Longitudinal, Transverse and Left Oblique Camera Angles

A Sad New Year

THOMAS MEIGHAN'S chauffeur had to start the new year off by worrying, which is no way to start any year. Right after the holidays he was informed that he would be expected to hit his employer with the car and knock him down in the middle of a New York street. What was more, it must be realistic enough to get by the revealing eye of the camera for a scene in "Blind Alleys." So he tightened his brake-bands for quick stopping, borrowed a tackling dummy from the studio prop department and practiced knocking it down, and looked for the latest type of very springy bumpers. A chauffeur's life, he opines, is not a very happy one when one's employer is a picture star.

S. A. Film Man to Wed

MAX EHRENREICH, general manager for United Artists in the Argentine, Paraguay, Uraguay and Chile, and Miss Augusta Offer, daughter of Mr. and Mrs. Harry Offer of Cleveland, will be married on January 30 in Cleveland, with Moe Streimer, manager of the U.A. New York Exchange as the groom's attendant. The couple will sail from New York on February 5 to Buenos Aires.

Neal O'Hara to Hollywood

NEAL O'HARA, the brilliant Harvard graduate, whose work in contributing a humorous column daily to *The Evening World*, New York, is syndicated to a large number of newspapers throughout the United States, is leaving his home in Boston, February 1, for a year's stay on the Pacific Coast. He goes there to do titling and other work for F.B.O. He has for some time past been doing this work for the Joseph Kennedy organization in conjunction with his newspaper work but doing all the writing in Boston. The exceptions have been when sent to cover for the syndicate a world series, championship prize fight or some other important news event. His trip to the moving picture capital for a year's stay follows a visit some time ago when he spent several weeks working at the Film Booking Office studios.

The work already done for pictures is the best promise of what O'Hara will contribute in the future. With an acknowledged sense of humor his titling has in many instances more than done its part in putting over pictures.

Characteristic is his note announcing his departure for Hollywood. His valedictory is "Yours for titular belly-laughs."

Warming Up the Cameras

SOMETHING new was introduced the other day at the Paramount Long Island Studios to prevent static, the cameraman's bugbear. Throughout the morning Alvin Wyckoff and his assistants had been photographing exterior scenes for "Blind Alleys." The day was cold, and when the men resumed work after luncheon, the cameras were found to be thoroughly chilled, and gave off sparks when touched. Wyckoff ordered work suspended, and placed several Kliegl lights on each side of the cameras. This provided enough heat to warm the cameras slowly, without blistering them, and at the end of half an hour work was resumed without further trouble.

They All Go to the Capitol

FOLLOWING the precedent set by other royal and distinguished visitors, Prince William of Sweden was the guest of J. Robert Rubin at the Capitol Theatre on Friday evening of last week. The Prince was particularly interested in the feature, "Flesh and the Devil," in which two of his compatriots, Greta Garbo and Lars Hanson, play important roles. Major Edward Bowes received him and escorted the party to the State Box, reserved for such occasions, and the program was altered to include the Swedish national anthem.

A.P. Inaugurates Daily Film News

Will Give 1,200 Newspapers Reliable and Interesting Material on Motion Pictures With Illustrations

DESPITE the fact that there was no fanfare of trumpets to herald its inauguration, probably the most important film event of the week was the mailing out by the Associated Press of the first copies of its new daily motion picture news service to its 1,200 newspapers throughout the country.

Every day this vast news gathering organization will send out a film news service, and three times a week it will send mats to accompany it. This is part of a new feature service embracing sports, fashions, the theatre, the screen, and so on, decided upon some time ago by the board of directors of the Associated Press and given six months of preparatory work.

W. R. Gordon, at Los Angeles, becomes movie editor and will gather the material at the studios, just as any other news is gathered. This will be sent on to the New York headquarters, where Lloyd C. Stratton is in charge of the entire feature service, and from there distributed to all A. P. papers everywhere. G. R. Massock will handle the Eastern end of the film news under Stratton's direction.

Kent Cooper, general manager of the A. P., is understood to be largely responsible for this revolutionary move. Cooper, since assuming his present post, has favored a much more progressive attitude toward film news than that which characterized the previous policy of the organization. He created some little astonishment in the newspaper world a few months ago when he stated publicly that motion picture items were not merely publicity but genuine news as well.

Should other news and feature organizations follow the lead of the A. P., which is more than likely, it will mean a saving of about $100,000 yearly to the film industry in mailing and distribution costs. The real importance of it, however, lies in the increased dignity which it gives film publicity. The "bunk" will be weeded out before the material goes to newspapers, and it will come to them as news, edited on its value as human interest copy by one of their own agencies.

Pommer Leaves Famous by Mutual Consent

THE contract between Erich Pommer, former head of the UFA in Berlin, and Famous Players-Lasky, has been terminated by mutual agreement, it was announced on Thursday of this week. Pommer produced "Hotel Imperial" for Famous.

Picking the Ten Best Films of 1927

List of Likely Contenders for Leading Honors Compiled, Based on Past Performances and Prospects

By L. C. MOEN

PICKING the ten best pictures of a past year is, after all, not so very complicated. To be sure, your list may not agree with that of any other critic, but he can't prove that he's right either, and since distributing companies and theatres maintain a discreet silence about grosses it simmers down to the fact that it's all a matter of opinion.

It should be infinitely more exciting, therefore, to try picking the ten best pictures of the coming year—in this instance, 1927—and then to sit back and see how they come in at the finish. This means taking a great many things into consideration—any or all of which may be wrong—so the prudent move would be to jot them down in a pocket notebook and forget the matter until next Christmas—instead of which we are going to set it down here, "black on white," thereby running the risk of batting .000 at the end of the year, if anyone remembers this list at that time.

"The King of Kings."
"Napoleon."
"Wings."
"The Wedding March."
"The Glory Diggers."
"The Circus."
"The Kid Brother."
"Old Heidelberg."
"The Beloved Rogue."
"The Big Gun."

"The King of Kings" is pretty sure of its place on this list. No picture in recent years has had more careful preparation, casting and production.

"Napoleon" is a French film aquired by Metro-Goldwyn-Mayer, and is the only Europeon picture on our list.

"Wings" should be almost a "natural," if not actually one. Its theme, aviation, has a tremendous hold on the American mind, and the vast scale on which it has been produced, together with the careful preparation, makes us optimistic concerning it.

"The Wedding March" is a worthy contender. Von Stroheim has put everything into this, and those who have seen it in the making predict great things for it.

"The Glory Diggers" is King Vidor's epic of the construction of the Panama Canal. The bigness of the theme, the plans being made, and the chance that King Vidor will make the most of it entitle this to a place among our prospects.

"The Circus" is a pretty safe guess, the only present uncertainty being as to the date of completion. There have been rumors that Chaplin would film the balance of it in New York.

"The Kid Brother" is one of the surest on the list. There are indications that this has everything that has made the biggest Lloyd successes.

"Old Heidelberg," directed by Ernst Lubitsch, seems sure-fire. Perhaps this will be the picture which will give Lubitsch a chance to show that he can do something besides brittle farce.

"The Beloved Rogue" deserves inclusion because of the appeal of the story and the fact that it brings together Barrymore and Conrad Veidt.

"The Big Gun" warrants a place on the chance that the great possibilities inherent in the subject—the part played by the Navy in getting the troops to France—will be adequately dealt with.

Emanuel Cohen Joins Paramount; Ray Hall New Editor of Pathe News

OFFICIAL announcement was made this week by J. E. Storey, assistant general manager of Pathe in charge of Short Subject Production, that Ray L. Hall has been appointed Editor of Pathe News.

Mr. Hall succeeds Emanuel Cohen, who recently resigned to assume charge of the production activities of the newly-formed Short Subjects Department of Famous Players-Lasky. Mr. Hall enters upon his new duties at once.

The new Editor of Pathe News is a newspaper man of national reputation, who has also had wide experience in news weekly work. He was the Editor of the Hearst-Selig News Pictorial; the Hearst-Vitagraph News Pictorial; was active in the organization of the Hearst-International Newsreel and afterwards in charge of technical production of all Hearst screen product.

Publix Asks Sixty-Mile Protection in South, Report; Franklin Doubts

ACCORDING to reports emanating from Atlanta, Publix Theatres has issued an ultimatum to exchanges in that city and Jacksonville demanding protection within a sixty-mile radius of its new Tampa Theatre at Tampa. In a letter said to have been sent to various exchanges F. R. Little, district booker, claiming instructions from Sam Dembow, Southern Publix manager, threatens to refuse to play future product if exchanges persist in serving specified towns within the area ahead of Tampa.

In explanation of the "threat" Little states "you can readily see that we cannot get seventy-five cents admission in a town the size of Tampa and have the picture shown ahead or just behind our run in one of the smaller towns at a twenty-five cents admission."

Harold B. Franklin, vice-president of Publix, said that he doubted if the report was correct. Possibly such an attitude would be taken to enforce existing contracts he said, but not under the circumstances related in the story.

How far the effect of this reported ultimatum would reach, if it is sustained, is not difficult to see. Universal, by the same token, might demand protection for its theatres in Orlando, DeLand and St. Augustine, Florida. Any independent exhibitor would have as much right to demand "protection" against his competitors in smaller adjacent towns.

$100,000,000 for Films

Figure for 1925 Production in the United States According to Washington Census Bureau

MOTION pictures produced in the United States in 1925 cost very close to $100,000,000, it is shown by figures compiled by the Washington, D.C. Census Bureau in the second biennial census taken of the industry. All along the line, the bureau's records show expenditures for production were materially greater than in 1923, when the first census was taken.

No effort was made to determine the number of films produced during the year, but the expense of producing the negatives was placed at $93,636,348, as compared with $86,418,170 in 1923. A total of 132 producing establishments were listed, against 97 in 1923, of which 72 were operated in California, 18 in New York, 8 each in New Jersey and Illinois, 4 in Ohio, and 3 each in Michigan, Pennsylvania and Washington, the remainder being scattered among eight other States.

A total of 5,945 salaried officers and employees were reported in 1925, whose salaries for the year totaled $35,950,778; these included officers, managers, production supervisors, directors, scenario writers, unit managers and assistant directors, members of technical staffs, wardrobe designers, laboratory supervisors, cameramen, actors, extra talent, auditors, bookkeepers and clerks. The average number of wage earners at work throughout the year was 5,573, their wages aggregating $13,065,756; these included carpenters, painters, prop makers, molders, mechanics, laborers, laboratory workers, wardrobe workers, property men, drivers, etc. The 1923 census showed 3,496 salaried employees receiving $21,824,319 for the year, and 6,408 wage earners receiving $16,601,153, but there is some doubt as to the accuracy of these, as well as other segregations of costs for 1923, due to lack of knowledge on the part of reporting producers as to how various items should be classified.

The cost of materials in 1925 was given as $33,258,368, as compared with $30,656,770 in 1923; this included all materials, raw stock, mill supplies, fuel and power actually used during the year. Expenditures for contract work in 1925 were $5,368,593, against $1,608,866 in 1923, but, as many studios are rented, together with the necessary electric power, stage settings, labor and minor-role actors, it is believed that in the 1923 reports some of the expense which should thus be classified was included under other heads.

Studio and location work in 1925 cost $71,488,457, and laboratory work cost $22,147,891; the corresponding figures for 1923 were $63,517,692 and $22,900,478, respectively.

The 1925 figures show a difference of $5,992,853 between the total cost of production and the sum of the items for salaries, wages, materials and contract work, this difference being made up of miscellaneous items such as story costs, home-office overhead, stars' expenses, insurance, etc., with perhaps a small amount of profit from laboratory work done for others.

Irene Rich Renews Contract With Warner Bros.

As the present Irene Rich-Warner Bros. contract expires this summer, Jack L. Warner has signed Miss Rich to a new long term Warner Bros. contract. It is probable that the next Rich vehicle will be "The Climbers" from the Clyde Fitch play. At present the star is resting after having recently completed "Don't Tell the Wife."

More Companies Incorporate in New York State

Motion picture companies chartered in New York State during the past week included the following: Rosenbrod Holding Corporation, $10,000, Emanuel Stempel, Charles Rabinowitz, Rena Osehever, New York City; Lee-Kendall Productions, Inc., $30,000, Herman L. Feldblet, Harry Hedeman, Lester Lee, New York City; Monroe Theatre Corporation, capitalization not specified, J. Louis Geller, E. Jessie Abrahams, Hester Pruzan, New York City. In addition to the above, papers were filed with the secretary of state during the week dissolving the Callaghan Publicity Film Service of New York City.

Bandits Blow Safe of Spokane Auditorium Theatre

The first important theatre robbery of the New Year in the Washington territory was reported from Spokane last week. Yeggs, who gained entrance through an open window, blew the door from the safe of the Auditorium Theatre in the Eastern Washington city and escaped with approximately $1,700. No trace of the bandits has as yet been found by Spokane police, who are of the opinion that the job was done by the same gang who have robbed two Seattle theatres within recent weeks.

In and Out of Town

OTTO B. MANTELL, United Artists' sales manager at Cristobal, Canal Zones, is en route back to Cristobal following a fortnight's visit to New York. He sailed January 13.

E. B. DERR, Film Booking Offices' treasurer, has left New York for a trip through the West Coast branches and Hollywood studio. It is undetermined at this time as to how long he will stay.

CRESSON E. SMITH, general sales manager, Mid-West division, of United Artists, has returned to New York following a trip of two weeks' duration to Indianapolis, Detroit and Cleveland in the interests of new United Artists productions.

S. MAURICE LIVINGSTON, former head of the Warner Bros. Non-Theatrical department, leaves for Berlin on Saturday, the 22nd, to begin his duties as salesman in the foreign field. He will assist Gus Schlesinger, foreign manager, who is now in New York, having returned from Europe with Herman Starr, but who will sail for his Berlin office the middle of next month.

SAM MOROSS, in charge of the United Artists play date department, left New York Saturday, January 15, on a visit to St. Louis, Mo. Mr. Moross is United Artists' representative to the arbitration boards.

W. G. DUTTON, manager of the Columbia Washington exchange, is conferring with Columbia executives this week at the home office. He, Joe Brandt and Jack Cohn are discussing distribution plans and policies for the new year.

PAUL LAZARUS, general sales manager, Southern and Western divisions of United Artists, left last Monday night, January 17, for a trip of three weeks through the South in the interest of the seven new pictures which United Artists are now selling. He will take in Pittsburgh, Washington, Charlotte, Atlanta and Dallas, returning to the home office about the middle of February.

Thieves Get Away With Receipts of Canadian Houses

Pantage's Theatre, Toronto, and the Tivoli Theatre, Hamilton, Ontario, both suffered monetary losses during the past week due to the activities of thieves.

On January 13 an unidentified and unapprehended man snatched the cash box, containing $1,477, from the box office of the Pantage house, late in the evening, and escaped through the lobby into a waiting automobile, which had been left running. According to Manager N. K. Miller the lady cashier was busy selling a ticket to a patron when the door of the cupola was suddenly pushed open from the outside, and the box, which was to have been taken to the manager's office, was grabbed. The police are endeavoring to determine whether the ticket purchaser was an accomplice of the thief, but the belief is held that the crook worked single-handed.

The Tivoli was robbed on the night of January 12, when a bandit held up the employees, and walked off with over $800, or the night's receipts. Despite an immediate alarm the bandit made his escape and has not been captured. Morris Stein is manager of the Hamilton Tivoli.

15,000 Pictures Shown in Birmingham During 1926

According to the annual report of Mrs. Myrtelle W. Snell, city amusement inspector, 15,000 films were shown in Birmingham, Alabama, during 1926, or an average of 1,250 each month. Practically every film, the report states, was officially reviewed and reported to the inspector.

During the year, 464 first-run pictures were viewed in the downtown theatres. The report shows that 369 pictures were endorsed, and 95 were not. Since June 25, 1926, 239 pictures especially selected for children were shown on Saturdays.

An interesting item of the report shows that 72 organizations in Birmingham are affiliated with the Better Films Committee.

John Oliver Signed by Famous Players

John Oliver, playwright, has been signed by Paramount as a member of the East Coast writing department.

Arbt'n Board and Exhib's Reach Agreement

FOR the first time since the dispute two weeks ago between the Kansas-Missouri M. P. T. O. and the Joint Board of Arbitration of Kansas City, a satisfactory arrangement has been reached between the two bodies, the exhibitors being again represented on the board at its meeting this week when the claim, amounting to $500, which L. C. McElroy, of the Kansas City Forty-Fifth Street Theatre, had against the Pathe exchange, was settled.

Although the by-laws of the board provide its president with power to request the Chamber of Commerce or the Mayor to name business men to sit on the board in place of the exhibitors, who declined by instruction of the Kansas-Missouri M. P. T. O., such power was not exercised by E. C. Rhoden, president of the Kansas City Film Board of Trade.

George Young, seventeen-year-old conqueror of the San Pedro Channel, Catalina Island, Cal., has been signed up by Paramount as a result of his remarkable swim. Seated: Jesse L. Lasky and George Young. Standing: William Hastings, Young's pal from Toronto, and Henry O'Byrne, the swimmer's trainer. (Telephone photo transmission by A. T. & T.)

"Big Parade" Breaks Long Run Record

M-G-M Production Starts 63rd Week at Astor Theatre, New York; 1,000,000 Attendance

METRO-GOLDWYN-MAYER'S production, "The Big Parade," breaks all existing long-run records for pictures as it starts its 63d week at the Astor Theatre, New York City, according to figures supplied by J. J. McCarthy, who is handling the roadshow for M-G-M. It is estimated that nearly a million people have seen this picture at the Astor, and that the attendance at showings throughout the rest of United States and Canada totals approximately five million.

Previous to the advent of this production the engagements of the most important pictures, from a box-office standpoint, in the last decade, were as follows: "The Birth of a Nation," 44 weeks; "Way Down East," 43 weeks; "Ben-Hur," 51 weeks; "The Covered Wagon," 59 weeks, and "The Ten Commandments," 61 weeks, according to the McCarthy statement.

Likewise, it is claimed that the gross receipts to date have been three times greater than those registered for any previous road-show photoplay. Many theatregoers have seen this picture twice, so strong is its attraction, says the McCarthy statement.

"The Big Parade" won the Photoplay Magazine medal for the best picture produced during 1925, and among other facts of interest are mentioned the presentation at the White House, where President and Mrs. Coolidge attended a showing, and the exhibition at the Shubert Theatre in New Haven, with Yale College sponsoring the showing; this was the first picture that Yale ever sponsored.

Editorial comment has been profuse in the leading metropolitan newspapers, and critical analyses have been published in many national magazines. The production has brought fame to King Vidor, Laurence Stallings and John Gilbert, who is starred with Renee Adoree, and it has meant long-term motion picture contracts for other members of the cast.

One of the most important factors in the presentation has been the music score, an original written by David Mendoza and William Axt of the Capitol Theatre, New York. Incorporated with the original love theme are snatches of the marching songs heard so frequently in France nine years ago.

Eight companies of "The Big Parade" remain on tour playing in leading roadshow theatres throughout the country. Each company travels with its own baggage car, and carries a symphony orchestra, and presentation experts, so that the picture is presented exactly as at the Astor Theatre.

Minn. Exhibitor Defendant in Suit Filed by Warners

William Kopp, Jr., an exhibitor of St. Cloud, Minn., has been made the defendant in a suit for $50,000, filed against him by Warner Bros. The complaint alleges that Kopp has been exhibiting "The Better 'Ole," a picture produced by an English company more than five years ago. The rights to this picture terminated five years ago, and were purchased by Warner Bros., who now claim that the showing of the old version works injury to their new production.

All of the old prints were supposed to have been called in, and the plaintiffs aver that the alleged showing of this film by Kopp violates the copyright laws. Kopp is said to have purchased the old print from a man in Red Wing, Minn. Its showing came to the attention of the Minneapolis branch of Warner Bros., and as a result the New York office was notified and took immediate action. Warner Bros. is not only seeking to collect $50,000 from Kopp, but to restrain him from further showings of the picture.

Britain's Films Promising

Schedules for 1927 Show Sense of Showmanship and Utilization of Empire Resources

By L. C. Moen

MORE important to the British film trade than any proposed or threatened quota or subsidy scheme is the fact that the production schedules for 1927, as compiled in a recent issue of "The Cinema," display more sense of showmanship values and, specifically, more tendency to utilize typically British Empire facilities and resources, than ever before. The things which England might do better than any other country are beginning to be taken advantage of, and for the first time there is a genuine effort to develop a technique that will be Britain's own rather than an imitation of any other. New talent is being sought, and men of education and originality are being encouraged to enter production.

The enormous vogue of patriotic and war films is making producers of these subjects independent of outside markets—an important start toward a stabilized output. The big naval film being made with Government co-operation is understood to already have more contracts in the United Kingdom than have ever been given any picture, including American and other films.

The important factor, however, is the growing tendency to utilize British sea traditions, the charming English countryside and the drama and romance of British colonial dwellers, and to seek out the best in story material. But let us see just what the leading firms have in prospect:

Welsh Pearson: "Huntingtower," "Pinklegs," several of the W. W. Jacobs stories, and others to be announced. Tom Douglas and Pat Aherne have been placed under contract. Mr. Welsh recently came to New York to study conditions at first hand.

Wardour: "Tommy Atkins," "Poppies in Flanders," and from four to six others during the year. (Note the war films.)

Gainsborough: "The Rolling Road" (a sea picture), "Blighty," "Downhill," "Easy Virtue" (a Noel Coward play which was highly successful in New York and London with Jane Cowl), "One of the Best," "The Vortex" (another Coward play seen on Broadway), an Ivor Novello starring vehicle and others to be announced. W. & F. will also have "A Sister of Six," starring Betty Balfour and including prize beauties to be chosen in Russia, Sweden, Germany, Hungary, Holland and Switzerland. (Note the rising quality of story material and the increasing sense of exploitation values.)

Gaumont: "London Love," "Mademoiselle from Armentieres," "Hine Moa" (made in New Zealand with an all-Maori cast), "Second to None," "Hindle Wakes" (the remarkable Stanley Houghton play); "Little Devil-May-Care" (starring Betty Balfour and made in Paris in association with Cinegraphie under the direction of Marcel L'Herbier, one of the most original in Europe); "Roses of Picardy," "Robinson Crusoe" (being made in the West Indies on the actual spot); "The Arcadians," "The Glad Eye" (an aerial film starring Sir Alan Cobham); "Sailors Don't Care" (a sea tale); "The Campbells Are Coming" and "Land of Hope and Glory" (based on a strictly Empire theme). This company is reconstructing and enlarging its studios.

New Era: "Mons" (continuing over from last year); "Palaver" (with the semi-savage tribes in Nigeria); "Nelson" (an historical sea picture); "The Somme" (another war film), and others to be announced.

All in all, this would seem the most promising outlook the British production industry has had, and there are indications that the demand for British ideals and aims in British production would bear fruit during the coming year.

How Europeans See Us

Stein, Curtiz and Veidt Give Impressions of American Studio After Working Here

SEEING ourselves as others see us is always likely to be profitable, for which reason the judgments on our production methods formed by European artists who come here are always interesting. Three such were available this week—Paul Stein and Michael Curtiz, directors, and Conrad Veidt, player, giving out frank and rather penetrating statements on the comparison between working conditions in Europe and America.

"The biggest difference between foreign methods of production and American," says Stein, Warner Bros. director, "is in the division of labor. In Germany, for instance, the director chooses his vehicle. He prepares it. He must oversee the construction of sets, supervise the making of costumes, act as technical as well as dramatic director. As he is directing, a thousand and one details are brought to him for verification. He is constantly interrupted.

"In America, we have the production department which takes all these details out of the director's hands. There is a technical director who is responsible for the technical details. There is a costume department, and it alone is responsible for the costumes. The director merely has to worry about making his cast act. That in itself is enough. He should never be worried about all those production matters, and in this country he isn't.

"Another reason for easier production here than in Europe," says Stein, "is the specialization of motion picture actors. In Central Europe most screen actors are also stage stars. After a morning rehearsal and a matinee and evening performance in the theatre, they come to the studio. By bits and snatches between theatre engagements we are able to turn out a feature. This method, with tired actors, impatient director, and little time, is not conducive to the production of masterpieces. The American screen star is a specialist in film work. That alone interests him. This makes directing a thousand times easier for the man handling the reins."

Curtiz, recently arrived from Europe, looks upon his American surroundings with a clear and analytic vision. He is under long-term contract to Warner Bros.

"America has reached perfection in the organization of every industry," says Curtiz; "the director has here at his service a perfect crew of co-workers combining ability, experience and a sense of duty to their work. Every man is in his own place doing his own especial job, yet at the same time laboring in harmony and co-operation with other departments of the studio.

"Another reason why I like to direct in America is that an American director has at his disposal the best of everything money can buy. The film industry here is firmly established and can well afford to draw into service the most valuable representatives of all the different arts. Since this country's film industry has a very remarkable past, this fact resulted in bringing up a new generation with the special understanding and talent that is required by the peculiar and new art of film making. With all these aids the American director has all the facilities to enable him to materialize his thoughts and ideas."

Veidt, after signing with Universal and finishing his work in a Barrymore picture, returned to Germany to wind up his affairs in that country and to transfer his personal belongings to Hollywood. He was eagerly besieged by European trade and newspapers for his observations on American production. Without mincing matters, he told them why American pictures are the most popular all over the world. "Team-work, not money alone, is the answer to America's success," he said. "When a pictures goes into production, everything, everybody is subordinated to the picture and its success.

"It is erroneous," he said, "to believe that only money and plenty of it, is the essential and the main reason why American films are so successful.

"Go to America and learn how to treat the coming generation of players. All over Europe there are to-day a lot of people in the films who still play their roles in the accepted style of yesterday. The younger element with its present-day ideas and methods is purposely overlooked and kept at a distance. How different in America! Every producer and every director of distinction is constantly on the lookout for new faces and new talent. Frequently a star is born overnight through one good portrayal which indicates latent talent.

"The attitude of the American press, whose marvelous system of publicity and advertising makes pictures and players known to millions, is one Europe can hardly fathom.

"I am not saying all this to glorify America or because I have elected to spend the next few years in America making pictures for Universal. I believe in the future of the German film. I believe that Germany has the material to make not only a half dozen good pictures each year but as many as America does. But I also believe that first Germany must learn from America her wonderful methods of production and distribution of pictures."

Ohio Exhibitor "Cans" Film after one Showing

TIM McMAHON, manager of the Park Theatre, Mansfield, Ohio, received the thanks of his patrons when he announced in the local papers why he had closed a certain picture after the first day's showing. "This picture," the notice read, "is what is theatrically known as 'a piece of cheese,' and of such a type that we do not care to have our patrons see."

More Int'l Films Being Produced in U.S., Says Loew

That the desire of American producers to make pictures which will carry appeal outside of the United States has resulted in the production of photoplays that contain a greater appeal to fans within the United States, is the contention of Arthur M. Loew, director of the International Distribution Department of Metro-Goldwyn-Mayer, who is in Culver City, conferring with production officials prior to his return to New York, from where, in company with Ludwig Lawrence, in charge of distribution of Metro-Goldwyn-Mayer pictures in Western Europe, he will visit South America and thence proceed directly to Europe.

Mr. Loew further declared that the American theatre-goer invariably found more enjoyment in watching a foreign-locale film because it differed so exceedingly from the average celluloid-hackneyed themes. All hands, jaded fans, directors, stars, writers and producers in general delighted in the change, according to Mr. Loew.

Fire Completely Destroys Isis Theatre, Webster City, Ia.

The Isis Theatre at Webster City, Iowa, was completely burned out on January 12. Three other business houses were burned, together with the bakery adjoining the Isis Theatre where the fire is believed to have started. The blaze was discovered early in the morning after it had gotten a good start. The theatre was insured for $30,000 but the loss is $50,000. All film was rescued from the burning theatre. A. C. Shuneman, who is owner of the Isis, is at a loss to state what his plans will be in regard to his theatre interests. He has been taking losses, having recently lost $25,000 in a bank closing, and finds himself unable to definitely state that he will be able to rebuild his theatre.

Saxe's Strand Theatre in Racine Again Robbed

Saxe's Strand Theatre, at Racine, Wis., was robbed on Sunday by a bandit who forced three men who were counting cash in the manager's office to hand over between $1,500 and $2,000. At the point of a gun, J. W. Haweck, manager, R. L. Hanck and L. M. Ross, employees, were requested to pack the currency into a bag which the bandit thoughtfully provided. The man then escaped through a long, well-lighted corridor into the street. This is the second time within the last few months that the Strand has been relieved of the day's receipts by robbers.

A Telephoto transmitted picture of Carl Laemmle's 60th birthday dinner given by Universal alumni, including stars, directors and executives, held in the Biltmore Hotel, Los Angeles, Monday evening, January 17. Seated, left to right, are: Pattison Dial, Rupert Hughes, Rosabelle Laemmle, Mary Pickford and Will Hays. Standing. Marcus Loew, Samuel Goldwyn, Carl Laemmle, Douglas Fairbanks, Jesse L. Lasky and Irving Thalberg. (Telephoto by American Telephone and Telegraph Co.)

Carl Laemmle Birthday Celebration on Coast

Executives, Stars and Directors Who Started With Universal President Present

APPROXIMATELY seven hundred executives, stars and directors in the motion picture business gathered in the ballroom of the Biltmore Hotel, Los Angeles, on January 17, to congratulate Carl Laemmle, president of Universal Pictures, on his sixtieth birthday, the start of his twenty-first year in the picture business, and his recovery from a serious illness contracted while abroad last Spring.

Mary Pickford, who was associated with Mr. Laemmle in the early days of moving pictures, was honorary hostess, and Douglas Fairbanks had a prominent place at the speakers' table; Rupert Hughes, author and picture director, acted as master of ceremonies, and paid a wonderful tribute to the Universal president. Addresses were also made by Will Hays, Marcus Loew, Jesse Lasky and Donald Ogden Stewart.

The banquet was arranged by members of the Universal company at Universal City who had served with Mr. Laemmle ten or more years ago. This alumni association invited as guests all film folk in Hollywood who had been with Universal a decade or more ago. A novel feature of the entertainment was the erection of an exact replica of Mr. Laemmle's first motion picture theatre, the White Front, which he opened in Chicago more than thirty years ago. In this theatre, constructed at the end of the ballroom, was shown a picture starring King Baggot and Mary Pickford, made fifteen years ago.

Among the guests attending the banquet were:

Fred Beetson, Christy Cabanne, Harry Carey, Arthur Edwin Carewe, Irving Cummings, Al Christie, Reginald Denny, Jack Dempsey and his wife, Estelle Taylor; Jack Daugherty, Pattison Dial, John Ford, Francis Ford, B. P. Fineman, Samuel Goldwyn, Sid Grauman, Ralph Graves, Jean Hersholt, Walter Hiers, Lambert Hillyer, Robert Hill, Marco Hellman, Emory Johnson, Rupert Julian, Norman Kerry, Sol Lesser, Ralph Lewis, Paul Leni, Rabbi Magnin, Ivan Moskine, Martha Mattox, Sidney Olcott, Carmel Myers, Marian Nixon, Robert McGowan, Henry MacRae, Louella O. Parsons, Alexander Pantages, Harry Pollard, Hal Roach, Wesley Ruggles, B. P. Schulberg, Edward Sloman, William Seiter and his bride, Laura LaPlante; George Sidney, Forrest Stanley, Irving Thalberg, Lois Weber, Jack Warner, Irvin Willat, Sam Van Ronkel, Bryant Washburn, Earle Williams.

Rogers Denies Rumor of Gotham-Col. Merger

IN a statement issued from the Lumas-Gotham New York office, the story prominent in the press last week which concerned the rumor of a merger of the Gotham interests with those of the Chadwick and Columbia organizations, met with emphatic denial from Budd Rogers, vice-president of Lumas and Gotham, who declared that "under no consideration would we consider the submerging of the identity of the Gotham trade mark under any merger."

Designating the recently announced arrangement whereby Gotham pictures are to be distributed throughout the Washington, D.C., territory through the Washington Columbia exchange as the source of the rumor, Mr. Rogers declared that although Lumas might make a distribution deal with Columbia with regard to some specific locality, such a deal had no more effect on the status of Gotham than if any other firm had made a similar contract because both Lumas and Gotham are individual units even though they are controlled by the same stockholders.

Famous and Liberty Magazine Tie Up on "Love's Greatest Mistake"

PARAMOUNT and Liberty Magazine are cooperating in a comprehensive campaign of advertising to be launched February 14 on the motion picture and serial story, "Love's Greatest Mistake"; fifty-three of the leading newspapers in 51 of the principal cities will publish advertisements which are expected to be read by 10,000,000 readers. In addition to the advertising, exhibitors will have the benefit of the publication in Liberty of this Frederic Arnold Kummer story which will appear in ten installments, beginning February first.

The newspapers which will participate in the advertising drive are: Birmingham "Age Herald," Los Angeles "Times," San Francisco "Examiner," Oakland "Tribune," Denver "Post," Hartford "Times," Washington "Post," Jacksonville "Times Union," Atlanta "Constitution," Chicago "American," Chicago "Tribune," Peoria "Journal Transcript," Indianapolis "News," Des Moines "Register & Tribune," Louisville "Herald Post," New Orleans "Times Piccayune," Portland "Express & Press Herald," Baltimore "Sun," Boston "Post," Detroit "News," Grand Rapids "Press," Duluth "Herald," Minneapolis "Star," Minneapolis "Journal," St. Paul "Dispatch," Kansas City "Star Times," St. Louis "Post Dispatch," Omaha "World Herald," Newark "News," Buffalo "News," Rochester "Times Union," New York City "News," New York City "Times," Cincinnati "Times Star," Columbus "Citizen," Cleveland "Press," Toledo "Blade," Oklahoma City "Oklahoman & Times," Portland "Oregonian," Philadelphia "Bulletin," Pittsburgh "Press," Providence "Journal Bulletin," Memphis "Press Scimitar," Nashville "Tennessean," Salt Lake City "Tribune," Dallas "Times Herald," Houston "Post Dispatch," Norfolk "Ledger Dispatch," Richmond "News Leader," Seattle "Post Intelligencer," Spokane "Chronicle," Milwaukee "Journal," Montreal "Star," Toronto "Star."

Massicotte Is Fire Hero

Saved Many Lives in Laurier Palace Panic; Three Held on Manslaughter Charge

ONE of the heroes of the Laurier Palace disaster, and a man against whom no criticism has been raised, was the projection machine operator of the theatre, Emile Massicotte, 6787 Boyer Street, Montreal. Maintaining the traditions of the theatre, Massicotte kept running the comedy, "Get 'Em Young," which was being shown when the cry of fire was raised, until the balcony of the ill-fated theatre was practically empty.

According to the evidence at the Fire Commissioner's Court, Massicotte then discovered that many little children were caught in the jam on the one stairway. He forced a window opening out over the entrance marquee, and, groping about in the smoke and darkness, he shoved more than twenty-five children out to the open air, thus saving their lives. Firemen raised ladders to the marquee, and carried the children down, later assisting Massicotte himself from the theatre.

Massicotte declared that no fire occured near the projection room, and that he did not see any flame at any time, although dense smoke belched from the front of the balcony. The smoke was terrible, he said.

Ameen Lawand, proprietor, Michel Arlie, house manager, and Camille Bazzy, doorman, all Syrians, are under arrest on a charge of manslaughter as a result of the coroner's verdict, reached at the inquest on January 14, which held the three criminally responsible for the death of the children. They were released on bail, Lawand providing surety of $5,000, and the others lesser amounts.

James McIsaac, chief fire prevention commissioner of Montreal, recommended to the Montreal fire chief on January 15 that three local theatres be closed, and the civic officials, at a council executive meeting, instructed the chief to enforce all requirements sternly and strictly.

The three theatres affected were the Ouimetoscope, Casino and Arcade, all owned by Joseph Cardinal. Commissioner McIsaac reported that Mr. Cardinal had refused to discontinue the presentation of vaudeville at the three houses despite the local order that no theatre could give special presentations, ballets or prologues unless it had a regularly equipped stage. This meant that the theatre would have to have a proscenium wall, asbestos curtain, automatic sprinkler system over the stage, stage exit and other equipment.

It was announced that about 10 Montreal theatres were affected by the order, all but one being of the smaller neighborhood type. The Ouimetoscope is one of the oldest moving picture theatres in Canada, having been established by L. E. Ouimet, of Montreal, pioneer exhibitor and distributor.

Stanley Building Two More Houses in New Jersey

Announcement was made this week by the Stanley Company of America of the completion of plans for the building of two theatres in New Jersey to be located one in Jersey City and the other in West Orange; in addition, it is stated that the company has acquired control of the Rialto Theatre in Pleasantville.

The Jersey City theatre, which will be situated on a site on Journal Square, will have a seating capacity of 5,000; actual construction is planned for the very near future. A site on Valley Road in West Orange has been secured for the erection of a theatre with a seating capacity of 1500.

The Rialto Theatre, Pleasantville, was purchased from Cal Zimmerman. It is planned to remodel the house which seats a thousand. Pleasantville is the nearest city to Atlantic City, and it has a large permanent population, which is augmented during the summer by vacationists.

Harry Langdon's Five-Reeler Soon to Be Issued by Pathe

In "His First Flame," a five-reel feature comedy starring Harry Langdon, which Mack Sennett produced for Pathe, the comedian essays the role of a bashful fireman.

Appearing as leading lady to Langdon in this production is Ruth Hiatt, one of the featured members of the "Smith Family" series released by Pathe, and Natalie Kingston, just elected one of the Wampus Baby stars of 1927. Vernon Dent, Bud Jamieson and Dot Farley are others in the cast.

Harry Edwards, who guided Langdon through his Sennett comedies, and who is now directing Johnny Burke on the lot, was the director of "His First Flame," which is promised for release by Pathe in the near future.

"His Rise to Fame" Set for February 10 by Excellent

"His Rise to Fame," the forthcoming Excellent feature starring George Walsh, has been scheduled for release February 10. This is Walsh's fourth starring production under the auspices of Excellent Pictures Corporation.

Ontario Censors Remove Ban on German Films

PRACTICALLY without notice or warning, the Ontario Board of Moving Picture Censors, Toronto, removed the ban which had existed for more than 10 years against German film productions with the result that German films are now being seen officially in Ontario for the first time.

The change brought about an interesting situation in Toronto when two outstanding features were presented during the week of January 17. "Variety" was the attraction at the Uptown Theatre, the leading house of the Famous Players chain in Canada, while "Faust" was presented at Loew's Theatre during the same week, Emil Jannings being the star of both productions.

Two Mass. Theatres Visited by Flames During Week

The Empire on South Street, Fall River, and the Blanchard at Southbridge, both in Massachusetts, suffered severe damage as the result of flames, which wrought havoc with both houses. The Fall River house, owned by the Fall River Consolidated Enterprises, and leased by the Rialto Amusement Co., will have to be practically rebuilt, the loss to the building and its contents being placed at $100,000. For five hours all the available fire apparatus of the city wrestled with the fire, which, its origin unknown, began early Wednesday morning, not long after the completion of the Tuesday evening show.

The Blanchard catastrophe occured the following evening, and also followed close upon the finish of the last performance. The fire, which did $150,000 damage, ravaged the Blanchard block immediately adjoining the house where smoke and water did excessive damage. Several persons were rescued from the Blanchard block, and it was not until two in the morning that the flames were brought under control. Just how extensive repairs will have to be made has not yet been determined. The Regional Chain Theatres Operating Co. have leased this house from the Blanchard Bros., owners.

Alphonso Sardino, New York Exhibitor, dead

Alphonso Sardino, one of the best-known exhibitors in New York State, and at one time manager of a film exchange in Syracuse, but who has more recently been handling a theatre at Old Forge, died last week following an illness of a considerable period. Mr. Sardino was one of the old timers in the business and was obliged some years ago to seek higher altitudes in the quest of health. Looking around for some employment, he ran the Strand Theatre at Old Forge with marked success, and his death will be regretted by both exhibitors and exchange managers in the State.

James Inducted Lieut. Governor of Pa.

AT 11 o'clock on the morning of January 18, at the hall of the Senate in Harrisburg, the capitol of Pennsylvania, Arthur H. James, of Wilkes-Barre, a pioneer motion picture exhibitor in Luzerne County, and a right hand man of M. E. Commerford, head of the Commerford Theatre Circuit, was inducted into the office of Lieutenant Governor of Pennsylvania. At the same time he automically became presiding officer of the Pennsylvania Senate.

In his new position, Mr. James is regarded as an invaluable ally to the industry, insofar as important contests involving bills unfavorable to the motion picture business are expected to be introduced n the biennial session of the Legislature.

Among the motion picture men present at Mr. James' induction were Mr. Comerford, of Scranton; Martin J. O'Toole, former head of the M.P.-T.O.A., of Scranton; Fred J. Herrington, secretary of the Pittsburgh exhibitors' organization.

Robert E. Lieber, First National president, addressed the London First National sales convention this week through the trans-Atlantic radiophone from his desk in New York. Left to right: Mr. Lieber and J. Frank Brockliss, First National London head (Brockliss' photograph transmitted by radio)

Lieber Phones London F. N. Meet; States New "Names" for 1927

ROBERT LIEBER, president of First National, sat as his desk in the Home Office of the company in New York last Friday and made the keynote address which opened a convention of First National salesmen in London. Spoken into the regular desk telephone, the speech was clearly and distinctly heard by foreign executives of First National.

At the conclusion of his ten-minute talk, the first speech by transatlantic radiophone from New York to London, Mr. Lieber replaced the receiver on its hook and addressing a group of trade press representatives who had gathered in his office to witness the event, said: "I don't mind telling you gentlemen that my arm trembled j-u-s-t a little as I held that receiver and listened to the responses—so rapidly and clearly transmitted—of Mr. Brockliss, Mr. Skirboll and the others to my greeting. It was a thrilling experience."

It was perhaps an even more thrilling experience for the 200 salesmen assembled in the auditorium, 37 Oxford Street, London, for they were unaware that the address which would open the convention for which they had just assembled would be made to them by the president of their company. Their meeting, it was said, had just come to order, when the telephone at the speaker's desk rang and Mr. Brockliss taking the call turned from the instrument and said: "Gentlemen, Mr. Robert Lieber, president of First National, is calling from New York and will address the convention."

The call lasted about ten minutes, and cost $250. It was worth many times that cost for thrills alone—thrills which were enjoyed by two hundred men in London and Mr. Lieber in New York.

In his address Lieber said that in the First National line-up for next season will be found promising new names and new faces.

Sunday Shows Optional?

Blue Law Revision Committee Makes Recommendation in Report to Jersey Legislature

IN its report made this week in the New Jersey Legislature the Blue Law Revision Committee, appointed last year by the Legislature, recommended amendment of the ancient New Jersey Sunday law to grant local option throughout the State so that each community might make its own Sunday ordinances.

If the recommendation is adopted, the State law, known as the vice and immorality act, will be amended to permit recreations on the Sabbath, which are lawful on the other days of the week, providing that indulgence in them on Sunday does not disturb others in their observance of the day. It is pointed out in the report that the county park act of 1920 legalized Sunday recreations in county parks, although the same recreations were illegal on private grounds on Sunday.

"This is the most practical method," it is said in the report, "of meeting the present deplorable situation wherein a law of the State is continuously and unnecessarily violated in one part or another throughout the length and breadth of New Jersey."

Senator Henry A. Williams, chairman of the commission, immediately introduced a bill to enact the recommendations of the body, to take effect April 1.

Louis N. Strike, of the Kinema Theatre, of this city, reports that the L. N. Strike Company has finally succeded in their efforts to have the theatres of Southern Utah remain open on Sundays. This took an expenditure of a great deal of time, effort and money, and the objections were finally overcome after taking the case to the Supreme Court a short time ago.

Worcester Corp. Offering $800,000 1st Mortg. Bonds

First Mortgage 6 1-2 percent bonds totaling $800,000 are being offered in the New England market by an investment house this week for the new theatre to be built by the Worcester (Mass.), 261 Main Street Corporation. The theatre, when completed, is leased to the Loew interests, and will house Loew's Plymouth Theatre. The property has been appraised at $1,333,000. The theatre will seat 2700.

$3,000,000 Detroit Theatre Third in United Artists Chain

DENNIS O'BRIEN, acting for United Artists Theatre Circuit, Inc., and Joseph M. Schenck closed a deal this week for a 2,000 seat house to be erected at the Northeast corner of Bagley Avenue and Clifford Street, Detroit, at an estimated cost of $3,000,000; the theatre will be housed in an 18-story office building. The Detroit house is the third in the chain of 20 presentation houses originally announced by Mr. Schenck, the other two being located in Los Angeles and Seattle.

A bond issue of $2,800,000 for the project, handled by Lawrence Stern & Co., of Chicago, has already been approved by the State Securities Commission. O'Brien closed the Detroit deal with Edward A. Loveley and other officers of the Detroit Properties Corporation, representing the Detroit syndicate.

S'West 1927 Outlook Good

Motion Picture Journal Analysis Indicates Prosperous Business Conditions

ACCORDING to a survey made recently by the Motion Picture Journal published in Dallas, Texas, as unusually prosperous year is looked forward to in the Southwest, embracing Oklahoma, New Mexico, Arkansas, Louisiana and Kansas, for the coming year. A general trade analysis indicates plenty of money available for amusement purposes, as the economic foundation is more secure in every line than ever before.

It is a matter of definite record that the Southwest produced its largest and best output of corn during the past year, and practically the same result obtained in every product in every State.

Fruit and vegetable output far outdistanced all expectations, the cattle industry showed intense activity and maize, hay and cane were bountiful. Arkansas and Louisiana produced their best rice crop in some time, and it sold at high price. Sugar, both beet and cane, came up to expectations, and lumber from Texas, Louisiana and Arkansas was active, and in steady demand.

Labor was well employed, and at good wages; add to these facts that building operations in the Southwest lead all other parts of the country, and it will be easily seen that money will be plentiful during 1927.

In its survey the Motion Picture Journal published the names of leaders in the business world who predict a prosperous year. They are J. Edgar Pew, president of the Sun Oil Company; J. Perry Burrus, formerly president of the Texas State Manufacturers' Association; E. L. Flippen, president of the Armstrong Packing Company of Dallas; W. C. Lemmon, manager of the Case Threshing Machine Company; M. J. Norrell, general manager of the Dallas Chamber of Commerce; Joseph F. Leopold, manager of the Southern-Central division of the United States Chamber of Commerce, and W. J. Evans, assistant Federal Reserve agent of the Federal Reserve Bank of Dallas.

"Newlyweds" Series as "U" Junior Jewels

"THE Newlyweds and Their Baby" comedies, the first thirteen of which are now being released, will be one of the principal offerings on Universal's short subject program for next year when they will occupy the highest niche—that given "The Collegians" and the most praiseworthy that can be given a short subject by Universal—the rating of Junior Jewels.

This second series of the Stern Brothers will be made on a greater scale than heretofore and to this end great extremes of preparation are being made at the comedy producers' studio. Gus Mein, director of the first batch of "Newlyweds," will direct the new group, which will total twelve in number. George McManus, the cartoonist from whose strip these comedies are adapted, is engaged to visit the comedy plant this winter to cooperate in the production of this series and "Let George Do It," another of his strips that serves as the basis of a Stern series of comedies.

Keaton Plans Early Production on Second U.S. Comedy

Buster Keaton's second comedy for United Artists embracing an entirely new angle of university life is to go into work soon after two months of preparation. Supporting Keaton in this new comedy, as yet untitled, will be Ann Cornwall, Harold Goodwin, Grant Withers, James Mack and Florence Turner. James W. Horne is director, Bryan Foy and Carl Harbough, comedy constructors, and Devereaux Jennings, chief cameraman. The picture will be produced at the Keaton Studio in Hollywood.

Hatton Featured as Comic in "Fashions for Women"

Raymond Hatton will play a featured comedy role in "Fashions for Women," Paramount's first Esther Ralston starring vehicle, which has just been put in production under the direction of Dorothy Arzner, first woman director ever employed by Paramount. Einar Hanson is playing opposite Miss Ralston.

"Let It Rain" Sequence in Technicolor

Douglas MacLean, Paramount star, plans the filming of one episode in his latest picture "Let It Rain," in Technicolor as he has always believed that color photography has its place in comedy as well as in the more dramatic efforts. The result of this experiment will be closely watched and, if it proves successful with the public it will open an entirely new vista for comedians and producers of screen comedy.

Discussing the innovation, MacLean declares that while he agrees with the critics who hold that force and slap-stick comedy might suffer in departing from black and white photography, yet he believes that in the field of light comedy color can be used effectively.

Imported Pic. Comedies Seen During Nat. Laugh Month

Two feature-length comedies from European sources are being released during National Laugh Month by Imported Pictures Corporation. These subjects, "On the Boulevard" and "Misplaced High-Brows," are now showing in various key cities.

"On the Boulevard" is a product of the studio of the Richard Richberg Films of Berlin. Lillian Harvey, the British actress, is starred with a prominent European cast in support. "Misplaced High-Brows," produced by the Dansk Film Industri of Copenhagen, Denmark, co-stars the European screen comedy team of Harold Madsen and Karl Schenstrom.

Wallace Beery to Make "Taking the Air"

It has been definitely announced by B. P. Schulberg, associate Paramount producer, that Wallace Beery will shortly make "Taking the Air," a high-speed aviation comedy. Upon the decision to produce the film Larry Semon was immediately assigned to do the story as his first major job since his signing of a long term Paramount contract.

Ricardo Cortez Has Lead in New Pola Negri Film

Ricardo Cortez will appear opposite Pola Negri in her new Paramount starring picture, tentatively titled "Confession."

S.S. Franconia to Show Warner Pictures

TWENTY Warner Bros.' productions will form the bulk of the cinema fare of the itinerary theatre aboard the S. S. "Franconia," which left New York on January 12 for a world's cruise of twenty weeks under the auspices of the Cook organization. This floating cinema house will present de luxe motion picture entertainment with all the eclat of a Broadway presentation, it is said. A comedy will also be shown as part of the weekly programme.

S. M. Livingston, of the Warner Company, and Harold White, of Cooks, closed the negotiations for the materialization of the round-the-world theatre which is under the direction of Warner Bros. Frank Heatley, professional projectionist, accompanies the cruise.

Fox Starts Production on "Carmen" and "7th Heaven"

"Carmen" and "7th Heaven"—two outstanding productions on the Fox Films list of coming releases—have been put into work at the West Coast Studio of the company, the former under the direction of Frank Borzage and the latter under the guidance of Raoul Walsh.

Dolores Del Rio will portray the title role of "Carmen," while Don Alvarado will be seen as Done Jose, and Victor McLagen as the toreador. Charles Farrell and Janet Gaynor are the leads in "7th Heaven," the John Golden play, which ran for four seasons. Prominent in the cast are David Butler, Albert Gran, Ben Bard, George Stone, Emile Chautard and Gladys Brockwell. Director Borzage spent several weeks in France taking notes and photographs for this production.

Murnau at Work on Comedy Scenes for "Sunrise"

F. W. Murnau, after having completed the major portion of dramatic sequences in "Sunrise," is now engaged in directing comedy scenes for this, his first American picture. George O'Brien and Janet Gaynor as country folk on a visit to the city become enmeshed in a number of amusing situations. Ralph Sipperly portrays the role of barber, and he is aided in the comedy by Jane Winton as a manicurist. J. Farrell McDonald appears as a photographer, and Arthur Housman contributes a sketch of a city loafer. William Counselman, comedy writer, is producing the comic situations for this Fox Films picture.

"The Unknown" Final Title of Lon Chaney's New Picture

Lon Chaney's next Metro-Goldwyn-Mayer starring vehicle, temporarily called "Alonzo the Armless," has been definitely titled "The Unknown." Chaney will play the head of a Spanish side show in this film, an original by Tod Browning, who will direct the production. Joan Crawford will portray the feminine lead. Production on the story will start soon.

Eugene O'Brien in Columbia's "The Romantic Age"

Eugene O'Brien has been placed under contract by Harry Cohn, Columbia general manager of production, for a forthcoming production, "The Romantic Age."

"Two Arabian Nights," New U.A. Film for 1927

A CADDO production supervised by John W. Considine, Jr., general manager of the Joseph M. Schenck organization, and called "Two Arabian Nights," is an extra United Artists release for 1927. Lewis Milestone is directing it. James T. O'Donohue is adapting Donald McGibeny's magazine story of two American soldiers' adventures in present-day Arabia. Thus far William Boyd and Estelle Taylor have been chosen to head the cast. Camera work is in progress at the United Artists studio in Hollywood.

Denny Vehicles Lifted to Universal's Super Class

THE four Reginald Denny productions on next season's schedule of Universal Pictures will be marketed separately as super releases. Nine supers in all are scheduled, the four Denny vehicles, the titles of which have not yet been announced, "Love Me and the World Is Mine," "The Man Who Laughs," "Uncle Tom's Cabin," "The Big Gun" and "Show Boat." The Denny productions will receive the same concern in production that is accorded the other major productions.

The Universal scenario department has been instructed to diligently comb the stage and literary field for Denny stories. Steps have also been taken to reorganize the star's producing unit so that it will be a larger and somewhat more comprehensive working body. William A. Seiter and Melville Brown, who alternately direct the Universal farceur, are enlarging their immediate staffs and engaging technicians and gag men. "I'll Be There," a new Denny opus, is now in work under Seiter's direction. "Fast and Furious," written by the comedian in collaboration with Brown, is now being cut by that director.

Virginia Lee Corbin Signed for "Quarantined Rivals"

The first player in the cast of "Quarantined Rivals," the Gotham production of George Randolph Chester's farce of that name, is Virginia Lee Corbin. Sam Sax is now on the Gotham lot in California supervising production. He will announce the balance of the cast next week.

Lawrence Gray Gets New Paramount Contract

Lawrence Gray, Paramount leading man, who has just arrived in the East, was presented with a new contract prior to his departure for the West. His first role under this new agreement will be in "The Telephone Girl," Herbert Brenon's new production for Paramount, on which Brenon began work this week. Gray is replacing Neil Hamilton in the cast because of the latter's illness.

Territories Being Sold for "The Slums of Berlin"

Following key city runs in various parts of the country, territorial sales on "The Slums of Berlin," have increased during the past few weeks, according to Walter W. Kofeldt, president of Imported Pictures Corporation, which is releasing this production of National Films A-G of Berlin in the United States.

Territories recently closed on the film, according to Mr. Kofeldt, are as follows:

Connecticut and Rhode Island to C. R. Stadler of South Norwalk, Conn.; Michigan to Joseph di Lorenzo, Insurance Exchange Building, Detroit, Mich.; Illinois and Wisconsin to Osborne and Haroke of Premiere Imported Attractions, Chicago; California to the Paul S. Wolfer Company; and Oregon, Washington, Montana and Northern Idaho to the Western Film Corporation, with offices in Seattle, Wash., and Portland, Oregon.

"The Slums of Berlin" was directed by Lamprecht Gerhardt. Leading roles are played by Egade Nissen and Bernard Goetzke. Mady Christians, star of "The Waltz Dream," has a prominent supporting role.

New Comedy Trio for "Red, White and Blue"

The original comedy duo for Metro-Goldwyn-Mayer's "Red, White and Blue," has been reenforced and now three principals, Karl Dane, George K. Arthur and Tom O'Brien will comprise the comedy team for this drama based on life at a citizen's military training camp, instead of the first two as previously announced. Marceline Day, Lincoln Stedman, Gene Stone, Capt. E. H. Calvert and others have roles in the picture, which is being directed by Sam Wood, from an original by Byron Morgan.

Lloyd Comedy Opens Rialto Engagement Saturday

Harold Lloyd's new comedy "The Kid Brother," opens its extended engagement on Broadway at the Rialto Theatre, Saturday of this week. The D. W. Griffith work "Sorrows of Satan" concludes its Rialto run of three weeks on Friday night.

WITH
CHARLIE MURRAY & CHESTER CONKLIN
IN
ASHER-SMALL-ROGER'S
"McFADDEN'S FLATS"
A FIRST NATIONAL PICTURE

February F. B. O. Releases

Five Features, Four Two-Reel Comedies and Four Cartoons Scheduled; New Thomson Picture

DURING the month of February Film Booking Offices will release a total of thirteen pictures comprising five features, four two reel comedies, and four cartoon subects. The features star Alberta Vaughn, Viola Dana, Fred Thomson and "Ranger," the dog star.

First on the list is the Alberta Vaughn Vehicle, "Uneasy Payments" in which the star is supported by Jack Luden, Gino Corrado, Eugene Stone, Victor Potel and Betty Francisco. David Kirkland directed. It is a story of a small town girl, stagestruck, and her struggles during her first few months in the city.

"Salvation Jane" is the title of the Viola Dana starring vehicle which was directed by Phil Rosen. The supporting cast includes Parks Jones, Fay Holderness, and Erville Alderson. "Tarzan and the Golden Lion" is the Gold Bond release for February. It is based on a story by Edgar Rice Burroughs and was directed by J. P. McGowan from an adaptation by William E. Wing. James Pierce plays "Tarzan" and Jad-Bal-Ja is the name of the Lion in the story. Fred Peters, Edna Murphy, Dorothy Dunbar, Harold Goodwin and Liu Yu-Ching make up the supporting cast.

Fred Thomson and Silver King are featured in the next release for this month, titled "Don Mike." Ruth Cifford, Noah Young, Albert Frisco and William Courtwright make up the principal support, with Lloyd Ingraham directing.

The last of the full length features for February is "When A Dog Loves," featuring "Ranger," the canine star. Harold Goodwin, Helen Foster, Frank McGlynn, Jr., Dorothy Dunbar and Irvin Renard are in the supporting cast. J. P. McGowan directed.

On the short subject list is "Turkish Howls" and "Love at First Fight," both from the humorous stories by H. C. Witwer. In this series are featured Lorraine Eason, Thelma Hill, Al Cooke and Kit Guard. Direction is by Del Andrews.

The balance of the short subject releases for February is made up of one Bowers Novelty Comedy titled "He Couldn't Help It," one Standard comedy called "The Unsocial Three," featuring the three men, "Fat" Carr, "Kewpie" Ross and "Fatty" Alexander, two Alice Cartoons and two Krazy Kat Cartoons. The Alice Cartoons are titled "Alice at the Carnival" and "Alice's Rodeo." The titles of the Krazy Kats are "Kiss Crossed" and "A Fool's Errand."

Expansion at F. N. Plant

Nine Productions in Work and Seventeen Others in Preparation for Screening

THE immediate construction of two stages to cost in excess of $200,000 has been ordered by Richard A. Rowland, general manager of First National, at the Burbank studios of the company to take care of increased production scheduled for the coming months. The stages will be ready in two months and will bring the total amount of stages at the Burbank plant to six in number.

At the present date eight productions are in work at the Coast studio, and Robert T. Kane is completing another at the Cosmopolitan studios in New York City, bringing the company's February total to nine.

In addition seventeen productions are in preparation for screening in the near future. This group includes four John McCormick productions, two of which will star Colleen Moore. The Colleen Moore pictures are "Naughty But Nice" and "Oh! What a Life" The two other McCormick productions are "The Tender Hour" and "The Rose of Monterey."

The remaining productions now being prepared for filming are "Diamonds in the Rough," "Help Yourself to Hay," "Glitter," "The Sunset Derby," "The Country Beyond Law," "The Road to Romance," "The Stolen Bride," "Hard Boiled Harrigan," "The Poor Nut," "The Butter and Egg Man," "Lily of the Laundry," "Broadway Nights," and a production starring Richard Barthelmess.

Productions now in work on the Coast are "Camille," starring Norma Talmadge; "Naughty Carlotta," starring Constance Talmadge; "The Sea Tiger," starring Milton Sills; "Long Pants," starring Harry Langdon; "All Aboard," starring Johnny Hines; "See You in Jail," featuring Jack Mulhall; "The Notorious Lady," featuring Lewis Stone and Barbara Bedford; and "Bayo-Eats," featuring Charlie Murray and George Sidney. The Kane production carries the title "High Hat" and features Ben Lyon and Mary Brian in the leading roles.

Sheehan Signs New Faces for Fox Films Productions

Before leaving for Hollywood, Winfield R. Sheehan, signed John Hilliard and Edna Conway, both native New Yorkers, who left this week for the West Coast.

Mr. Hilliard's first stage experience was in "Stop, Look and Listen," a Dillingham production. He made his motion picture debut some years ago in "For the Honor of the Crew," with Antonio Moreno. Until a year ago he had not seriously espoused the films, but since then he has appeared in many films produced in the East, among them several Richard Dix vehicles.

Miss Conway was discovered while playing a bit in "The Music Master," under the direction of Allan Dwan.

Schulberg Predicts 1927 Banner Year for F.P.-L.

VOICING the opinion that 1927 will be a motion picture year, B. P. Schulberg, Famous Players-Lasky West Coast executive, has declared that the film industry now faces a more decisive forward sweep than any other of America's industries; also that during this year Paramount will overshadow by a considerable margin everyone of its previous years.

The company has distinctive plans for its stars during the coming twelve months. The year 1926 saw five Paramount players elevated to the roster of stardom, Clara Bow, Eddie Cantor, Esther Ralston, Florence Vidor and Wallace Beery. Five new players were also discovered during that period and are now being developed for starring positions, Ann Sheridan, Sally Blane, Fay Wray, Gary Cooper and James Hall. Cooper has already been named to star in the immediate future.

Asserting that Pola Negri's future vehicles will be of a better type, such as "Confession," "Vanity Fair" and "Rachel," Mr. Schulberg stated that it was not Paramount's intention to make of Eddie Cantor a comedian, but rather to give him stories wherein the pathos and humor are combined with the human element predominating. It is confidently anticipated by Mr. Schulberg that Cantor will be one of their best bets before the eclipse of 1927.

Tiffany Opens Exchanges in St. Louis and Kansas City

Edward J. Smith, general sales manager of Tiffany Productions, Inc., upon his return to the Tiffany home office in New York on Friday after a ten days' business trip to the Middle West, announced his opening of Tiffany exchanges in St. Louis and Kansas City, both of which were formerly handled by Tiffany franchise holders. Roy Dickson was appointed manager of the St. Louis office, located at 3311 Olive Street. Mr. Dickson was formerly feature sales manager of Pathe in the St. Louis territory. In Kansas City W. P. Bernfield was placed in charge of the branch at 113 West 18th Street. Mr. Bernfield was formerly with Warners and Universal.

Alice Day and Jack Mulhall in F.N.'s "See You in Jail"

First National has signed Alice Day to play opposite Jack Mulhall in "See You in Jail" instead of Dorothy Mackaill, originally east for the role. The picture, a Ray Rockett production, has been in work for several days with scenes in which the feminine lead does not figure. In the supporting positions are Crauford Kent, John Kolb, William Orlamond, Lew White and Carl Stockdale. Many of the scenes of "See You in Jail," will be taken in busy spots of downtown New York and the Los Angeles City Jail.

Marion Jackson Preparing Story for Ken Maynard

The next feature in which Ken Maynard will be presented by Charles R. Rogers for release through First National is now being prepared by Marion Jackson, author of "The Overland Stage," a recent Maynard stellar vehicle. Following the completion of "Somewhere in Sonora," Maynard's March release, the cowboy star took a short vacation. He is now prepared, however, to begin work on his next production, which has been tentatively called "The Country Beyond Law."

Warners to Open Special in N.Y. Selwyn, Feb. 3

"WHEN A MAN LOVES," Warner Bros'. new John Barrymore film with Dolores Costello, will have its world premiere at the Selwyn Theatre in New York on Thursday, February 3. This arrangement culminated a fortnight of financial negotiations in which Warner Bros., George Taylor and the Selwyn management participated. The Warners lent their aid in securing the Cort Theatre for "The Constant Nymph," the attraction now at the Selwyn, thus enabling Mr. Taylor to listen to their plans.

The Vitaphone will play a large part in the Warner presentation at the Selwyn. The score of the musical accompaniment will be furnished by Henry Hadley, late guest conductor of the New York Philharmonic Orchestra and composer. In the Vitaphone concert programme preceding the Barrymore opus there will be a number of grand opera and musical comedy artists featured.

Columbia Has Only Five More to Complete

CO-INCIDENT with the casting for "The Romantic Age," Columbia Pictures has but five productions yet to be filmed on its schedule of twenty-four release for 1926-27. There have been no periods of depression at the Columbia studio since the beginning of the season and this in the face of frequent threats of labor trouble in other sections of Los Angeles. Columbia pictures now in the course of filming include "Poor Girls," "Pleasure Before Business," "The Wreck," "Birds of Prey." Recently finished were "The Bachelor's Baby," "The Price of Honor" and "Paying the Price."

Samuel J. Briskin, erstwhile president and producer of Banner productions, is a recent addition to the producing staff at the Columbia studio on the West Coast. His immediate activities are concentrated on "Poor Girls," featuring Dorothy Revier with support from Ruth Stonehouse, Edmund Burns, Lloyd Whitlock and Marjorie Bonner.

Fitzmaurice Will Direct Dove and Lyon in "Tender Hour"

In "The Tender Hour," George Fitzmaurice's initial First National picture under his contract with the organization, the director will guide Billie Dove and Ben Lyon, the co-featured players, through a story by Winifred Dunn, who is also doing the scenario. Some of the most imposing settings that have ever been constructed at the First National studio are being prepared for this John McCormick, it is said.

Frank Strayer to Direct Clara Bow in "Rough House Rosie"

Frank Strayer, director of the Columbia picture, "Sweet Rosie O'Grady," has been engaged by Paramount to direct Clara Bow in "Rough House Rosie," her second starring feature for Paramount. In this production Miss Bow, who has been appearing in "Children of Divorce," will return to light comedy.

A.C.A. Announces Titles of Three Guest Jewels

Beginning February 1 and following their respective order, the American Cinema Association single reel Poetic Jewel releases of Edgar A. Guest, will be "Bill and I Went Fishing," "Ma and the Auto" and "The Yellow Dog." A trip to Lake Placid will be made this week by Charles L. Glett, producer of the Guest series, and Walter K. Scott, who is illustrating them for the screen. This location calls for work on a Guest poem with a wintry setting.

"God's Great Wilderness," the fifth David M. Hartford release through A.C.A. was released on January 15. Lillian Rich and Joseph Bennett are the leads, while Mary Carr and Russell Simpson are prominent in supporting roles. Hartford is now filming "Rose of the Bowery," also destined for A.C.A.

Fox Films to Release Wells' Novel Under Original Title

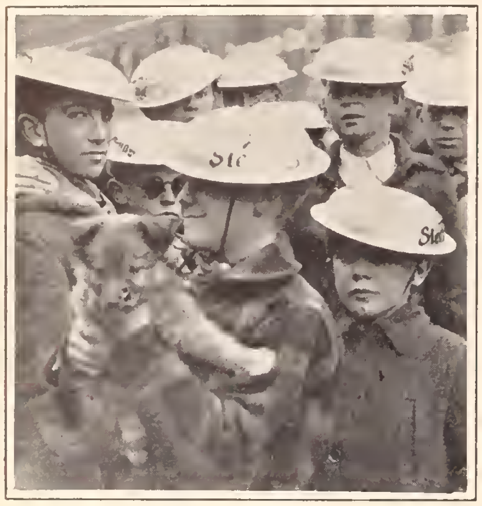
The Fox Films Corporation, on February 13, will release its screen version of H. G. Wells' novel, "Marriage," under its original title instead of "The Wedding Ring." It was decided to use the original title because the novel has become so widely known under that name as to have a noteworthy box office value. Virginia Valli plays the wife, and Allan Durant the husband. Gladys McConnell has the role of the younger sister. James Marcus and Lawford Davidson have supporting roles. Production is nearing completion under R. William Beill's direction.

Change of Policy for Fox's Academy of Music

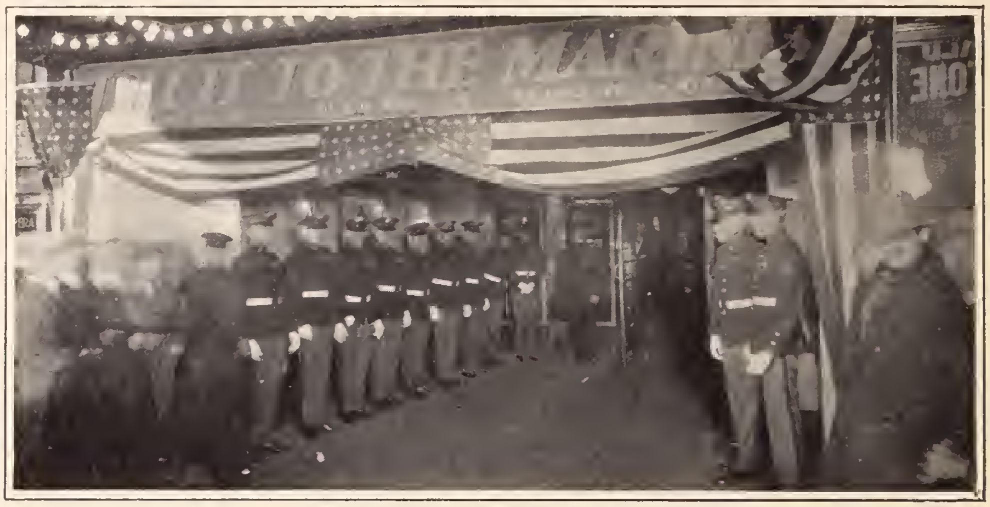
The management of the Academy of Music, a William Fox house on 14th Street, near Irving Place, New York, announces a change of policy which becomes effective Sunday, January 23. Two features will be exhibited instead of one as heretofore, together with a stage bill with a new program each Sunday instead of Sunday and Thursday. The concert orchestra will be augmented to forty, while the scale of prices will be reduced.

Hoot Mon!
he came to America to spend his life because it was a free country
CHARLIE MURRAY & CHESTER CONKLIN
IN
ASHER-SMALL-ROGER'S
"McFADDEN'S FLATS"
A FIRST NATIONAL PICTURE
BILLY CAMP

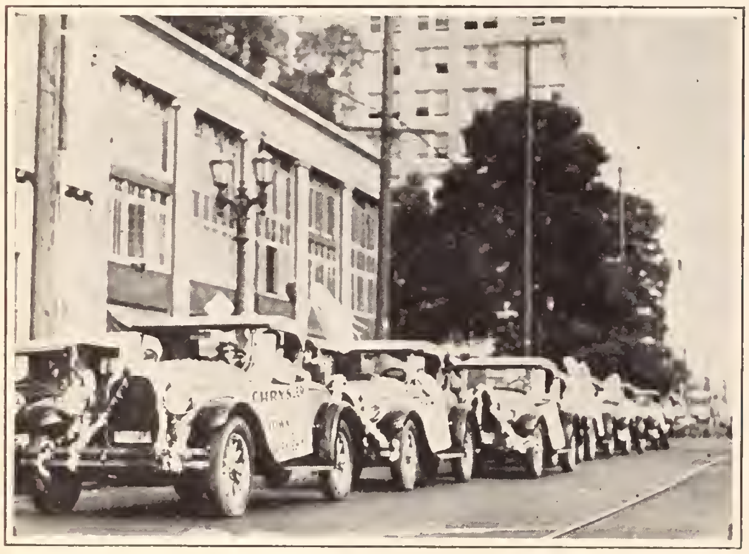
Exhibitors Service Bureau



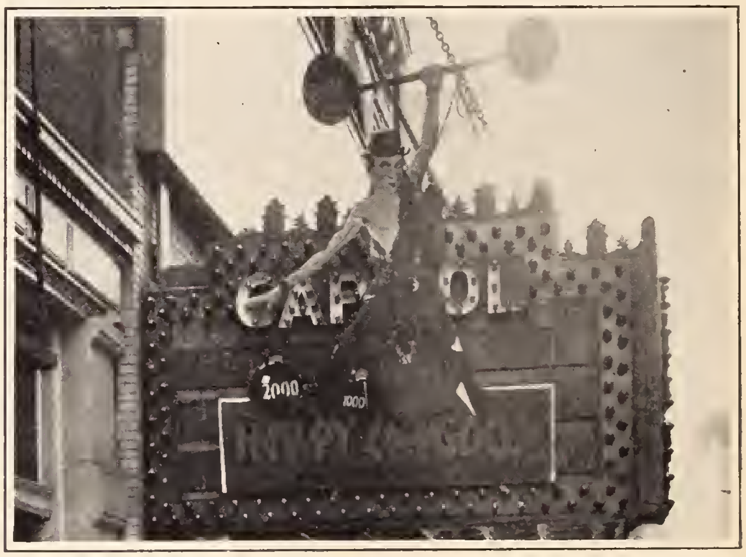
Boys who ballyhooed the showing of "Tin Hats" (M-G-M) at the Sterling Theatre, Greeley, Colo. The hats are tin basins equipped with a cord to serve as a chin strap



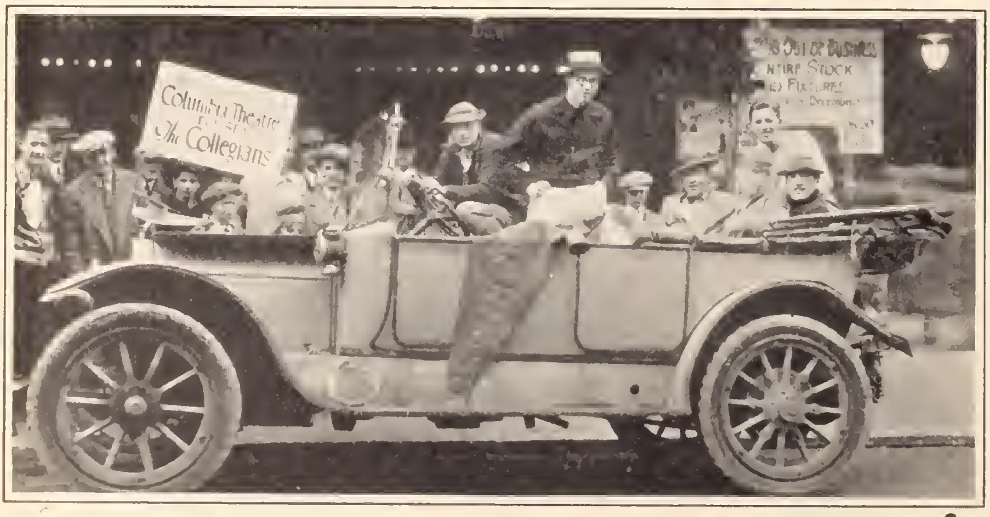
The honor guard of Marines added materially to the military atmosphere of the premiere at the Embassy Theatre, New York, of Metro-Goldwyn-Mayer's "Tell It to the Marines." Photo above shows the lobby of the Embassy and the Leathernecks in dress uniforms who stood at attention as ticket holders entered



A parade of Chrysler cars with a cargo of pretty girls set up a demonstration in the streets of Los Angeles as advertising for the showing of 'Poker Faces" (Universal) at the Uptown Theatre in that city



A cut-out of Harry Langdon as "The Strong Man" decorated the marquee of the Capitol Theatre, Nashville, Tenn., when the First National feature of that title was presented as the leading attraction of the bill. The exploitation was conducted by M. B. Thomas, manager of the Capitol



One of the "Collegiate Fords" which participated in a parade staged in Seattle by Manager Robert Bender of the Columbia Theatre in that city. The parade announced the showing of the first of the series of Universal comedies, "The Collegians" at the Columbia

Fox Film advertising in London. Photo shows a recent stunt put on at Piccadilly Circus. An escape expert released himself from a strait-jacket while suspended from a crane atop a skyscraper under construction

Blondes Guests at Premiere Show

See "Just Another Blonde" Free at Modjeska, Augusta

All blondes were admitted free to the opening performance of "Just Another Blonde," when that film showed at the Modjeska Theatre, Augusta, Ga.

This fact was made known two weeks in advance of showing of picture by running slides in both the Modjeska and Imperial theatres and ads appearing in the local newspapers.

Quite a few availed themselves of the opportunity of taking in a free show, while the publicity derived from this stunt proved very beneficial to the theatre.

A tie-up with one of the local beauty parlors allowed the most beautiful blonde to have a free facial and a marcel. Three members of the local Woman's Club acted as judges in this contest and the theatre got a lot of good publicity on the stunt.

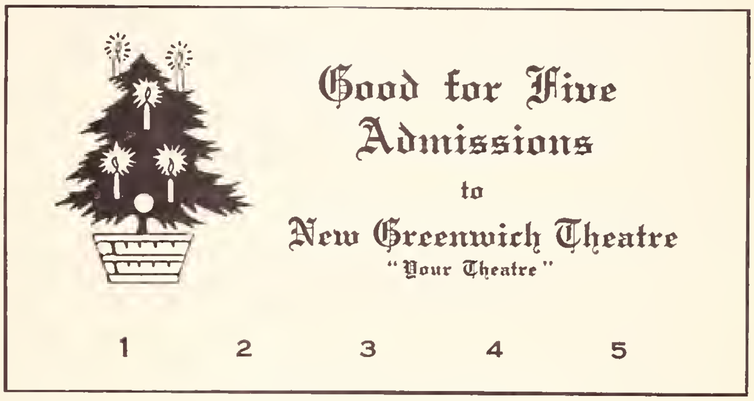
"The General" in Person Ballyhoos Keaton Film

A ballyhoo marked for its cleverness was introduced in Bridgeport, Conn., with the first run of "The General." On the street, a man dressed very gaudily as "The General" was accompanied by another man dressed as an orderly. The latter continually brushed off "The General" with a whisk broom and paid him other very ostentatious attentions. At the same time he continually addressed him as "The General," while offering to do many little services for him. The ballyhoo carried no placard, but the constant repetition of the word "General" put over the idea very effectively among the crowds downtown.

"Our Gang" Dolls Given as Xmas Presents

"Our Gang" dolls to the number of 25 were distributed as gifts at special performances during Christmas week at the Mayfair Theatre in Brooklyn, N.Y. Managing Director Max Cooper advertised the dolls in connection with his showing of "The Fourth Alarm," one of the "Gang" comedies.

Rebate Admission Cards Bring Revenue During Dull Days



Good for Five Admissions

to

New Greenwich Theatre

"Your Theatre"

1 2 3 4 5

5 admissions for $1.00

ADMISSION cards good for five admissions and similar to that illustrated on this page are an adaptation of the coupon-book plan of selling tickets in blocks which proved a welcome box office enterprise at the Greenwich Theatre, East Greenwich, R. I., according to B. G. Desmarais, manager of the house.

Mr. Desmarais—who, by the way, is perhaps better known in the trade as B. G. Salvini, the name under which he became famous as a circus bareback rider—informs this department that the admission ticket idea registered as one of the best stunts he has tried out at the Greenwich Theatre.

"The cards were sold at one dollar apiece," he writes. "The regular admission price is twenty-five cents. Thus the purchaser of the ticket enjoyed a reduction of twenty-five cents on each ticket bought.

"I placed the tickets in every store in the town, and made personal calls at factories and business houses in East Greenwich. In this way I disposed of eight hundred tickets in the week before Christmas, which was a very big help during the dull pre-holiday season.

"At first I was under the impression that the sale of the five-admission card might have a tendency to hurt business after Christmas, but, as a matter of fact, I am getting people who never came to our show before. Moreover, there are many cases in which people come in family groups and who use more than one ticket in an evening.

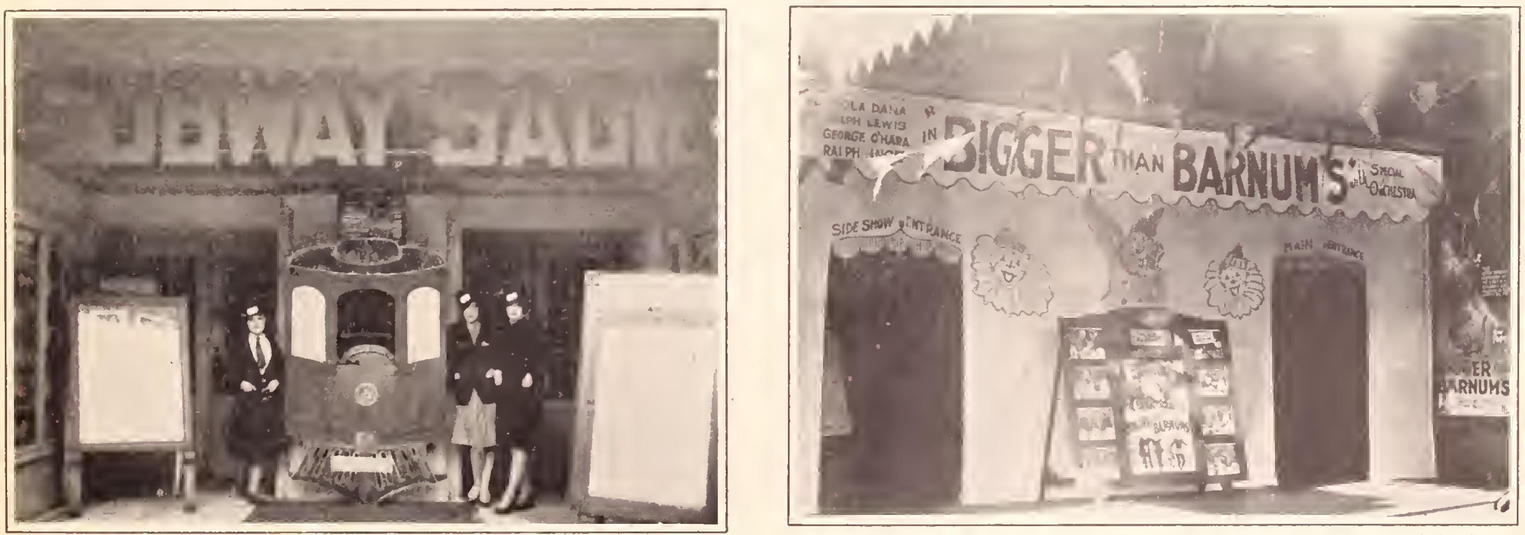
"I offered the tickets as an especially appropriate and practical gift for Christmas, and a great number were purchased by people to send to their friends. Evidently many of these went to people who are not regular patrons of the Greenwich—an added inducement for the use of these tickets, for I feel confident of making 'regulars' of a good percentage of these newcomers."

Town Band Turns Ballyhoo for Circus Feature

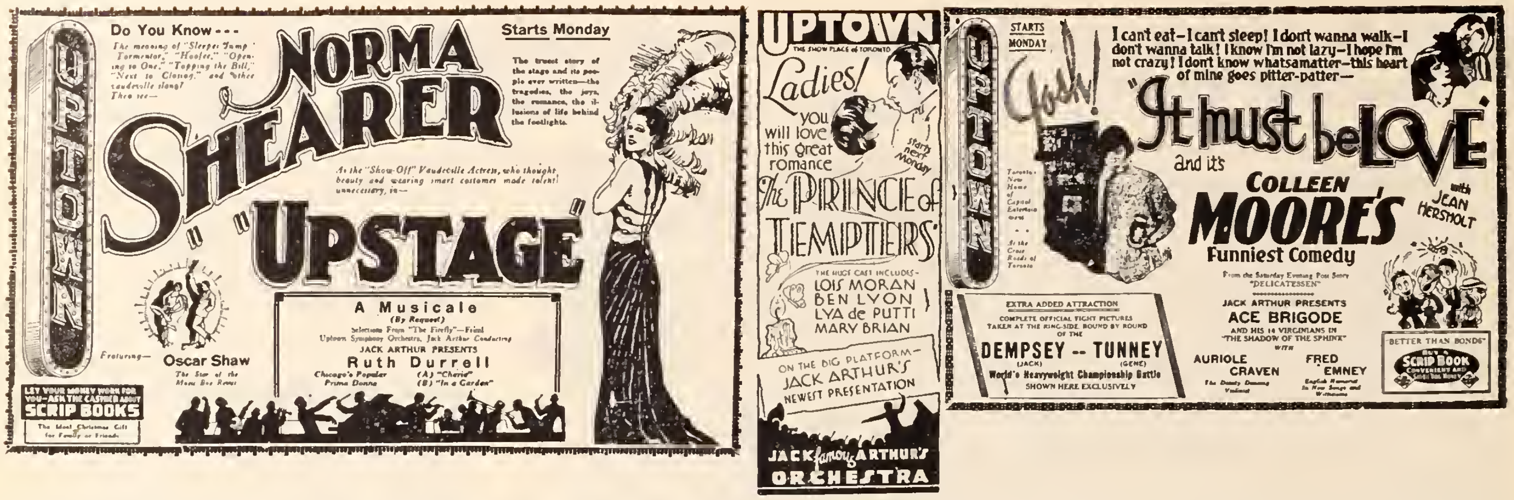
A. E. Canley, manager of the Capitol Theatre, Cobourg, Ontario, used members of the town band, dressed in freak uniforms, in a decorated truck as a street ballyhoo for "Greater Than Barnum's" and secured good results largely because it is only once in a great while that he stages any outside stunt in Cobourg, so that the novelty has not worn off.

Two Northwest Houses to Add Presentations

Announcement was made from the general offices of Pacific Northwest Theatres, Inc., in Seattle, last week to the effect that immediate improvements will be made in the Liberty Theatre at Portland and the Liberty in Wenatchee. Presentation stages will be added to both houses, in addition to the remodeling and redecorating to be done.



Two lobby displays recently featured at the Home Theatre Company's houses in Danville, Ill., are illustrated above. The photo on the left shows the arrangement at the Fischer Theatre for First National's "Subway Sadie." On the right is the atmospheric frontal display which exploited F. B. O.'s "Bigger Than Barnum's" at the Palace. Both houses are managed by H. Earle Stevens, designer of the displays


UPTOWN
Do You Know - - -
The meaning of "Sleeper Jump" "Tormentor," "Hoofer," "Opening to One," "Topping the Bill," "Next to Closing," and other vaudeville slang?
Then see—
NORMA SHEARER
Starts Monday
The truest story of the stage and its people ever written—the tragedies, the joys, the romance, the illusions of life behind the footlights.
As the "Show-Off" Vaudeville Actress, who thought beauty and wearing smart costumes made talent unnecessary, in—
"UPSTAGE"
A Musicale
(By Request)
Selections From "The Firefly"—Friml
Uptown Symphony Orchestra, Jack Arthur Conducting
JACK ARTHUR PRESENTS
Ruth Durrell
Chicago's Popular Prima Donna
(A) "Cherie"
(B) "In a Garden"
Featuring— Oscar Shaw
The Star of the Music Box Revue
LET YOUR MONEY WORK FOR YOU—ASK THE CASHIER ABOUT SCRIP BOOKS
The Ideal Christmas Gift for Family or Friends
UPTOWN
THE SHOW PLACE of TORONTO
Ladies! you will love this great romance
starts next Monday
The PRINCE of TEMPTERS
THE HUGE CAST INCLUDES—
LOIS MORAN
BEN LYON
LYA de PUTTI
MARY BRIAN
ON THE BIG PLATFORM—
JACK ARTHUR'S NEWEST PRESENTATION
JACK famous ARTHUR'S ORCHESTRA
STARTS MONDAY
Gosh!
I can't eat—I can't sleep! I don't wanna walk—I don't wanna talk! I know I'm not lazy—I hope I'm not crazy! I don't know whatsamatter—this heart of mine goes pitter-patter—
"It must be LOVE"
and it's COLLEEN MOORE'S Funniest Comedy
with JEAN HERSHOLT
From the Saturday Evening Post Story "DELICATESSEN"
JACK ARTHUR PRESENTS
ACE BRIGODE
AND HIS 14 VIRGINIANS IN "THE SHADOW OF THE SPHINX"
WITH
AURIOLE CRAVEN
FRED EMNEY
Toronto's New Home of Capitol Entertainment
At the Cross Roads of Toronto
EXTRA ADDED ATTRACTION
COMPLETE OFFICIAL FIGHT PICTURES TAKEN AT THE RING-SIDE ROUND BY ROUND OF THE
DEMPSEY -- TUNNEY
(JACK) (GENE)
World's Heavyweight Championship Battle
SHOWN HERE EXCLUSIVELY
"BETTER THAN BONDS"
SCRIP BOOK

Vigorous display characterizes the newspaper advertisements of the Uptown Theatre, Toronto, Canada's largest photoplay house. Reproduced above are examples of the clever arrangements using stock illustrations employed by Manager T. C. Trebilcock to exploit presentations at the Uptown. Left, display for M-G-M's "Upstage." Center, a two-column display for "The Prince of Tempters," and on the right a six-column layout for "It Must Be Love," First National releases

Says Posters Lag Behind Other Accessories

More Suggestion and Less Detail Will Improve Selling Power of Picture Paper

By LEON ROSENBLAT

Lyceum and Plaza Theatres, Bayonne, N. J.

Motion pictures have advanced. Technically and artistically, the screen dramas of today are quite as far ahead of the photoplays of ten years ago as those early productions were ahead of the first attempts at moving pictures. Moving picture theatres have kept pace with the progress of their entertainments.

Motion picture accessories, the all-important tools of the exhibitor, have been improved, too. Realizing that motion picture theatre advertising presented new and different problems from those of the so-called "legitimate theatre," the producers have met these requirements with the materials they required.

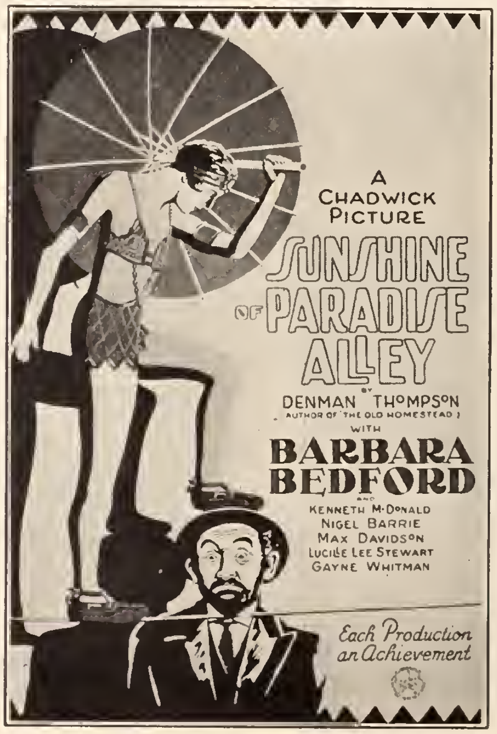
The motion picture lithographic posters, alone, have not changed. With only a few exceptions producers are offering today posters that are in nearly every respect exactly the same as those that came with the birth of the industry. In the main, the lithographic posters of the motion picture industry detail in colors—and always the same four colors—scenes from the productions they aim to advertise.

In the early days of the picture theatre nearly all houses used the lithographs furnished by producers in the one and three sheet frames in their lobbies and in front of their theatres. Today, most theatres that can afford to do so have specially prepared posters painted for them. We know that colored photographs are not posters, but colored photographs are about all we get in most lithographs.

Perhaps this lament has come too late. It may be that the unusual posters on "Sunshine of Paradise Alley," which recently played at my theatres, indicate the arrival of a new era of motion picture lithographs.

The Germans have set the pace in poster art. The French have not been far behind. Producers of commercial posters in the United States have followed suit, so that today our posters compare favorably with any in the world.

The Chadwick posters on "Sunshine of Paradise Alley," which I mentioned above, gain their effects by means of the elements which are accented in commercial posters. Masses of solid colors and suggestions, rather than details, tell their story effectively and forcefully. And they give us quite the effects that are so costly, when we have to have them painted especially for our lobbies.



1-sheet for "Sunshine of Paradise Alley." Typical of the line of paper prepared by Chadwick Pictures Corporation on this release

Essay Tie-up Sells "The Temptress"

Dallas Paper Features Stories About Temptations

Manager Barry Burke, with the help and co-operation of the "Dallas Dispatch," ran a story contest on "The Temptress," when that film showed at the Palace Theatre, Dallas, Tex.

Each contestant was asked to name his or her ten greatest temptations and comment upon each one.

A local jeweler came in on the tie-up and offered a wrist watch for the best story. Ten dollars in cash and a month's pass to the Palace were the other two prizes. In view of the "big" prizes offered, the contest attracted a world of attention.

Reports Good Results With "Blue Boy" Color Stunt

The Lyric Theatre, Dover, N.H., conducted a highly successful coloring contest among the school children of Dover when "The Blue Boy" played that theatre. The electro supplied by Educational was obtained by the exhibitor and a supply of the outline drawing of "The Blue Boy" was printed for distribution.

There were two prizes offered for water color work and three prizes for the best coloring of this drawing to be drawn by crayon. A framed reproduction of "The Blue Boy" was the most elaborate prize, the four others being a large drawing book, box of paints, box of stencils, and an unframed reproduction of "The Blue Boy."

Essays on Prohibition Win Turkeys at "Old Soak"

The America Theatre in Denver stirred up the population of that city when "The Old Soak" was playing there by offering prizes for the best 100-word essays on the prohibition question. There were hundreds of essays turned in. "The Old Soak" played the America just before Thanksgiving and so the prizes were turkeys.

Start "Scout" Drive Month in Advance

Des Moines Strand Opens Campaign for February Attraction

ADVANCE exploitation approximately two months before the date of showing has been launched in Des Moines by the A. H. Blank Enterprises in behalf of "A Regular Scout," the F.B.O. production booked for showing at the Strand Theatre in that city on February 9th. The opening of this unique campaign occurred December 20th, with an invitation showing of the picture before an audience which included Boy Scout Masters, heads of the Girl Scouts, Campfire Girls, Boy Work Committee and other organizations. The private showing was held at the Strand after the regular performance on that day.

The "Scout Monthly Magazine," published by the local council and also the "Weekly Bulletin," issued from the same source, is being utilized in securing publicity.

The local Scout Council through the Scout Executive is making arrangements with the Ministerial Association to announce the picture's play dates at the Strand, from their pulpits on Sunday, February 6th.

An eyeful for the passerby and sales value in every glance, distinguish the frontal displays which exploit attractions at the Victoria Theatre in Harrisburg, Pa. The displays are designed and executed by Manager F. K. O'Kelly of the Victoria which is operated by Wilmer and Vincent. The display shown above featuring Paramount's "The Ace of Cads" was made with stock materials, stills, window cards, poster cut-outs, etc., and illustrates the fine lobby effects which may be obtained when good accessories are provided by distributors.

Facsimile Tickets Used As "Midnight Sun" Heralds

Louis Gans, general manager of the Belmont, New York, nearly caused a riot in the Bronx when he was showing "The Midnight Sun" in the Belmont and Crescent. He had boys on the street giving out familiar bits of pasteboard on one side of which was printed "Colony Theatre, Seat X 11, Orchestra, $5," and on the reverse side "'The Midnight Sun' will be shown at popular prices—Belmont, (Crescent), Sat., Sun., Mon."

Dance Establishment Ties Up with Bobbed Hair Contest

MUTUAL benefits for a picture theatre and a dancing establishment resulted from a tie-up recently arranged between the America Theatre and the Broadmoor Country Club in Denver, Colo. The exploitation centered about Laura La Plante as the star of "Her Big Night," the feature advertised as the attraction at the America. The tie-up was carried out with a "bobbed hair contest" featured by the Country Club. To the girl with the prettiest bob resembling that worn by the star of "Her Big Night," the dance hall presented a silver loving cup.

The dancing establishment advertised the contest for a week in advance, and then the stunt, itself, lasted another week, the week the Laura La Plante picture was showing at the America.

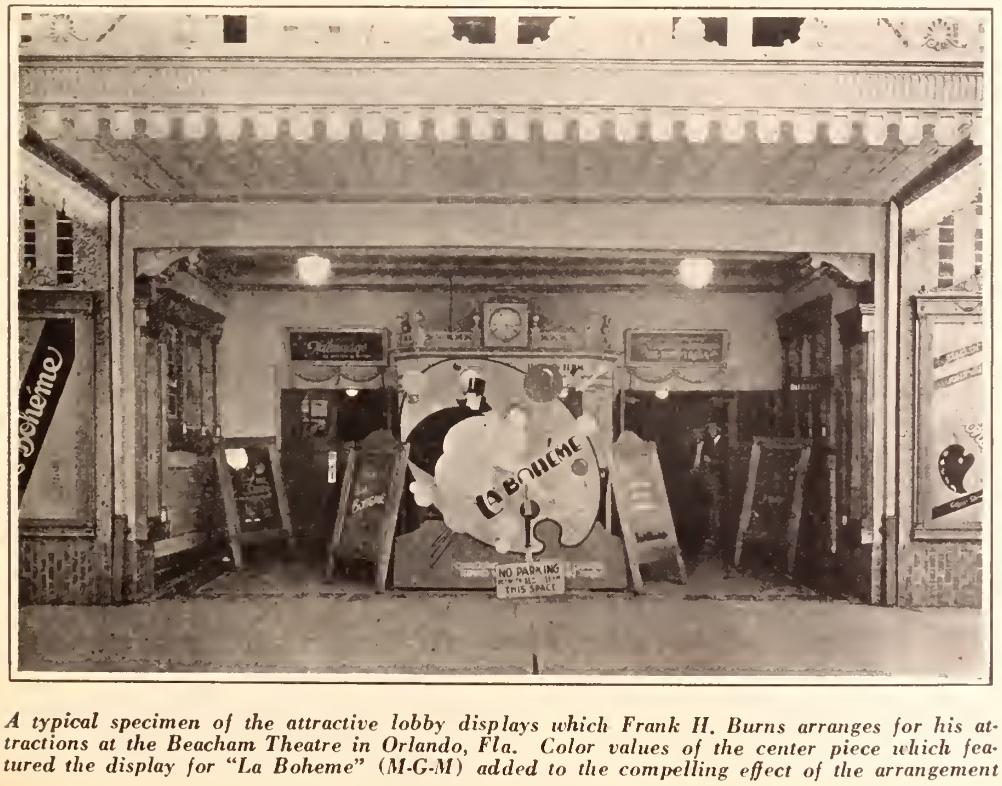
The success of the stunt was proved on the night of the finals, after a full week of preliminaries, when the dance hall was packed to capacity. Practically every girl present decided that she would take off her hat that night in order that she might be in the running.

The judges were Betty Craig, picture critic of the "Denver Post," and Josephine Atkinson of the America staff. B. D. Hooton, manager of the theatre, presented the prizes and told the crowd plenty about the next week's show.

Unique Herald for "Love 'Em and Leave 'Em"

Manager Walter League distributed 4,000 wedding rings to help advertise "Love 'Em and Leave 'Em," when that film showed at the Rialto Theatre, Denver, Colo.

The rings were attached to a yellow card by a string, and the card carried copy on one side reading "You won't need this if—You 'Love 'Em and Leave 'Em.'" The other side of the card read as follows: "If you want to know what this is all about and if you want to learn all the tricks of modern love-making—SEE 'Love 'Em and Leave 'Em' at the RIALTO."



A typical specimen of the attractive lobby displays which Frank H. Burns arranges for his attractions at the Beacham Theatre in Orlando, Fla. Color values of the center piece which featured the display for "La Boheme" (M-G-M) added to the compelling effect of the arrangement

University Night F & R State Feature

Baby Dorothy Johnson, star saxaphonist who appeared on the program with F. B. O.'s "Kosher Kitty Kelly" at the Marion Theatre, entertained the boys and girls of Marion, O., at a Yule party given in the lobby of the house of Manager G. H. Foster

"Alimony Martyr" Writes Prize Essay Exploiting Picture

AN exploitation idea which developed into one of the most interesting newspaper tie-up stunts attempted in San Francisco for some time was engineered by Frank Galvin, of Producers Distributing Corporation, for that company's release, "For Alimony Only." Galvin arranged with the "Oakland Tribune" for an essay contest on the subject, "Do You Believe in Alimony, and, If So, How Would You Control It?" The "Tribune" and the State Theatre in Oakland offered cash prizes for the best essays.

In connection with the contest, Galvin took a trip up to The Willows, in Glenn County, Cal., where Sam W. Reid is in jail for refusing to obey a court order to pay alimony to his divorced wife. Reid is known as the "Alimony Martyr," and he has been in jail since July, 1925, for contempt of court.

He told the judge that, as a further mark of his contempt for the court's justice, he would not shave nor have his hair cut until his release.

The famous "martyr" agreed to write his views on alimony, divorce, etc., and the result of his literary labors was an article which won a featured place in the columns of the newspapers, the publicity directly tying up with the showing of "For Alimony Only" at the State.

Amateurs Rehearsed in Advance Act in Film Made on Stage

MANAGER J. P. HARRISON of the Hippodrome Theatre, Waco, Tex., tried something different when he staged home-made movies on the stage in conjunction with the showing of "Everybody's Acting" when that film played the Hippodrome.

Harrison worked the stunt with the aid of the Baylor University Chamber of Commerce. Twenty-five students from the university were chosen to take part in this "movie" act and were planted in different parts of the house and were called to the stage by the director.

The movie act went over big, the people in the audience fairly howled with delight at the funny antics of the would-be Mary Pickfords, John Gilberts, Gloria Swansons, etc.

Of course, the act was rehearsed several times before presentation to the public, but as far as the public was concerned, it looked as if all the actors coming upon the stage were just volunteers who merely happened to be in the audience on that particular night.

American Exploitation Idea Successful in Peru

A pirates' ball, attended by five hundred members of Lima, Peru, society and official life, was the unusual form taken by a special preview of Douglas Fairbanks' "The Black Pirate."

Gustav Mohme, United Artists' manager for the territory, sponsored the idea, and sandwiched the screening of "The Black Pirate" between dances.

Minnesota Men Take Possession of House During Special Show

THE State Theatre in Minneapolis staged a novel University of Minnesota program Wednesday night, January 12. The night was designated as "university pledge night" and members of 36 fraternities and about 23 sororities were invited to attend. The box office closed at 7 P.M. on that night, and at 9 P.M. the university program began.

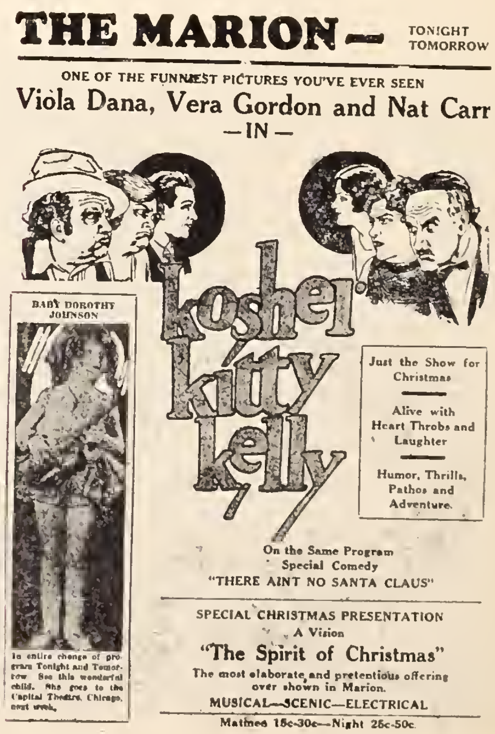
Eddie Ruben, of the firm of Finkelstein & Ruben, a former University of Minnesota football star, was in charge. Motion pictures of some of the famous football games which Minnesota has played with its traditional rival, Michigan, were shown, in addition to the regular films.

Special musical numbers were arranged by William Warville Nelson and his State Concert Orchestra, and by Eddie Dunstedter, organist. At 11 o'clock the students joined with the organ in a community sing featuring Minnesota and fraternity songs. This feature was broadcast by WCCO, the big Twin City radio station.

F. & R. considers the program an excellent way of creating good will among the university students.

Ex-Ball Player's Speech Publicizes Theatre

Fred S. Meyer, managing director of Universal's Alhambra Theatre, Milwaukee, obtained front page publicity for his house recently through taking advantage of a current news topic, the Ty Cobb-Tris Speaker ruling. Meyer discovered that an actor on his vaudeville bill was a former ball player and had the latter make a speech which pleaded for a fair trial for Cobb and Speaker. The Milwaukee News gave the incident a story on page one.



THE MARION— TONIGHT TOMORROW

ONE OF THE FUNNIEST PICTURES YOU'VE EVER SEEN

Viola Dana, Vera Gordon and Nat Carr

—IN—

Kosher Kitty Kelly

BABY DOROTHY JOHNSON

In entire change of program Tonight and Tomorrow. See this wonderful child. She goes to the Capital Theatre, Chicago, next week.

Just the Show for Christmas

Alive with Heart Throbs and Laughter

Humor, Thrills, Pathos and Adventure.

On the Same Program
Special Comedy
"THERE AINT NO SANTA CLAUS"

SPECIAL CHRISTMAS PRESENTATION
A Vision
"The Spirit of Christmas"
The most elaborate and pretentious offering ever shown in Marion.
MUSICAL—SCENIC—ELECTRICAL

Matinee 15c-30c—Night 25c-50c

Newspaper ad used by the Marion Theatre, Marion, O., to exploit the presentation of "Kosher Kitty Kelly" (F. B. O.)

~ THE CHECK-UP ~

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Canadian, The	—	1	5	—	65	7,753 Ft.
Cat's Pajamas	—	1	13	4	75	5,863 Ft.
Everybody's Acting	—	1	8	1	70	6,139 Ft.
Great Gatsby, The	—	2	5	1	66	7,296 Ft.
Lady of the Harem	1	5	13	—	59	5,717 Ft.
Popular Sin, The	—	2	6	—	63	6,244 Ft.
We're in the Navy Now	—	—	7	10	88	5,519 Ft.
FILM BOOKING OFFICE						
Adorable Deceiver, The	1	1	5	—	59	4.879 Ft.
FIRST NATIONAL						
Forever After	—	—	7	4	81	6,330 Ft.
Prince of Tempters, The	—	1	3	1	70	7,780 Ft.
Silent Lover, The	—	1	5	1	70	6,500 Ft.
Stepping Along	—	—	5	—	70	7,035 Ft.
Twinkletoes	—	1	4	—	64	7,833 Ft.
Unknown Cavalier, The	—	2	4	—	60	6,595 Ft.
FOX						
Canyon of Light	—	2	2	2	70	5,399 Ft.
Country Beyond, The	—	1	4	1	70	5,363 Ft.
Lily, The	—	3	3	—	55	6,268 Ft.
Return of Peter Grimm, The	—	2	4	—	60	6,961 Ft.
METRO-GOLDWYN-MAYER						
Bardleys the Magnificent	—	—	2	4	90	8,536 Ft.
Love's Blindness	1	2	3	—	52	6,023 Ft.
There You Are	—	—	5	—	70	5,652 Ft.
Tin Hats	—	—	5	3	81	6,598 Ft.
Upstage	—	2	6	—	63	6,048 Ft.
Valencia	—	—	4	1	76	5,580 Ft.
PROD. DIST. CORP.						
Nervous Wreck, The	—	2	3	—	58	6,730 Ft.
UNITED ARTISTS						
Winning of Barbara Worth, The	—	1	4	—	64	8.560 Ft.
UNIVERSAL						
Buckaroo Kid, The	—	—	7	—	70	6,167 Ft.
Her Big Night	—	—	6	1	74	7,306 Ft.
Lazy Lightning	3	1	1	—	34	4,572 Ft.
Midnight Sun, The	—	5	10	2	65	8,767 Ft.
Oh, Baby	—	1	4	—	64	7,152 Ft.
Prisoners of the Storm	1	1	3	—	54	6,102 Ft.
Red Hot Leather	—	3	2	—	52	4,555 Ft.
Whole Town's Talking, The	—	—	5	—	70	6,662 Ft.
WARNER BROS.						
My Official Wife	—	1	4	1	70	7,846 Ft.
Private Izzy Murphy	—	—	5	3	81	7,889 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,..

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage..

Theatre..

Population of Town..

City.. State..

Studio Briefs

That his forthcoming First National vehicle, "All Aboard," should have the flavor of the sea about it, Johnny Hines and his supporting cast, including Edna Murphy, Dot Farley and others, boarded the steamship "Yale" at San Diego for the purpose of filming an ocean-going sequence.

Ruth Stonehouse has been given a prominent part in the cast of "Poor Girls," a future Columbia production. Lloyd Whitlock also has an important role.

Donald Keith and Jack Dougherty were recently added to the company of players supporting Eddie Cantor in "Special Delivery," wherein Cantor enacts the role of a mail carrier. Appearing opposite the comedian is Jobyna Ralston, who is making in the Cantor opus her debut as a free-lance player. Others in the cast are William Powell, Victor Potel and Paul Kelly. William Goodrich is the director.

Sam Hellman, humorist, is to do the titles for "A Kiss in a Taxi," Bebe Daniels' new Paramount picture. Hellman arrived in Hollywood from the East on December 31.

Casting has started on "Poor Girls," a Columbia Pictures drama. Edmund Burns will be seen in support of Dorothy Revier.

Harvey Gates, scenarist of "The Barrier" and other films, has been placed under a long term contract by the Warner Brothers. His first assignment will be Monte Blue's starring vehicle, "The Brute." Director Herman Raymaker will start casting as soon as the scenario is completed.

One of the roles in Columbia's comedy, "Pleasure Before Pleasure," will be played by Henry Menjou, brother of Adolphe. Frank R. Strayer will direct.

Charles Emmet Mack has been signed by Warner Brothers for a featured part in "A Million Bid," one of the forthcoming Dolores Costello starring productions on the Warner schedule. Other players who will support the star are Warner Oland, John Miljan, Sojin, Josef Swickard and Anders Randolph. Anthony Coldeway is writing the scenario and Alan Crosland has been chosen for the directorial post.

Osgood Perkins, last seen in "Love 'Em and Leave 'Em," has been cast for an important role in "Knockout Reilly," Richard Dix's next Paramount picture. Prominent in supporting roles are Mary Brian, Jack Renault, Lucie B. Seger and Myrtland La Varre. Malcolm St. Clair is directing this picturization of Albert Payson Terhune's story which Pierre Collings and Kenneth Raisbeck adapted to the screen.

Jobyna Ralston is portraying the leading feminine role in Eddie Cantor's second Paramount starring film, "Special Delivery." Sally Blane, previously assigned to this role, is to play opposite Wallace Beery in "Looie the Fourteenth."

Mona Palmer, one of the Paramount junior stars, who played her first role, that of leading woman, opposite Thomas Meighan in "The Canadian," has been cast for an important part in Paramount's "Cabaret," starring Gilda Gray.

With Sally O'Neil heading the cast and portraying the title role, William Beaudine has started work on "Frisco Sally Levy," his first picture for Metro-Goldwyn-Mayer which deals with Jewish-Irish life in San Francisco. Charles Delaney has been signed for the masculine lead and will portray the part of a young traffic officer. Roy D'Arcy will appear as a dapper sheik and Delaney's rival in love. Tenen Holtz, Kate Price, Turner Savage, Helen Lavine and Leon Holmes complete the cast.

Leon d'Usseau has joined the Paramount editorial and production departments at the Long Island studio. d'Usseau assisted in the choice and preparation of scripts for Marion Davies and Mae Murray for a number of years. At present he is searching for W. C. Fields' next comedy vehicle.

Holding the opinion that the year of 1927 will be a banner year for exponents of masculine beauty, Johnny Hines has signed a number of good lookers for his "All Aboard," now in production. The latest to join his supporting cast are Bull Montana, Sojin, Frank Hagney, James Leonard, Charles Reed, Henry Barrows and Fred Kelsey.

Players thus far engaged for the cast of "The Broken Gate," a Tiffany production, include Dorothy Phillips, William Collier, Jr., Jean Arthur, Gibson Gowland, Florence Turner, Charles A. Post, Caroline Rankin and William R. Walling.

Warner Baxter has jointed the cast of Herbert Brenon's next Paramount production, as yet untitled. Others featured are Holbrook Blinn, Alice Joyce and Neil Hamilton. The story is one of political intrigue.

Vera Lewis, Phillips Smalley and Jack MacDonald have been added to the cast of "The Broken Gate," a Tiffany production now in the process of filming. Others in the cast are Dorothy Phillips, William Collier, Jr., Jean Arthur, Gibson Gowland, Florence Turner, Charles A. Post and Caroline Rankin.

Rolfe Sedan is another player added to the cast of "Uncle Tom's Cabin," the picturization of the Harriet Beecher Stowe novel, which Harry Pollard is making for Universal. The large cast now includes John Roche, Vivien Oakland, Gertrude Astor, Virginia Gray, Mona Ray, Adolph Milar, J. Gordon Russell, Seymour Zeliff, Aileen Manning, C. E. Anderson, Lassie Lou Ahern and others.

Centennial Pictures, recently organized for the purpose of producing "The Liberty Boys of 76," a series of two-reel historical pictures depicting the early days of American history, have leased the World Peerless Studio at Fort Lee, New Jersey, where all "interiors" will be shot. The company will make use of the entire plant. Included in the list of players are George Du Count, Starr Jones, Rusty Lane and Al Hart.

Judy King, former Fox contract player and a former member of the legitimate stage, has been added to the cast of King Vidor's unnamed production, which he is directing from his own original. Miss King recently appeared in "A. W. O. L." and "Upstream."

Hale Hamilton has joined the cast of Herbert Brenon's next Paramount picture. Featured in this story of politics are Holbrook Blinn, Alice Joyce, Warner Baxter and Neil Hamilton. In the supporting cast are Hamilton Revello and William E. Shay. Elizabeth Meehan adapted the story.

Franklin Pangborn, who was signed last week by Metropolitan for a role in a forthcoming picture, was notified the other day of his assignment to the E. Mason Hopper producing unit, which will make "The Night Bride," Marie Prevost's next Metropolitan vehicle. In the Prevost number Pangborn will be seen with Harrison Ford and Robert Edeson, also cast for important roles.

Owen Moore, now completing the featuring role opposite Pauline Starke in "Women Love Diamonds," has received a new contract whereby he will be seen exclusively in Metro-Goldwyn-Mayer productions. Owen has played important roles in M-G-M pictures during the past few months, some of them being "The Road to Mandalay," "The Red Mill," and "The Taxi Dancer."

Two new names were affixed the other day to Warner Bros. contracts. Johnny Grey, comedy constructor and scenarist, one of the signers, "gagged" "The Red Mill," "Tell It to the Marines," "Red, White and Blue" and scenarized "The Understanding Heart" and Buster Keaton's next comedy. Ray Enright, cutter, signed the other contract. He will direct "Tracked by the Police," which Grey will scenarize.

Robert Z. Leonard, director of Norma Shearer in her two latest Metro-Goldwyn-Mayer vehicles, "The Waning Sex" and "The Demi Bride," will next direct an original prepared by F. Hugh Herbert and Florence Ryerson, the co-authors of the two Shearer stories and entitled "Smarty." "The Grey Hat," also by these same secnarists, was to have been made by Leonard, but it will now be directed by Harry Millarde with Lew Cody and Renee Adoree heading the cast. Production on it will start some time next week.

Earle Foxe, who enacts the title role of the Fox Films series of "Van Bibber" comedies, essays the role of an artistic villain in the company's screen version of "The Secret Studio," produced under Harry Beaumont's direction on the West Coast.

Eddie Cantor is already planning his third picture for Paramount, although production on his second, "Special Delivery," has not been under way very long. The name of his next opus is "Good Service."

Short Subjects and Serials

Pathe's "Crimson Flash" Unit Leaves for Charleston

Headed by Cullen Landis, and supervised by E. Oswald Brooks, the Patheserial unit making "The Crimson Flash," left New York City, Tuesday, January 11, via the Pennsylvania Terminal for Charleston, South Carolina, where three or four weeks will be spent on location. The company numbered twenty-five players and technical men, and it included in addition to Messrs. Landis and Brooks, Paul Fairfax Fuller, scenarist for this George Gray story; Director Arch Heath, Assistant Directors Tom Goodwin and Willard Vander Veer, and the entire support, among whom were Thomas Holding, J. Barney Sherry, Walter Lewis, Ivan Linow, Mary Gardner, Tony Hughes, Gus DeWeil and Ed Roseman.

Eugenia Gilbert will go directly from California to the Southern location to play the feature role. Upon completing her Patheserial role she is expected to return to the Leo Maloney studio to support the Western star in his next feature.

Beauchamp Directing "Little Lena"

Clem Beauchamp, who has been cast in supporting roles in Mermaid and Cameo comedies, has again turned to directing. He has just turned out "Listen Lena," a forthcoming Educational comedy of the Mermaid brand.

Dramatic excerpts from the first chapter of "On Guard," the new Patheserial, which was made in cooperation with the United States Army

Still glimpses from "A Hollywood Hero," a Pathe offering

Pathe's Jan. 30 Schedule

Mabel Normand and Ben Turpin Comedies Head List of Releases; "On Guard" Number One Included

PATHE'S releases for the last week of Laugh Month, January 30, include two two-reel comedies starring Mabel Normand and Ben Turpin, the first chapter of "On Guard," starring Cullen Landis and "Tit for Tat," an Aesop's Film Fable, Pathe Review Number 5, Topics of the Day Number 5 and two issues of Pathe News.

"Should Men Walk Home?" is the title of the Mabel Normand starring comedy in which she is supported by Creighton Hale, Oliver Hardy and Eugene Pallette; Leo McCarey directed under the supervision of F. Richard Jones. It is described as a crook comedy with Miss Normand and Hale as thieves trying to steal a diamond brooch from a billionaire. The usual comedy mix-up ensues as the detective in the case turns out to be the real thief.

Ben Turpin is starred in "A Hollywood Hero" with Bud Jamieson, Alma Bennett and others in support under direction of Harry Edwards, supervised by J. A. Waldron. The action revolves around a man and wife traveling East from California with a screen "sheik" among the passengers. Wifie falls for the "sheik" and the usual complications arise, with Turpin getting the wrong end of the bargain.

"On Guard" is the current Pathe serial and deals with army life, with Cullen Landis in the role of a private. He is supported by Muriel Kingston, Louise DuPre, Walter Lewis, Tom Blake and many others. All the military scenes are by courtesy of the U. S. Army. The story was written by Major Robert Glassburn of the U. S. Army and scenarized by Paul Fairfax Fuller. It was produced by Schuyler Grey Productions and directed by Arch Heath.

"Tit for Tat" is the animated cartoon comedy release of the Aesop's Film Fables Series. Pathe Review Number 5 offers: "The Little Niagara of New Zealand"—a camera study of the tumbling waters of Huka Falls; "An Enduring Defender"—Shrewsbury Castle in Wales, a site of ancient and modern battles, which has survived the onslaught of the greatest foe of all—Time; "Hunting a la Mode"—"shooting" wild game by camera in the Canadian Rockies—deer, bears and Rocky Mountain sheep "brought down" by the unerring eye of the lens. Topics of the Day Number 5 presents the latest wit and humor culled from the press of the world, and Pathe News, issues Nos. 12 and 13, offer optical views of the outstanding timely world events garnered from the four corners of the earth.

Educat'ls Laugh Releases

Six Two-Reel, Two One-Reel, Four Cartoon Comedies Listed for Distribution in February

EDUCATIONAL will release during February a total of twelve short-length laugh subjects, which include six two-reel, two one-reel and four cartoon comedies; in addition, the usual issues of Kinograms. "Wedding Yells," starring Johnny Arthur, a Tuxedo comedy, will start the month. Charles Lamont directed and Arthur is supported by Anita Garvin and Kathryn McGuire.

Bobby Vernon will be seen in "Duck Out," a comedy directed by William Watson, and in which the star is supported by Frances Lee. "Listen Lena," the Mermaid mirth comedy for the month, features Al St. John at the head of a cast comprising Lucille Hutton, Jack Lloyd, Clem Beauchamp, who also directed. "Drama De Luxe" is the title of Lupino Lane's newest starring vehicle, with Kathryn McGuire as his leading lady, and Glen Cavendar and Wallace Lupino in support; Norman Raurog directed.

Billy Dooley's latest is "Sailor Beware," with Vera Steadman as his new leading lady and Max Asher, Eddie Baker, Bill Blaisdell, George Towne Hall and George Burton in the east. Anne Cornwall, featured commedienne, will be seen in "Chicken Feathers," the Christie offering for the month. Lewis Sargent plays the feature role in "Ask Dad," a one-reel Cameo comedy, which has Audrey Ferris in the leading feminine role; "Quiet Please," the other Cameo comedy for February, features Phil Dunham.

Lyman H. Howe's release for the month is "The Wise Old Owl," "Fiddlesticks" is the newest Curiosities release, a Bruce Scenic is titled "The Joys of Camping" and "The Wide Open Spaces" is said to present many unusual outdoor scenic shots.

Two Felix the Cat animated cartoon comedies, "Felix the Cat in Icy eyes" and "Felix the Cat Stars in Stripes," and two Life Cartoon Comedies, "The Heavy Date," and "Hitting the Trail," complete the program of comedy subjects for the month.

Resume of Current News Weeklies

KINOGRAMS, NO. 5257: Portsmouth, England—H.M.S. *Renown,* warship that brought the Prince of Wales to America, is made ready for tour of Duke and Duchess of York to Australia; New York—Judge Elbert H. Gary, head of U.S. Steel Corporation, presents medals to the three safest railroads for 1925; Lakeside, Cal.—Members of Olympic Club, after five-mile hike, plunge into icy ocean in annual mid-winter swim; New York—Beauty specialists show students how they make the blondes that gentlemen prefer; Newark, N.J.—Elvin Wide, conqueror of Nurmi, trains here for future contests; Los Angeles—Cartloads of snow are imported from mountains for children who have never seen the frozen flakes; Hayama, Japan—Impressive views of police, firemen, and other officials praying at special shrines for recovery of the late Mikado; Norristown, Pa.—Boys' class in high school includes sewing to make them independent of the girls; St. Augustine, Fla.—Alligator George takes annual inventory of his ugly brood.

KINOGRAMS, NO. 5258: Catalina Island—George Young, 17, of Toronto, Canada, wins greatest swim in history and captures $25,000 prize; Miami—Huge throng of racing fans see Catalan win opening feature at Hialeah track; Tangier Island, Va.—Oldest island town in America, founded by Captain John Smith, is filmed for first time; Palm Beach—Sea-sled racing is a new thrill and is taken up by society visitors as the latest water sport fad; Yokohama, Japan—Fire brigade is inspected by chief and then stages a sensational acrobatic exhibition on ladders; Cary, Ill.—Lemoyne Batson, of Westey, Wis., wins greatest ski jumping contest of year from a host of international contestants.

INTERNATIONAL NEWSREEL, NO. 6: Panama Canal Zone—Marines test "Beetle Boats" awaiting call to action; New York City—Ex-billiard champion still a wizard at 65; Newport, R.I.—Coast guardsmen in battle to save stranded craft; New York City—Building of skyscrapers breaks New York records; Norristown, Pa.—Modern schoolboys stealing sister's stuff; Chicago, Ill.—Snow brings joy to crippled youngsters; Cape Cod, Mass.—Worst storm in many years plays havoc with wire communication; Annapolis, Md.—Governor Ritchie's third inaugural gala affair; Along New Route to Miami, Fla.—Florida cities acclaim new railroad extension; Agra, India—Beautiful Taj Mahal lures India pilgrims. Mohammedan worshippers travel many miles to offer prayers at famous shrine; In Yangtze Valley, China—Thousands in mad flight as Civil War sweeps all China; Scott Field, Belleville, Ill.—U.S. blimp squadron in picturesque maneuvers.

INTERNATIONAL NEWSREEL No. 7: Hialeah, Fla.—Record crowd sees exciting race as Miami Jockey Club's turf season opens; Boston, Mass.—Boston gets first mail by dog team from Maine; London, England—London cheers Duke of York starting on world tour; San Francisco, Cal.—Huge searchlights aid fireboats in night drill; Los Angeles, Cal.—Golf stars compete in Los Angeles open meet; Edinburg, Texas—Thousands cheer as lower Rio Grande rail line opens; Woods Hole, Mass.—Patrol boat wrecked in collision at sea; Provincetown, Mass.—A victim of storm nearby—schooner Charles Whittemore, battered and helpless; Kiangsu Province, China—Villages change hands in Chinese civil war; Cary, Ill.—There's still a thrill or two in ski-jumping; Catalina Island, Cal.—$25,000 prize won by George Young, penniless Canadian boy of 17, only one of 103 to finish.

PATHE NEWS, NO. 7: Washington, D.C.—U.S.-Mexico relations become strained: Meriden, Conn.—Young patients at State Hospital find health and happiness in getting back to snow-clad nature; Washington, D.C.—Republican women leaders call at White House; Memphis, Tenn.—Palatial steamboat *Kate Adams,* relic of old-time river travel, completely wrecked by fire; Shanghai, China—General Booth of Salvation Army visits Orient; Pendine, England—Napier-Campbell racer makes 133 miles per hour on sandy beach; Los Angeles, Cal.—Bobby Cruickshank captures Los Angeles Open golf title; Shanghai, China—Flowery Kingdom's rarest blossoms on display; Vera Cruz, Mexico—America's good will aviators welcomed in Vera Cruz; Coronado Islands, Mex.—Deserted Pacific isles provide remarkable haven for wild life; Oklahoma City, Okla.—Parade marks induction ceremonies of Oklahoma's seventh chief executive; Columbus, Ohio—Vic Donahey inaugurated governor for third time; Annapolis, Md.—Albert C. Ritchie inaugurated Governor of Maryland; North Branford, Conn.—Inspect construction work on New Branford Dam.

FOX NEWS, VOL. 8, NO. 32: Nantucket—Not job for man with cold feet is that of freeing buoys on New England Coast from coating of ice; New York City—Judge Elbert H. Gary presents three winning railroad presidents with Harriman Safety medal; Memphis, Tenn.—Steamship *Kate Adams,* historic in romance of Mississippi, burns to hull on waterfront; Columbus, Ohio—Governor A. Vic Donahey is third man to be chosen Chief Executive of Ohio for two successive terms; Pendine, Wales—Britain's new mystery auto, built for $25,000, to do three miles a minute, has trial run on beach; Norristown, Pa.—Here's high school that teaches boy pupils how to darn socks; Tarpon Springs—Largest sponge market in world is restocked daily by great hauls from bottom of Gulf of Mexico; Paris—Wax models which move and look like humans in shops on Rue de la Paix; Rome—Pope Pius celebrates end of Jubilee Year; Miami Beach—How winter sojourners in South keep fit; In the Adirondacks—This lone hunter leads a happy, carefree life in solitude of forest.

Success of Laugh Month

Accessories Supplied Theatres and Campaign Entries Received Exceed Previous Totals

BESIDES the stimulus given short subjects in every particular, National Laugh Month, now ending its third week, has shown results that of themselves make it rank with the biggest showman ideas in the motion picture industry.

Not only has Laugh Month promoted the advertising by exhibitors of short subjects; not only has it developed special comedy periods for theatres, but it has caught on with exhibitors, press and public alike to a point where it must now be reckoned as an important annual event.

Suppliers of Laugh Month accessories report that orders for exploitation aids this year far exceed those of last year. While there are no definite figures as yet available, from the amount of accessories already ordered as against last year, and as compared with the estimated number of theatres participating last year, it is calculated by the Laugh Month Committee that upwards of 4,000 theatres will have participated in the celebration this year.

The eve of the fourth week of January finds the National Laugh Month Committee already in receipt of scores of entries in the Laugh Month exploitation campaign. These entries include modest campaigns put over in the smallest of small towns as well as elaborate plans promulgated by bigger theatres in key cities.

The entire country is reading and hearing about Laugh Month, it is said. For instance, many newspaper columnists and cartoonists whose writings are syndicated to hundreds of newspapers have given Laugh Month a play. Among some of the more important of these are Arthur Brisbane, in his column "Today"; K.C.B. in "Ye Towne Gossip"; Helen Rowland; S. E. Kiser in "More Truth Than Poetry"; Lucy Lowell's "Big Sister Talks"; Damon Runyon's column; F.P.A.'s column, "The Conning Tower"; Eleanor Schorer's "The Courtship of Judy;" "Dib's" "Danny Dingle" comic strip, T. E. Powers, and many others.

Fifteen radio stations have broadcast or are broadcasting special Laugh Month programs. It is estimated that the radio audience alone that is hearing about Laugh Month numbers upward of 20,000,000.

Comedy moments from Pathe's "Should Men Walk Home?"

Pathe Gets Rogers Films

Secures Release of "Our Unofficial Ambassador Abroad" Series of One Reel Features

ANNOUNCEMENT is made this week by Elmer Pearson, vice-president and general manager of Pathe Exchanges, of the acquisition of the film version of Will Rogers' trip abroad which has become national knowledge through Rogers' "Letters of a Self-Made Diplomat to His President," published in the "Saturday Evening Post." These films, which will be released by Pathe as one-reel features under the general title of "Will Rogers, Our Unofficial Ambassador Abroad," will be put on the market, starting March 6th.

Rogers acts as guide, commentator and philosopher in the series, carrying his audience with him on the journey, pointing out with his own particular brand of humor scenes, personages and events throughout the journey, which takes in Ireland, England, Germany, France, as well as other countries.

The titles for the series were written by the humorist. The first country visited in the film version is Ireland where, in Dublin, Rogers makes the acquaintance of President Cosgrove and other notables in the official family.

These short features will, according to Mr. Pearson, prove to be the greatest attraction that has been offered to motion picture theatres in years. "Rogers," Mr. Pearson states, "is the most famous American in the world. Every word he utters is broadcast, published and quoted. He is known and loved by millions.

"His lecture tour, now in progress, is attracting the largest audiences in every city and town he visits and the public is paying the highest price to hear him. His syndicated articles have the widest circulation and his famous series of letters in the "Saturday Evening Post," which will be continued throughout the coming year, as well as his radio talks, which demand the highest fee ever paid an artist, all contribute to the success that this group of short feature pictures will enjoy.

"Rogers, it should also be recalled, has just been elected Mayor of Beverly Hills, California, an event that was not only a great tribute to a great humorist but a news event that has and is receiving thousands of columns of editorial comment."

Churchhill Ross Will Make One-Reel "U" Comedies

Churchill Ross, screen comedian, who is now playing in Universal's "The Collegians" series, is to be starred in a special series of one-reel Universal comedies for the next season. A humorous writer is being engaged to prepare a series of original stories for Ross. Work will begin on the series as soon as Ross has completed his work in the new "Collegians" series.

New Johnny Arthur Educat-Tuxedo Is "Wedding Yells"

Charles Lamont has just finished directing Johnny Arthur's latest Educational-Tuxedo comedy entitled "Wedding Yells," and scheduled for release February 6.

None of the comedy has been cut *from* this 100 proof Scotch-Irish Comedy

CHARLIE MURRAY
AND
CHESTER CONKLIN
IN
ASHER-SMALL-ROGER'S
"McFADDEN'S FLATS"
A FIRST NATIONAL PICTURE

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

AT LIBERTY—Theatre manager seventeen years experience with Loew Circuit, others. Married, age thirty; possesses New York M. P. Operators license. Work anywhere. Best references. Box 140, Motion Picture News, New York City.

WANTED—Violinist who can cue and play for pictures. Must be A-1 man. Steady position, short hours, in high-class theatre, northern New York State.

WANTED: a quality product to sell nationally by a strongly financed small sales organization. Prepared to advertise and sell aggressively. Centrally located office—New York City. Box 115, Motion Picture News, New York City.

I WANT a lease on 400 to 700 seat theatre in Pennsylvania. Box 125, Motion Picture News, New York City.

Equipment For Sale

FOR SALE: The Granada Theatre, La Jolla, Cal. Must sacrifice at once, only theatre in La Jolla, near San Diego. New 811 seats, first-run house, 10 year lease and equipment at a bargain. Worth $40,000, will take $30,000. Only $20,000 cash down will handle this beautiful Class A house. Balance easy terms or will sell with the building and real estate with 7 stores, 1 bank, 15 office rooms on 2nd floor. Good income. Address Dr. L. N. Isaacs, c/o F. C. Thompson, Trust Officer, Union Trust Co., San Diego, Calif.

Harry Langdon, featured in "Long Pants," a forthcoming First National release

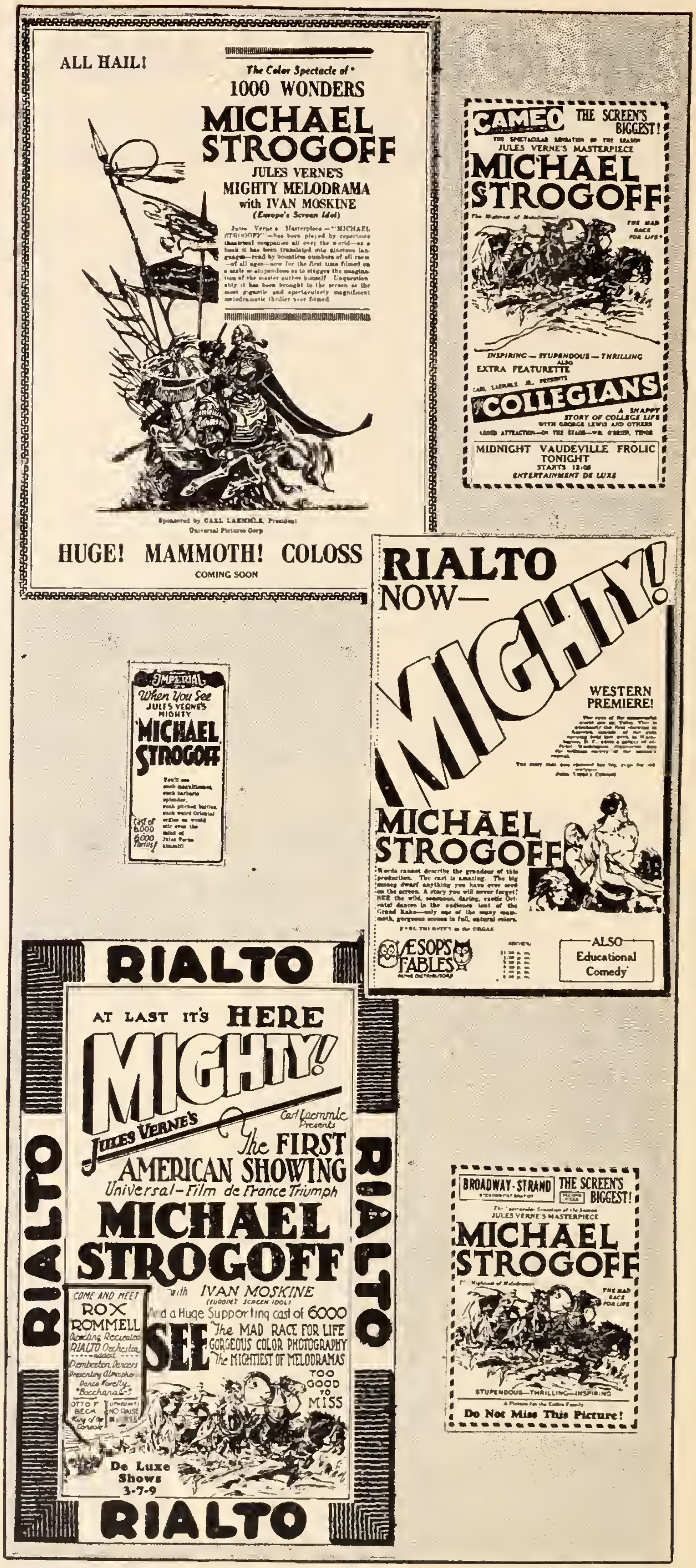
MAILING LISTS: 21,000 moving picture theatres giving name, address, population and seating capacity $75.00 or $7.50 per M. by States. Film Exchanges, Studios, and Supply Dealers. Ask for itemized price list. Trade Circular Co., Inc., 166 W. Adams St., Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE: First-class neighborhood theatre in New England town, 140,000 population, 600 seats, one floor, no opposition, good all year business; 3-year lease; rental $100.00 monthly; building six years old. Cash $4,000; terms. Address Box 135, Motion Picture News, New York City.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensares, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.



ALL HAIL!

The Color Spectacle of
1000 WONDERS
MICHAEL STROGOFF
JULES VERNE'S
MIGHTY MELODRAMA
with IVAN MOSKINE
(Europe's Screen Idol)

Jules Verne's Masterpiece—"MICHAEL STROGOFF"—has been played by repertoire theatrical companies all over the world—as a book it has been translated into nineteen languages—read by countless numbers of all races—of all ages—now for the first time filmed on a scale so stupendous as to stagger the imagination of the master author himself. Unquestionably it has been brought to the screen as the most gigantic and spectacularly magnificent melodramatic thriller ever filmed.

Sponsored by CARL LAEMMLE, President
Universal Pictures Corp

HUGE! MAMMOTH! COLOSS
COMING SOON

CAMEO THE SCREEN'S BIGGEST!
THE SPECTACULAR SENSATION OF THE SEASON
JULES VERNE'S MASTERPIECE
MICHAEL STROGOFF
THE MAD RACE FOR LIFE
INSPIRING—STUPENDOUS—THRILLING
ALSO
EXTRA FEATURETTE
CARL LAEMMLE, JR. PRESENTS
COLLEGIANS
A SNAPPY STORY OF COLLEGE LIFE
WITH GEORGE LEWIS AND OTHERS
MIDNIGHT VAUDEVILLE FROLIC TONIGHT
STARTS 12:05
ENTERTAINMENT DE LUXE

IMPERIAL
When You See
JULES VERNE'S
MIGHTY
MICHAEL STROGOFF
You'll see such magnificence, such barbaric splendor, such pitched battles, such weird Oriental orgies as would stir even the mind of Jules Verne himself!
Cast of 6,000
6,000 Thrills!

RIALTO
NOW—
MIGHTY!
WESTERN PREMIERE!
MICHAEL STROGOFF

Words cannot describe the grandeur of this production. The cast is amazing. The big scenes dwarf anything you have ever seen on the screen. A story you will never forget! SEE the wild, sensuous, daring, exotic Oriental dances in the audience tent of the Grand Khan—only one of the many mammoth, gorgeous scenes in full, natural colors.

ÆSOP'S FABLES
ALSO
Educational
Comedy

RIALTO
AT LAST IT'S HERE
MIGHTY!
JULES VERNE'S
Carl Laemmle Presents
The FIRST AMERICAN SHOWING
Universal-Film de France Triumph
MICHAEL STROGOFF
with IVAN MOSKINE
(EUROPE'S SCREEN IDOL)
And a Huge Supporting cast of 6000
SEE
The MAD RACE FOR LIFE
GORGEOUS COLOR PHOTOGRAPHY
The MIGHTIEST OF MELODRAMAS
TOO GOOD TO MISS
COME AND MEET
ROX ROMMELL
Directing Recreation
RIALTO Orchestra
added
Pemberton Dancers
Presenting Atmospheric Dance Novelty "Bacchanale"
OTTO F. BECK
King of the Console
De Luxe Shows
3-7-9
RIALTO

BROADWAY-STRAND THE SCREEN'S BIGGEST!
JULES VERNE'S MASTERPIECE
MICHAEL STROGOFF
THE MAD RACE FOR LIFE
STUPENDOUS—THRILLING—INSPIRING
Do Not Miss This Picture!

Newspaper displays exploiting the Universal screen spectacle, "Michael Strogoff." Stock materials on this production are designed to bring out the main selling points—thrills, action and spectacular scenes—and therefore figure prominently in the displays for the various theatres presenting the film. The ads reproduced were used by the following: Rialto, Washington, D.C.; Broadway-Strand, Detroit; Cameo, Pittsburgh; Rialto, Tulsa; Imperial, San Francisco, and an advance ad used in Spokane.

Newspaper Opinions on New Pictures

"The Little Journey"—Metro-Goldwyn-Mayer, Capitol Theatre, New York

Telegraph: "It must be admitted that 'A Little Journey' is generously entertaining and refreshingly simple in its appeal. The delicacy with which the situations are handled, the directorial technique of Robert Leonard, and especially the work of Harry Carey are masterful. William Haines, the hero, takes the remaining honors. A nice looking young man with an infectious smile, he is pre-eminently suited to play the part of a flirt. 'A Little Journey' is well worth an evening's time and a fat admission price."

News: "It ought to entertain 98 per cent. of the Capitol patrons. William Haines is the chief reason. There is no question of Haines' ability and popularity in this type of characterization. He is adored by the women and envied by the male timid souls in his audiences. 'A Little Journey,' taken from Rachel Crothers' stage play, is a deftly-handled picture. Harry Carey is excellent in his role."

Graphic: "Anyway you take it, 'A Little Journey' is worth the trouble. The theme is light—but the story is clever. It should be, since it is from the successful stage play by Rachel Crothers. Robert Z. Leonard did a good job at directing, as he usually does when not taking too many directions from the star. And last, but most important, William Haines is his own interesting self. Miss Windsor played her part capably, and Harry Carey, one of our old favorites, got all the wealth but none of the love in the film. There are many humorous entertaining incidents—for Haines causes them with the flicker of an eyelash. As we said before, 'A Little Journey' is worth a long trip to the Capitol this week."

Times: "A genial production known as 'A Little Journey' is to be seen at the Capitol. This picture jogs along merrily. Miss Windsor is charming as Julie and Mr. Carey begets sympathy for the charitable and self-sacrificing Mr. Smith."

Journal: "'A Little Journey', at the Capitol this week, is a pleasant bit of film fare, well acted by Claire Windsor."

American: "There is an amusing movie dialogue being enacted at the Capitol by Claire Windsor and William Haines."

"Flesh and the Devil"—Metro-Goldwyn-Mayer, Capitol Theatre, New York

Herald-Tribune: "We arrived at the Capitol after the picture had been running about ten minutes. We were so enthralled by the remaining six reels that we sat through the program, eager to see the beginning of the picture. And then we saw it all over again. That is the test of a picture. Without once sacrificing his story for freak bits of direction or unusual camera shots, Mr. Brown has done things we never saw on the screen before. Never before has John Gilbert been so intense in his portrayal of a man in love. Never before has a woman so alluring, with a seductive grace that is far more potent than mere beauty, appeared on the screen. Greta Garbo is the epitome of pulchritude. If you miss seeing 'Flesh and the Devil,' we do not believe there ever will be another picture like it."

American: "'Flesh and the Devil' is as rare as the proverbial day in June, and you cannot afford to miss this fine bit of film fare. It combines entertainment with artistry, fine direction with splendid acting and beautiful photography with interesting settings. Everyone concerned with the production of 'Flesh and the Devil' comes in for his share of praise. Clarence Brown, who wielded the megaphone, has turned out a picture that he may point to with pride for many years to come. John Gilbert plays the young man who loves not wisely but too well. His portrayal adds another characterization to his long list of perfect performances. Lars Hanson is so convincing that I am sure it will result in his establishing a firm hold on American film fans. Miss Garbo possesses charm, ability and that which Elinor Glyn calls 'It'."

World: "'Flesh and the Devil' is one of those motion pictures so alluring in the mould of its personalities that one is inclined to wonder how in this world it ever avoided being accorded that eloquent type of introduction to this city which can come only with a 'special world premier.' Clarence Brown has taken this story and played it before the camera with a fine feeling for warmth and lightness and visual beauty."

Mirror: "The virile, impassioned presence of John Gilbert and the tingling allure of Greta Garbo filled the vast Capitol Theatre, its lobby and its entrance yesterday with an eager army of motion picture goers. We never sensed such nervous pleasure in a crowd as we did among those viewing or waiting to view these two popular M.-G.-M. players in their initial picture together, 'Flesh and the Devil.' They were not disappointed. They saw the best cinema of the new year. 'Flesh and the Devil' presents John Gilbert and Greta Garbo at their blazing best, than which no greater praise can be given. It is Jack's finest work since 'The Big Parade'. It deserves the sensational success it is scoring at the Capitol."

Journal: "The gorgeously dazzling Greta Garbo and the darkly impetuous John Gilbert appear together in 'Flesh and the Devil'. Clarence Brown directed and a combination like that is something to write home about. If you want to see a picture that is superlatively romantic, magnificently directed and acted, go to the Capitol this week."

Brooklyn Eagle: "John Gilbert, I believe, gives his best performance since 'The Big Parade'. Greta Garbo is cast perfectly in the role of Felicitas, in which she makes the most of her natural charm. Lars Hanson, who will be remembered for his splendid work in 'The Scarlet Letter,' again scores brilliantly at the far corner of this triangle. At yesterday afternoon's performance the Capitol was crowded to its farthest reaches, and on Sunday the police had to be called to keep order in the long line."

Telegram: "This is Miss Garbo's third American picture, and in it she fulfills in rare measure the promise of golden talent she brought with her out of Sweden. Gilbert merits such glowing praise as was his in 'The Big Parade'."

Times: "Produced with admirable artistry, 'Flesh and the Devil' is a compelling piece of work—a story of passionate love for a woman and a friendship of two men. There are scenes in this film which one will not readily forget."

Evening World: "I would advise every lover of good acting and good cinema to see 'Flesh and the Devil'. . . . It brings together John Gilbert and Greta Garbo in roles admirably suitable."

"The Eucharistic Congress"—Fox Films, Illinois Theatre, Chicago

Daily News: "A presentation almost as vivid as life. . . . The characterization of the film as a super-picture, however, holds good."

Herald and Examiner: . . . "Anyone with feeling for demonstration of any sort will find the film absorbing. In the immensity of the crowds, pouring in and out of the stadium, or spreading across the lawns of St. Mary's by the Lake, there is a thrill. The Fox cameramen did a fine job. . . ."

American, Chicago: . . . "So realistically did it grasp the audience that filled the theatre last evening that at its close the thousands of men and women burst into the 'Te Deum' with a spirit as devotional and fervent as might have been registered had the actual ceremonial of the final benediction at Mundelein been enacted before them. . . . Full of impressive ceremonial and full of spectacular scenes. . . . Anyone seeing the picture once will want to see it again to study it and analyze it."

Daily Tribune: ' . . . "Everybody knows that the Cardinal Archbishop of Chicago was a great churchman, a great diplomat, a great builder, a great organizer . . . But now it comes out that Cardinal Mundelein is also a great motion picture producer. . . . He launched on the Lord's Day at one of the few remaining Chicago play houses that possess a distinguished tradition, a corking good show which was also a series of tableaux richly fraught with poetry, splendor and spirituality. . . . All that the Congress held of the spectacular and much that it held of devotion are revealed in the Cardinal's show. . . . A great historical document."

"The Eucharistic Congress"—Fox Films, Boston Opera House, Boston

Evening American: . . . "The audience is held spellbound at the sheer magnitude of the succeeding spectacle. . . . A panorama never to be forgotten by the audience that sees it unrolling on the screen. . . . Perfect continuity and well written explanatory sub-titles."

Herald: . . . "The religious fervor . . . is the most impressive quality of the motion pictures of the Congress."

Post: "A new record for motion pictures was established when the film of the Eucharistic Congress was shown for the first time at the Boston Opera House. . . . The crystal clearness of the pictures, their life-like brilliancy, wonderful perspectives and immense crowds have never been equalled by any spectacle staged for the screen before. From the point of view of technical skill they are well nigh perfect. . . The picture is not only wonderfully clear and gigantic, it is enthralling and beautiful in the extreme, holding the spectator spellbound to the last."

Globe: . . . "A very finely selected rotation of the numerous events . . . aroused applause . . ."

Evening Traveler: . . . "An opportunity to live over in delightful fashion that great dramatic and human spectacle . . . a marvel of carefully chosen scenes . . . transferred to the screen with a brilliancy and accuracy that must be most pleasing . . . worthy to go down in history as an unusual achievement."

"The Better 'Ole"—Warner Bros., London Hippodrome, London, England

Daily News: "Syd Chaplin as 'Old Bill' is as funny as anything his brother has ever done."

Daily Mirror: "'The Better 'Ole' proved to be an amusing production."

Daily Mail: "'The Better 'Ole' amusingly recaptures the war-time charm of Mr. Bruce Bairnsfather's 'Ol Bill' and 'Alf.'"

Sunday Express: "Syd Chaplin easily demonstrates that he has no superior as a screen farceur."

Empire News: "'The Better 'Ole' is one of the greatest comedies yet seen on the screen."

Referee: "Good fun 'The Better 'Ole' certainly is, and we all of us enjoyed it immensely."

World: "The film 'The Better 'Ole' with Syd Chaplin as 'Old Bill' is a masterpiece of merriment."

Reynolds Illustrated News: "The film, 'The Better 'Ole' is bound to be a success."

Dispatch: "Chaplin plays the principal character in this excellent British-story film."

Star: "The audience merrily enjoyed Syd Chaplin as 'Old Bill.'"

Morning Advertiser: "The film is an excellent production."

Westminster Gazette: "The

picture is a long series of comic incidents."

Morning Post: "'The Better 'Ole' is packed full of laughs."

Illustrated Sunday Herald: "If you know of a better 'ole than your local kinema when they are showing this one, go to it!"

"While London Sleeps"—Warner Brothers, B. S. Moss Broadway Theatre, New York

American: "'While London Sleeps' should appeal to far more people than most of Rinty's pictures—'While London Sleeps' need not worry about its popularity."

Mirror: "'While London Sleeps' offers Rin-Tin-Tin in a melodrama that will delight the youngsters. One sat back of us with his eyes popping through the picture."

News: "Lovers of Rin-Tin-Tin will like this picture. The dog gives his usual fine performance and never overacts."

World: "A fair detective story with some good work by the dog."

Journal: "Rinty is dramatic, modest and never barks up the wrong tree. He does his usual acrobatic stunts with his usual finesse."

"The Better 'Ole" — Warner Bros., Regent Theatre, Toronto Canada

Telegram: "There are those who say that Syd Chaplin is a cleverer comedian than his brother Charles, and the production of 'The Better 'Ole' at the Regent Theatre this week should furnish them with additional argument. Syd as 'Old Bill' is priceless. It is a characterization that is real, human, and somehow sticks in one's mind. As for the picture itself, it is absolutely hilarious. The adventures of the trick horse when the Germans suddenly descend on the town are positively riotous. Probably you have gathered by this time that I am recommending 'The Better 'Ole.' I am, highly. (Of course, if you know a better one, go to it!)"

Globe: "Syd Chaplin, as the leading character, does a splendid piece of work. In the film production, 'Old Bill' is funnier, more original and more true to type than ever. Keeps his audience in spasms of laughter at his antics."

Mail and Empire: "There was more laughter and real low-down fun Christmas Day at the Regent Theatre than we have ever heard or seen. The cause of all the merriment was of course Syd Chaplin as 'Old Bill,' quaintest and most humorous of all the funny Tommies in 'The Better 'Ole.' There is no question but that this wonderful screen production is funnier than both cartoons and play. Syd Chaplin's work in this role should place him on the top of the highest peak of screen artistry—his acting is perfect."

Daily Star: "The film is an improvement on the play, which stamps it at once as the best Syd Chaplin has done."

"Don Juan"—Warner Bros., Rialto Theatre,, Newark, N.J.

Ledger: "A pageantry of sound and a sumptuous cinematic spectacle. 'Don Juan' and Vitaphone, which drew alternating responses of awed surprise and appreciation from a keenly expectant audience, formed the inaugural attractions at the Rialto Theatre Christmas Day. There the Vitaphone and 'Don Juan' with John Barrymore in the title role, had their Newark premieres, constituting what was unquestionably the finest motion picture program ever placed before a local audience. This Vitaphone, this perfect synchronization of sound and motion, this amazing blending of each gesture of the screen character with the volume of sound from an unseen source—distinctly stunned its opening audience. As the amorous hero of agelong legends, Barrymore plays 'Don Juan' with all the completeness of his dramatic artistry."

Star-Eagle: "The miracle of one year becomes the matter of course of the next. Now that the Warner Brothers' Vitaphone has not only synchronized vision and sound, but brought the tone quality to perfection. . . Newarkers who have not seen and heard it on Broadway will find the thrill of their lives at the Rialto. It is so amazing and absorbing a performance that adjectives super-superlative fail the reviewer. 'Don Juan,' with John Barrymore in the title part, is a fascinating story of Rome under the Borgias, and the photoplay and action are of the best."

Newark Evening News: "Seldom have audiences in a Newark film theatre seemed more impressed by a program than were those gathered at the Rialto Christmas Day and yesterday for the first showing here of the Vitaphone. Not only did those spectators sit in deep interest as the achievements of the new invention were brought to their attention, but they showed no hesitation in warmly applauding at numerous intervals during the performance. The picture 'Don Juan' is so alluring, lavishly dressed and full of beauty. Barrymore brings his prowess as a screen lover to a successful climax in the story unfolded, portraying the philandering Spaniard with charm and dash."

Sunday Call: "Absolute synchronization of picture, words and music is attained in the Vitaphone, to a degree which at times appears uncanny."

"Tell It to the Marines"—Metro-Goldwyn-Mayer, Embassy Theatre, New York

Herald-Tribune: "The perfect marine comedy. This picture opened at the Embassy Theatre last night and we can't remember when we have had a better time in the theatre. 'Tell It to the Marines' held two big surprises for us. In the first place, after all these years one could not expect to find Lon Chaney without a single false attachment. Back, arms, legs, nose, teeth and even complexion seemed to be his own exclusively. Then, even after having seen William Haines in 'Brown of Harvard,' we were not prepared for such perfection as one finds in this performance. It is one of the finest things we ever saw on the screen. Lon Chaney and William Haines share honors in the finest film they ever made. Joe Farnham has fitted the pictures with a set of titles that is little short of superb."

World: "'Tell-It to the Marines' is a noble, amusing and beautiful motion picture play. Here is one so fine and moving and true that it may very justifiably boast of a parentage which gave us also that great screen drama of the World War, 'The Big Parade.' . . . The sea scenes, the battle reproduction, the marching and contact with enemy troops are managed with utter brilliance by Director George Hill. To me this performance by Mr. Haines, already recognized as a good actor, is near perfection. Mr. Chaney is superb as the hard-boiled, human, disillusioned Sergeant of Marines, and Miss Boardman's romantic episodes were lovely in the extreme. It is a grand show, if you ask me."

Graphic: "'Tell It to the Marines' is in a class by itself; a film masterpiece. What George Hill with his megaphone, a few cameramen, a handful of actors and the Marine Corps—with the Navy in the offing—did to several reels of celluloid should make New York sit up and take notice. 'Tell It to the Marines' is marvelous. This new picture is a Rolls-Royce of the films, and it rides as smoothly through a long evening, with not a rough spot in the direction, not a dull moment. We recommend 'Tell It to the Marines' without any reservation."

American: "'Tell It to the Marines,' Metro-Goldwyn-Mayer's latest, taken in co-operation with the United States Marine Corps, is great entertainment, a rollicking film, filled with laughs. George Hill, the director, did an excellent piece of work, for the picture gives one the impression of swinging action. Lon Chaney, as the hard-boiled Marine sergeant, is perfect, and Haines, as the breezy pride of Kansas City, puts himself definitely on the movie map with this characterization. . . . You'll get a great kick out of this picture."

Daily News: "A rousing good picture. There are thrills, plenty of them, some great views of our battleships turning loose tremendous broadsides and steaming majestically along. There are some applause-stirring bits of fade-ins and super-imposed photography. But the players take the picture. As for Bill Haines, he is 'Brown of Harvard' become a leatherneck. Lon Chaney acts as though he really had been a hardboiled Marine sergeant for years."

Evening World: "An unusually good film. Characterizations by Lon Chaney and by William Haines are excellent. Sergeant O'Hara and Private 'Skeets' Burns are real people. It is an excellent picture."

Sun: "It will be a goodly success. Lon Chaney's name means showers of gold at box offices, and the familiar ingredients that audiences love—comradeship, sentimental, pleasing love, romance and adventure, spectacle—are present and accounted for. . . . I have nothing but praise for the acting of Lon Chaney as the grizzled Marine sergeant, and William Haines as the hero. 'Tell It to the Marines' may be a box office smash."

Times: "Astutely drawn. Lon Chaney gives a trenchant performance, true to life of one of the 'backbones' of the celebrated fighting corps. . . . William Haines does a clever piece of acting in the role of Burns. Miss Boardman is the sort of nurse who would be apt to turn any Marine's head. There is a generous supply of comedy in the film."

"The Eucharistic Congress"—Fox Films, Jolson Theatre, New York

Evening World: "For Catholic audiences this picture cannot fail to recreate something of the spiritual significance of the Congress. To a non-Catholic it proved to be a moving panorama of humanity and more effective than I supposed possible. To a newspaper worker it is obvious that the motion picture camera is a top-grade reporter of such an event."

Daily News: "A keenly appreciative audience watched and applauded the unreeling of this most unusual of motion pictures . . . the ceremonies bring a reaction that no ordinary film could bring. . . There are, happily, occasions for honest and harmless laughter, the close-ups of some of the children who formed the gigantic choir of 62,000 voices stirred sympathetic chuckles here and there, and other incidents which only the camera could catch and record brought laughter of a subdued sort. It is a remarkable record of a remarkable gathering well worth seeing."

Times: "An impressive pictorial record. . . . The camera was skillfully used. . . . Not only were the scenes interesting, but the numbers set forth in the captions are staggering."

Sun: "The film constitutes a real document . . . and is interesting pictorially as well as sociologically."

American: . . . "The realization of Will H. Hays' hope to interest the world at large in the importance of the screen as a religious and educational factor."

Morning Telegraph: "The audience manifested its appreciation by resounding rounds of applause . . . faithful and inspiring . . . is one of the most impressive spectacles the human eye has ever witnessed . . . stupendous and magnificent . . . truly this film brings home the message of what a marvelous medium is the motion picture for there is no other agency within the reach of man that could so graphically depict the wonders of this gorgeous and soul-stirring event."

Brooklyn Daily Eagle: . . . "It does, I believe, succeed in capturing a measure of the spiritual significance of that entire holy procedure. . . . The magic of the camera, more than in the average photodrama of this day, became indisputably apparent. . . . Aside from any religious interest in this picture . . . the film is unquestionably a beautiful cinematic creation. It is, as seen through the nonpartisan eye, not without an element of drama. As mass effects go in the cinema, not even D. W. Griffith, I think, could have achieved so tremendous a tableau. Certainly, no preconceived spectacle could have been half so magnificent."

Opinions on Current Productions

"Ye Movies in Ye Olden Days"

When You and I and the Movies Were Young

(Reviewed by Paul Thompson)

DESPITE the youth of the cinema there is a pronounced tendency to resurrect the films of the early days of the industry so great have been the advances in so short a time. And invariably these are extremely interesting because they show the crudity of the first animated pictures. At the Hippodrome, New York, during the week of January 10 Producers Distributing Corporation released the earliest Leroy pictures of this kind. They supplemented the regular program picture and the accompanying vaudeville bill. Leroy, a pioneer in the game, has probably one of the most valuable collections of these pioneer films.

In the Hippodrome release which will be booked throughout the country are films which will recall the early days to the so-called older generation but will be of equal interest to those to whom the present day perfection is the usual and accepted standard. "The Charge of the Light Brigade" was the first film to be shown on the screen of any Keith theatre in this country. This was at the Union Square, New York, on June 29th, 1896. "The Seventy-first Regiment Drill in 1897" is of unusual interest because of the part this regiment took in the Spanish-American war the following year. "The Morning Bath," a pickaninny being washed by his mammy mother, made by the old Kinetoscope at the Black Maria studios in Orange, N.J., in 1893, is the earliest of this type of pictures revived.

"A Brush in the Park" shows sleighing in Prospect Park, Brooklyn, and is contemporaneous with the Edison picture in Orange. A test shot taken fourteen years ago at the old Keystone studios shows the comedian who was afterwards to become world famous, Charles Chaplin, coming down a railroad track toward the camera with the walk that is now known all over the world, with the same type of shoes, moustache, derby, etc.

P.S.—He got the job.

"My Lady's Stockings"

(Fox-Variety—One Reel)

THIS is an extremely interesting and well done series of pictures showing the start and finish of that commodity so much in evidence in these modern days, my lady's stockings. The start quite logically is with the silk cocoon. Then the process by which the silk is taken from the worms by machinery and transposed into the completed object that you love to look at if not to touch. How runs occur just because a fair motorist might remove her stockings and dip her poor, weary feet in a stream (how they could get tired in an automobile is not told) or more logically how the incessant dancing of the present day might and does wear out the silken coverings for legs and thus make the poor silk worm work overtime. These are the things which are shown. Even though it is a variety and not a program picture, we have our cabaret or night club sequence for good measure. This picture should offer an added incentive (as though one were needed) for using your masculine eyes hereafter and studying the silk covering for feminine legs on the street or stage. Unlike virtue, it will bring its own reward.—PAUL THOMPSON.

"Pass the Dumplings"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

INTERESTING especially to me because it means seeing the work of a man who had a desk next to mine many years ago on *The Evening Sun*, is this two-reel farce comedy by Larry Semon. He was a cartoonist at that time, subsequently going on to the *Telegram* and then into the moving picture game to make a name and a fortune for himself as a comedian in his own plays. And just recently he has signed to work for Famous Players-Lasky. In this Mack Sennett slap-stick he is credited with the direction but unquestionably also his writing or editorial supervision.

The story is the romance of a boarding-house with Alice Day starred. She is the hired girl of the household. Danny O'Shea is a police officer with the best room in the house. Eddie Quillan is a correspondence-school pugilist. With these ingredients the reader can possibly imagine just the type of fun provided and with the three well-known players to interpret it and Semon to direct, how fast and furious it is.

Quite appropriately it is released January 16th, the third week of so-called "Laugh Month."

"On Guard"

(Pathe's Army Life Serial Starts)

(Reviewed by Paul Thompson)

CULLEN LANDIS for weeks to come will be involved in plots and counter-plots all centering around the United States Army. The latter co-operated with the young star in the taking of the various scenes so there is no question about the authenticity of the backgrounds. Moreover the story was written by an army man, Major Robert Glassburn. Arch Heath directed the scenarization by Paul Fairfax Fuller, Schuyler Grey Productions, Inc., doing the producing. The supporting cast includes well-known movie players, among others Muriel Kingston, Louise Du Pre, Walter Lewis, Tom Blake, Charles Martin and Edward Burns. Walter Strenge did the camera work. The serial will run for ten chapters.

The story is of a gang of international crooks wanting to get possession of a formula for a high explosive. Landis has enlisted under an assumed name because after his return from the World War as a captain, his father has been disgraced and Cullen has been a drifter. About to commit suicide on the West Point Ferry he is saved by the arch conspirator, Walter Lewis, who promises him twenty-five thousand dollars if he will go into the army and carry out his, Lewis' orders. But he is never to do anything that he himself knows is dishonest.

That is the premise of the serial and you can see its possibilities! Landis makes a very effective soldier. His two leading women are attractive and the comedy is taken care of by a hard-boiled sergeant who served with him in France. And for real villainy commend me to Walter Lewis.

"Tit for Tat"

(Pathe-Fables—One Reel)

THE indubitable profit in doing a generous act is the lesson this fable teaches. Also the value of good table manners. Tom Kit is sent breakfastless from the house because of his lack of the latter. He makes friends with a bird being taught to fly. Then a truly foxy fox kidnaps the bird but Tommy effects a rescue. In return in gratitude the bird saves Tommy, who has been captured in turn. The fox is defeated in his dastardly intent and the little bird compensated by Tommy's father with a can of worms when Tommy is brought back. Thus little children of all ages in movie audiences can learn a moral lesson while they are being entertained by this Pathe Fable (crediting Æsop with an assist). What could be fairer? —PAUL THOMPSON.

"Howdy Duke"

(Educational-Lane Comedy—Two Reels)

(Reviewed by Paul Thompson)

ANNE NICHOLS, author and producer of "Abie's Irish Rose," decided to spend some of the millions made by the perennial "Abie" in promoting "Howdy King," by Mark Swan. For what evidently is to be a series of comedies featuring the English musical-comedy acrobat, Lupino Lane, one step down in the social scale was made by having the salutation directed to a duke rather than a king. A peer seeking a matrimonial alliance with a socially ambitious American family comes to this country. While locked in his room by the American suitor for the girl's hand (he has served as a committee of one at the pier) a newsboy with a striking resemblance to the incarcerated duke takes his place. Lane, of course, plays both roles.

At the home of the nouveau riche all sorts of complications ensue. A swimming pool affords the various characters opportunity to do involuntary dives. With trick photography Lane is presented in both roles (of course, the duke escapes from his hotel room to put in appearance at the house) at the same time.

His acrobatic skill naturally serves him well in a farce of this kind. A number of mildly amusing situations are contrived for the exploitation of his ability as an acrobat and as an actor. Supporting him are Wallace Lupino (some sort of relative—the names Lane and Lupino are seemingly interchangeable in England), Kathryn McGuire, Glen Cavender. Directed by Norman Taurog, who wrote the story.

"Hot Cookies"

(Educational-Cameo Comedy—Two Reels)

(Reviewed by Paul Thompson)

AGAIN poking fun at the Scotch, my own remote ancestry. Wallace Lupino, "Toy" Gallagher, Jack Lloyd, George Davis and Elfie Fay are the players working under the direction of Nate Watt who interprets the adventures of one Sandy McNabb. He starts in a restaurant and ends in a boarding house, food being the apparent motif of the classic. Also the weakness of the Scot for pretty women, for it seems that always he is making love to pretty waitresses, or with homelier ones, if food can be obtained thereby.

A school for mechanical suckers gets Sandy in between but only long enough for him to disrupt the school and provide him with a suction sweeper. With this he practically wrecks a passing bus until again he is removed from the scene.

There is enough roughouse involved in this Cameo comedy to satisfy the most exacting.

"Steamer Day"—"Tropical Twilight"

(Educational-Bruce Scenic—One Reel)

YOU arrive with the cameraman at Honolulu and thus see the approach of the land from the steamer's deck. Airplanes and swimmers who come out to greet the tourists, and all the other usual things. A native celebration held most opportunely at the steamer's arrival entertains the travelers and then causes the departure.

And to complete the picture some more of the tropical night scenes. These latter are beautiful but deadly monotonous after you have seen about 'steen hundreds. It is physically impossible to differentiate them, so why try? When the first ones were shown they were novel, and because of their beauty, scored.—PAUL THOMPSON.

Huka Falls-Wales-Animal Photography

(Pathe Review No. 5—One Reel)

"THE Little Niagara of New Zealand" is what the Huka Falls are called and justly. Shots taken at different angles give some idea of the force and sweep of the water. There is no comparison otherwise as they lack the grandeur and majesty of our own most famous falls at Buffalo and many others in the Far West.

"An Enduring Defender" is how the Pathe poet designates Shrewsbury castle in Wales. Taken in Pathecolor the views are most impressive and beautiful. Some idea of the antiquity of the castle may be gained from the fact that in 1283 King Edward I held a parliament there to grant Wales independent government.

"Hunting a la Mode" embraces a series of excellent camera shots in the Canadian Rockies. These are some of the best animals shots I have ever seen. Rocky Mountain goats, deer and bear are caught with telephoto lenses so that they appear as though they were 'on location" within a few feet of the cameraman. Recommended most highly with the balance of this January 30th Pathe Review.—PAUL THOMPSON.

"High Sea Blues"

(Educational-Mermaid Comedy—Two Reels)

(Reviewed by Paul Thompson)

INGREDIENTS, a honeymoon couple, another couple, the husband of which is insanely jealous, a drunk, and an irate aunt of the first husband; scene, ship-board; there you have the Educational-Mermaid comedy featuring Al St. John. All the things that you might imagine do happen and others. As though the jealous husband were not sufficient the genial dipsomaniac always manages to gum things up at the psychological moment. For a fitting finale the blowing up of a small boat in which the principal characters have put off from the liner. Unfortunately they carried with them the stick of dynamite which they thought still on the ship.

Whether you are happily married or not this should amuse you. The farceurs are Al St. John, Lucille Hutton, Estelle Bradley, Phil Dunham, Clem Beauchamp, Eva Thatcher. Director, Stephen Roberts. Supervisor, Jack White.

"Felix the Cat in Zoo Logic"

(Educational-Cartoon—One Reel)

PAT SULLIVAN draws a most inspiring moral in this animated cartoon with his cat hero or heroine (like Herriman's Krazy Kat the sex seems to be indeterminate). He releases the inhabitants of a zoo who are lamenting their fate and subjects them to the annoyances that humans are afflicted with. They decide their lot is not such an unhappy one at that and joyously and joyfully trek back to the zoo. Thus even animated cartoons can teach a lesson or point a moral. Such modern blessings as traffic cops (alright and unimportant unless you belong to the elect and own a car), stick-up-men, night-club overcharges, etc., teach the discontented zoo inhabitants that they are by comparison quite well off.

It is good satire and effectively driven home through the drawings, situations and lines.—PAUL THOMPSON.

"Thanks for the Boat Ride"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

WHILE this is one of the "What Happened to Jane" series it concerns itself more with what happened to Al than to Jane. After getting his license to marry Wanda Wiley they have just time enough to make the boat for their wedding trip, planning a ceremony at sea by the ship's captain. Before this is finally arranged any number of things happen because of the jealousy of another husband, of Wanda, of the ship's captain, etc. Various staterooms with enough doors to equip a French marital farce-comedy are employed for the exit and entry of the characters.

It is filled with an unusual number of laugh-provoking situations from the start to the finish and is played with a dash. Charles Lamont directed the piece, which is scheduled for release February 15th. It is one of the best of the recent releases in this series.

"Big Business"

(Fox-Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

FOR the sake of Harold Austin, an umbrella salesman, and his porter, Charles Conklin, the rain came just in time. If it had not there would probably have been no Fox Imperial comedy called "Big Business" but rather "Bad Business" because the two itinerants struck a town that had had no rainfall for two years and they were trying to sell umbrellas. Imagine? Before the heavens opened up and poured forth relief to the parched town, its inhabitants and the "young visitors," things looked pretty bad for the adventurers. Many things happened to make them pessimistic about their immediate future. The negro had no business while posing as a mystic to predict rain. That got the goat of the townspeople. Fleeing in a captive balloon from the infuriated citizenry, the explosion of the balloon brings the rain. And all because Conklin, finding himself in the gas-inflated envelope of the balloon, lights a match to find out where he is.

The sale of the umbrella stock of Harold is only part of the tale. Sally Phipps, falling for the stranger in town, is of equal importance and even greater heart interest.

Many men had a hand in the creation of the farce. First, George Marshall supervised the direction of Mark Sandrich and Leslie Selander. They in turn did what they pleased with the script of another team, Murray Roth and Zion Myers, scenarists and story writers. Jasper Blystone appears as assistant director and all five, presumably, bossed cameraman Jay Turner. Sally Phipps, Harold Austin, Charles Conklin, Grace Goodall and George French "were among those present" as actors of the leading roles.

It is an amusing picture, filled to the brim with bizarre situations and actions.

"High and Dizzy"

(Universal-Bluebird—One Reel)

CHARLES PUFFY, the stout Universal comedian, has a chance to justify his name in this Stern Brothers-Bluebird comedy. As a justice of the peace who has married Elsie Tarron to a youth illegally, because he has not been sworn in, he pants to the top of the mountain with the girl's father to marry them legally so that there may be no immorality in their mountain-top love-nest. First with a hand-car, which is worked by father and justice, then, when that slides down to the bottom, on an inclined railway car they attain their objective. Morality is saved—on that particular California mountain, anyway.

D. Smith directed the piece, scheduled for February 14. Charles Puffy and Elsie Tarron are featured. The idea is original and the execution rather amusing. It will score.—PAUL THOMPSON.

"Should Men Walk Home?"

(Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

THE obvious answer to the question asked in the title of this comedy crook drama is "Yes, if the man or men have not the chivalry to do what the fair auto driver asks." In this case it is Mabel Normand who asks for and gets the lift and then proceeds to hold up the obliging crook who is driving. But he thwarts her by overspeeding and getting overhauled by a motor-cycle policeman. Mabel gets out of that scrape by vamping the cop. The two crooks decide to join forces. Evidently they admire the manner in which the other has tried to put it over in the auto.

For their first job they invade a reception to steal a valuable brooch. All their time is spent in getting this and sidestepping a movie-comedy detective. They fail at the end and threaten to go straight. But I have my doubts of the reformation which followed the fade-out.

Mabel as the female crook is supported by Creighton Hale, Oliver Henry and Eugene Pallette. Leo McCarey directed; F. Richard Jones supervised and Lambert costumed the same. It has the merit of having a real plot even if it is pretty thin but not much originality is shown in the development of the same. The funniest thing in the whole piece is the preventing the fat man from getting a drink of punch because the conspirators think the brooch may have been scooped up in that particular drink.

"A Hollywood Hero"

(Pathe-Sennett-Turpin—Two Reels)

(Reviewed by Paul Thompson)

BEN TURPIN is on a train bound from or to Hollywood (it doesn't matter much which direction he was going if we can believe his eyes). On the train is a woman with a jealous husband and a flair for movie heroes. Ben is one of the latter. The dame discovers he is on the train and invades his compartment; so do other women but their excuse is that the sign over his quarters reads "Women." Their visits accordingly are presumably physiological rather than social. Whatever their motive the train ride ends in a general melee.

By one of those rare coincidences, wife and husband stay in the same hotel as Turpin. Of course he finds his way to their apartment and gives the wife a tenderly inscribed photograph of himself (without the customary dollar fee being asked). Need I go on? In any case Turpin does one of those twenty-story dives from the apartment to the street below. The fall does not straighten out his eyes nor affect him any other way so another two-reeler may be expected within a month.

Bud Jamieson plays the heavy husband and Alma Bennett the philandering wife. Harry Edwards directed under J. A. Waldron's supervision.

It is an amusing Turpin offering and will score with his admirers and others.

"Constantinople"

(Fox Variety—779 feet)

CONSTANTINOPLE is the subject of this Fox variety, released January 23. Few cities lend themselves as readily, both because of historical interest and pictorial effectiveness, as this city of the Turks does to the moving picture camera. Every scene in the city and the surrounding country is of interest. It really marks the place where the Orient and the Occident meet, so that there is a kaleidoscopic scheme of types and colors in the people and the city. Architecturally, also, its possibilities are unlimited, showing the influence of different periods and races on the buildings, including the world-famed mosques.

It should make an acceptable addition to almost any moving picture theatre program.—PAUL THOMPSON.

F.B.O. Will Handle Standard Cinema Comedies

The Film Booking Offices and the Standard Cinema Corporation have entered into an agreement whereby the former has the exclusive distribution rights throughout the entire world to the Standard and Micky McGuire comedy series. In the case of former series, the new agreement is a renewal of the present contract, which provided for twelve 2-reelers in the current season's line-up. These two series will be important factors in the company's short product scheduled for the season of 1927-28, F.B.O. states.

Home Struck

The Chorus Girl with a Domestic Complex

(Reviewed by Paul Thompson)

PETER MILNE once wrote a story for a magazine's fiction contest; Fanny Hurst's "Mannequin" won the prize and the publicity. The Milne story now re-appears in Evart Adamson's continuity as a moving picture vehicle for diminutive Viola Dana under the F.B.O. aegis. It is a simple but convincing story of the chorus girl who wanted a home rather than a career. Her choice was not a happy one because the young bank clerk whom she married hypothecated a bond to finance one of many jazz parties and she was compelled to return to the stage to win belated stardom. Alan Brooks as an impressionable but at all times human and convincing press agent in love with Viola plays the role of the god-from-the-machine in her storm and stress period. His self-sacrifice even extended to the point of bringing back the errant husband whom the heroine, as is the illogical way of women, continued to love despite his bond theft and his drinking.

At all times holding the spectator's interest with a simple but convincing little story that is plausible, "Home Struck" is well directed and well acted. It is really a play with the evil effects of the "jazz" age as a moral. Miss Dana is unusually well fitted with a role and is admirably supported. It is really one of the best of the recent F.B.O. releases.

The Cast: Viola Dana, Alma Brooks, Rom Gallery, Nigel Barrie, George Irving, Charles Howard. Director, Ralph Ince. Story, Peter Milne. Continuity, Evart Adamson.

THEME: Chorus girl's abdication of stage career for a home. Her disillusionment and return.

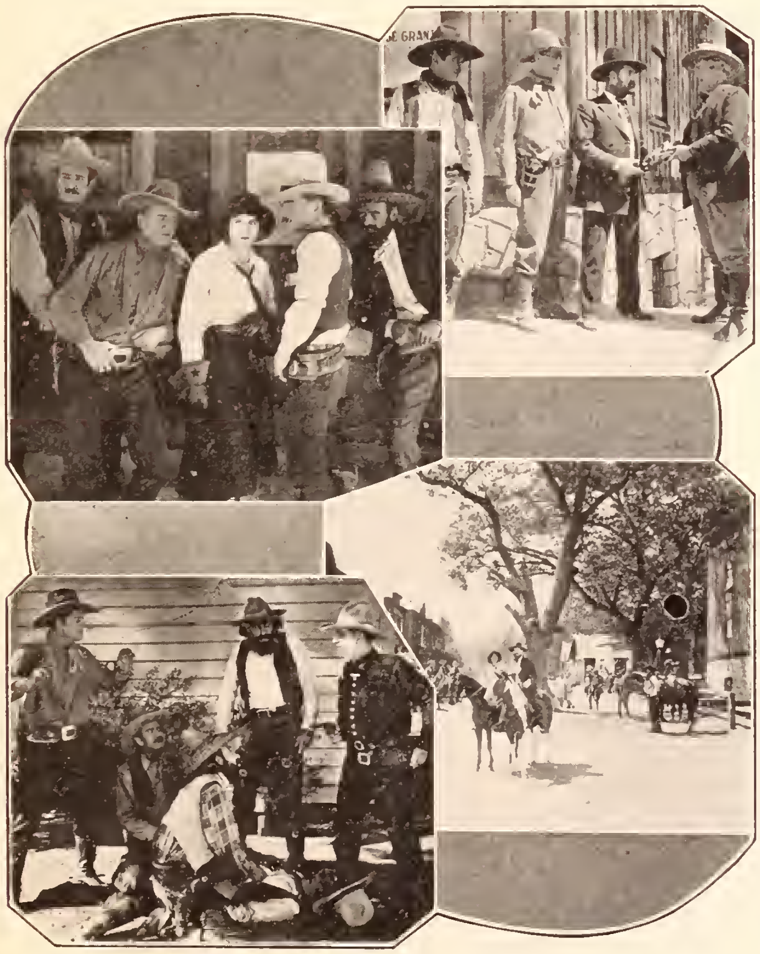
PRODUCTION HIGHLIGHTS: Dana and Brooks' interpretations of characters. Simplicity yet convincing character of story. Domestic sequence scenes of star.

EXPLOITATION ANGLES: Unusual twist to stage story; from stage to home, reversing usual plot.

DRAWING POWER: Should be excellent.

Length, 5,613 feet. Released January 23, 1927.
Produced and distributed by F.B.O.

Action stills from "The Cyclone Cowboy," a Pathe Western release



Interesting moments from a current Pathe feature, "The Long Loop"

The Auctioneer

The First of the Belasco-Warfield Plays

(Reviewed by Paul Thompson)

INTERESTING to the student of the drama because it marked the alliance of David Belasco with that other David—Warfield—after his graduation from Weber and Fields' Music Hall Company and his first starring vehicle is "The Auctioneer" by Charles Klein and Lee Arthur. Followed the even greater success, "The Music Master," with its then record run at the Bijou Theatre in New York. Both have now been made into pictures. L. G. Rigby did the picturization of "The Auctioneer" and Alfred E. Greene directed. In the Warfield role is George Sidney, well known on the legitimate stage and in the movies. You realize seeing the silent drama version how much of the success of the spoken play was due to the charm and personality of Warfield. As a play it is of the most tenuous and elemental, with a plot that is almost negligible. A Jewish immigrant adopts the child of a woman dying at sea. He builds up a successful pawnbroking-auctioneering business on the East Side. The girl falls in love. Her fiance is admitted to a bond-brokerage firm when his prospective father-in-law invests his entire fortune in the firm

An interesting picture has been fashioned from the play, although it does lack the Warfield quality which made it a success originally. Sidney plays convincingly, as do his supporting players; Marion Nixon as the adopted waif, Doris Lloyd as his wife, and Gareth Hughes as the boy. The humor is rather strained with the introduction of a boxing kangaroo, and a Charleston-dancing pawn-broker's clerk and is possibly more apt to create laughs in the hinterland than on Broadway.

The Cast: George Sidney, Marion Nixon, Gareth Hughes, Doris Lloyd, Ward Crane, Sammy Cohen, Claire McDowell. Director, Alfred E. Green. Authors, Lee Arthur and Charles Klein. Scenarist, L. G. Rigby.

THEME: Comedy-drama. East Side (New York) pawnbroker loses fortune invested in bond-house for future son-in-law and regains same.

PRODUCTION HIGHLIGHTS: East Side atmosphere. Sidney's convincing portrayal of Simon Levi. Excellent supporting cast.

EXPLOITATION ANGLES: Belasco, Warfield, Sidney, names and fame.

DRAWING POWER: Good.

Length, 5,500 feet. Released January 16.
Produced and distributed by Fox Film Corp.

The Cyclone Cowboy

Slightly Better Than Average Western

(Reviewed by Harold Flavin)

COUNT this among the better Westerns because, in addition to the usual he-man stuff, there is a slight twist to the plot that brings the cowboy hero to the city for a few sequences where his awkwardness at a social function should draw a few chuckles from your audiences. This jazz-party occurs in the opening reel, but after it is over and friend hero returns to the ranch, the usual stereotype action takes place with the rustlers rustling the cattle, the virago who owns the ranch rustling the help.

It seems Ma Tuttle didn't want her daughter to marry a city slicker, so she, in company with Wally visited the city where daughter is raising high-jinks. Of course Wally falls for the daughter. Mother drags daughter back to the ranch, but with Wally's co-operation daughter holds clandestine meetings with her lover although she begins to doubt whether it is he or Wally in whom she is most interested. Meanwhile the cattle are rustled and Wally effects their recovery only after considerable riding and fighting. He returns and enables the lovers to elope, but at the crucial moment the girl decides Wally is her man.

The action leaves nothing to be desired and the performances of the principal members of the cast are creditable, with especial mention going to the star and Raye Hampton.

The Cast: Wally Wales, Violet Bird, Raye Hampton, Richard Lee, Ann Warrington, George Magrill. Director, Richard Thorpe. Cameraman, Ray Reis.

THEME: Usual Western type of story with slight plot twist in that hero wins girl from city slicker with whom she was infatuated.

PRODUCTION HIGHLIGHTS: Scenes in home in city. Wally Wales riding and fighting. The performance of Raye Hampton.

EXPLOITATION ANGLES: Wales' popularity. The fact that the whole family can see it.

DRAWING POWER: For the small houses. Should be great treat for the children.

Produced by Action Pictures, Inc., and presented by Lester F. Scott. Released by Pathe.

Length, 4,447 feet. Released January, 1927.

Highlights in the F. B. O. release, "Homestruck," an original screen story by Peter Milne

Dramatic episodes from "The Auctioneer," a screen adaptation by Fox Films of the Belasco-Warfield stage play

The Long Loop

Leo Maloney Thwarts the Double-Crossers

(Reviewed by Paul Thompson)

TWO disconcerting things occur in this picture which are apt to distract the reviewer's attention. The first is the appearance for the first hundred feet or so of Leo Maloney, the star who is his own director, wearing a beard that suggests General Ulysses S. Grant. The second, also a hirsute distraction, is afforded by Frederick Dana as "Bobcat" Arnold. He looks so much like Charles Evans Hughes, President for a night, that you think ex-Secretary of State has "gone movie." Disregarding this hairy handicap you discover that Leo Maloney has an interesting Western with some refreshingly new ideas. A gang of crooks has set two adjoining ranches at odds with each other to profit by their mutual misunderstanding. Always notes are being sent signed "The Long Loop" threatening all sorts of reprisals on the other. Each thinks his theoretical enemy is the signer of the notes. Maloney unearths the double-crossers and reconciles the two men, incidentally winning Arnold (Frederick Dana's) daughter's hand. Eugenia Gilbert is worth any amount of hard riding, rough and tumble fights and even a few bullet wounds to win.

Having established his reputation for speed on the draw, the finish is an ingenious one.

The Cast: Leo Maloney (star), Eugenia Gilbert, Frederick Dana, Albert Hart, Tom London, Bud Osborne, Chet Ryan, William M. McCormack, Robert Burns, Dick La Reno, Murdock MacQuarrie. Director, the star. Author, W. D. Hoffman. Scenario, Ford I. Beebe. Cameraman, Vernon Walker.

THEME: Cowboy hero who solves mystery of gang double-crossing two ranchmen, rescues latter and wins daughter of one.

PRODUCTION HIGHLIGHTS: Novelty of plot. Ingenious finale. Good photography. Convincing acting by the players.

EXPLOITATION ANGLES: Same as "different" Western. Maloney's fame and popularity.

DRAWING POWER: Good.

Length, 5,934 feet. Released January 9, 1927.

Produced and distributed by Pathe.

Blonde or Brunette

Fair Enough Though Not a Rib Tickler

(Reviewed by Laurence Reid)

A FIRST-RATE farcical idea is treated lightly enough here to pass muster with most anyone who hasn't gone hard-boiled. True, it doesn't carry much of a plot and if it was weighed on the dramatic scales it wouldn't tip any more poundage than a feather. Considering its slight structure it has been made into a fairly enjoyable film—what with its play of "give and take" between the principal characters—all of whom are involved in a triangle.

It is an interior picture with practically all of the action taking place on studio sets—particular attention being paid to a bedroom or two. The original was a French farce and doubtless it has been trimmed of its spice. Yet the carryings-on indicate that not too much of a sop has been tossed on the side of censorship. The central figure is a chap with matrimonial inclinations. He marries a rather sedate blonde who goes modern after the ceremony. And with a divorce on his hands he turns to a strait-laced brunette. Thus he wishes he had stuck to the goldilocks. It is her playful grandmother's job to bring them together again.

The Cast: Adolphe Menjou, Greta Nissen, Arlette Marchal, Mary Carr, Evelyn Sherman, Emile Chautard. Director, Robert Rosson.

THEME: Farce-comedy revolving around a domestic triangle with husband divorcing his blonde wife to take up with a brunette only to go back to the fair charmer in the end.

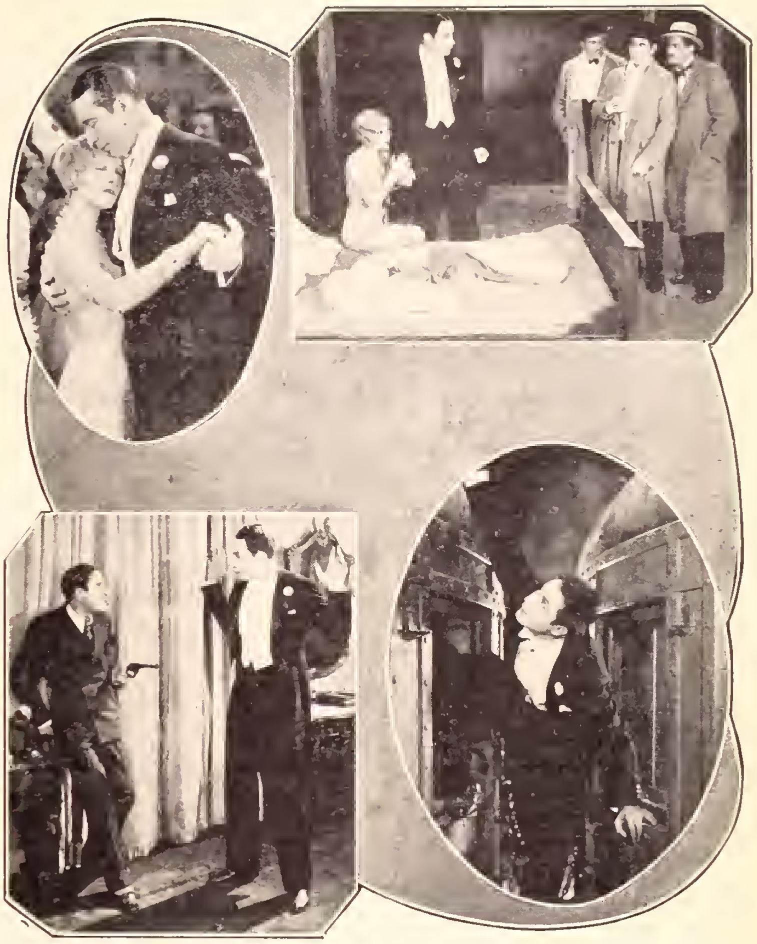
PRODUCTION HIGHLIGHTS: The sparkling performance by Greta Nissen. The easy acting by Menjou. Mary Carr's playful bit. The settings. The incident in the bedroom. The tone of the production.

EXPLOITATION ANGLES: Affords excellent teaser possibilities around the title. Use snappy campaign in all publicity and advertising. Play up the contrast of feminine leads. Cash in on Menjou's popularity.

DRAWING POWER: For high-class houses. For sophisticated audiences. Title and star should pull 'em in.

Produced and distributed by Famous Players.
Length, six reels. Released January, 1927.

Interest holding incidents from "The Sensation Seekers," a Universal production which was adapted from a story by Ernest Pascal entitled "Egypt"



Scenes from "Wolf's Clothing," a picturization by Warner Bros. of a story by Arthur Somers Roche

Heroes of the Night

She Didn't Know What She Wanted

(Reviewed by Paul Thompson)

ALLOWING for a lack of plausibility in the premise—and not allowing it you destroy the whole picture—that two brothers in love with the same girl do not discover for weeks that it is the same girl, "Heroes of the Night" is a mighty interesting melodrama. It seeks to glorify both the police and fire department heroes. To this end the brothers, one serving in each service, do all kinds of brave and meritorious things that would justify Marion Nixon in selecting either for her husband. Unfortunately and femininely she does not seem to be able to make up her mind. They discover that both are in love with the same girl only when they meet at her birthday party when she has agreed to give her answer to the two proposals. And yet they have been courting the same girl for weeks and have taken their mother into their confidence. That is where the lack of plausibility does partly destroy its value. But that possibly is being captious.

Cullen Landis and Rex Lease the brothers, Marion Nixon the girl, and Sarah Padden the mother, all do convincing characterizations. Curiously the two men bear a striking resemblance and could easily be taken for brothers in real life. For backgrounds there are two thrilling fires, the raid on a political club and the capture of a desperate burglar.

The Cast: Cullen Landis and Marion Nixon (featured), Rex Lease, Wheeler Oakman, Sarah Padden, J. P. Lockney, Robert E. Homans, Lois Ingraham. Director, Frank O'Connor. Supervisor, Renaud Hoffman. Story, James J. Tynan. Continuity, F. Oakley Crawford. Cameraman, Ray June.

THEME: Love of two brothers, fireman and policeman, for same girl.

PRODUCTION HIGHLIGHTS: Good acting by principals. Spectacular fire scenes for backgrounds. Elemental but interesting heart-throb story.

EXPLOITATION ANGLES: Double-barrel (police and fire department) picture. Tie-ups with both possible all over country.

DRAWING POWER: Good.

Length, 6,500 feet. Released January 15.
Produced by Gotham. Distributed by Lumas Film Corp.

Wolf's Clothing

Another Arthur Somers Roche Mystery

(Reviewed by Paul Thompson)

IF the movie fan or exhibitor wants a melodrama filled with action, suspense and thrills here it is. Darryl Francis Zanuck has taken Arthur Somers Roche's mystery story and converted it into a moving picture in which Monte Blue is starred and Patsy Ruth Miller featured. It is melodrama that is worthy of the old Bowery classics which made fortunes for Sullivan, Harris and Woods and for industrious playwrights such as Theodore Kremer and Owen Davis. "Something doing every moment" could easily be the slogan, for the scenarist and the director have added to the innumerable situations in the original.

A subway motorman struck by a motor truck and his adventures in his delirium as the insane son of a rich man with blackmailers, pirates, etc., figuring in every reel. Then the awakening to find himself in a hospital and the girl of his dreams a nurse instead of a Park Avenueite. It is rather ingeniously contrived, even though it is anything but high-brow or intellectually stimulating. The star is good, as are most of his support. It will prove good entertainment for the less exacting and surely their number is truly legion. Thus the purpose of the picturization of the Roche mystery should be realized.

The Cast: Monte Blue (star), Patsy Ruth Miller, John Miljan, Douglas Gerrard, Lewis Harvey, Ethan Laidlaw, J. C. Fowler, Walter Rodgers, Arthur Millet, John Webb Dillion, Lee Moran, Paul Panzer, Charles Hasgeli, Jack Cooper, Kala Pasha, Jack Curtis, Edwin Sturgis. Director, Roy del Ruth.

THEME: Melodramatic mystery of an unconscious motorman masquerading as a millionaire (a dream).

PRODUCTION HIGHLIGHTS: Extravagance of scenes, including New Year's Eve party, and the subway sequence. Well maintained mystery. Amusing twist at end making the whole a dream.

EXPLOITATION ANGLES: Roche and Blue and Miller's respective fame. Play it up as a "thriller."

DRAWING POWER: Good in the second run houses for family consumption.

Length, 7,068 feet. Released January 15.
Produced and distributed by Warner Brothers.

A sextet of stills setting forth the comedy incorporated in "Blonde or Brunette," a Paramount picture

Dramatic high spots from "Heroes of the Night," a Gotham production released through Lumas

The Sensation Seekers

The Long Island Set Again Shown Up

(Reviewed by Paul Thompson)

AVERY HOPWOOD and Frederic and Fanny Hatton have no monopoly on showing up the "fastness" and iniquity of the Long Island set. Ernest Pascal once wrote (this is program, not personal knowledge) a story called "Egypt," Lois Weber made it into a picture and that her scenario should have full justice done to it directed the same. It deals with Billie Dove, beautiful, spoiled, rich girl, member of Long Island's fast set, who runs counter to Raymond Bloomer, the new, good looking, young pastor of her mother's church. Their falling in love with each other while the parishioners seek for his demotion forms the theme of the drama. For a smashing finale there is a rescue at sea.

Lois Weber has done a good job in both departments and the result is an at all times interesting story well acted by the beauteous Billie, and Gordon and Bloomer. Universal has staged the piece well with convincing sets for the smart country club, the small town church, the parsonage, home of the wealthy chatelaine and the scenes at sea on the private yacht and the rescue at sea in a driving rain storm. While it is a flashy melodramatic story it does hold your interest because the people are all human beings

The Cast: Billie Dove, Huntly Gordon, Raymond Bloomer, Peggy Montgomery, Will Gregory, Helen Gilmore, Phillips Smalley, Edith Yorke, Cora Williams, Sidney Arundel, Clarence Thompson, Nora Cecil, Frances Dale, Lillian Lawrence, Fanchon Frankel, Hazel Howell. Director and scenarist, Lois Weber. Author, Ernest Pascal. Cameraman, Benny Kline.

THEME: Society girl in fast set falls in love with the local minister and reforms.

PRODUCTION HIGHLIGHTS: Many. Convincing story, acting and settings. Latter unusually good. Night club, country club, parsonage, scenes at sea on yacht, thrilling rescue, etc.

EXPLOITATION ANGLES: Play up the melodrama phases, the scenes at sea, etc.

DRAWING POWER: Should be excellent in second run and neighborhood houses.

Length, 7,015 feet. Released March 20.
Produced and released by Universal.

Regional News from Correspondents

New York & New Jersey

SINCE the recent action taken by a committee in the New Jersey legislative body to undertake to clarify a chaotic situation brought about by an ever increasing number of alleged violations of the State vice and immorality act, several who are in close touch with the existing state of affairs, seem to be of the opinion that the move for local option will surely go through, and that "it won't be long now" before every community in the State will be deciding for themselves as to whether they want Sunday amusement, or not.

As predicted in these columns last week, there has been a general tightening up of the laws governing the admission of minors to motion picture theatres, and those pertaining to fire exits, film rooms, etc., several infractions having been reported through the medium of the daily newspapers. The S. P. C. C. is also actively engaged in checking up local conditions and a strict enforcement of the rules may be looked for.

The following may cause a general stampede to the local offices of the Merit Film Corporation but here it goes; certainly, it's one for the book!

Morris Epstein, New York and Westchester County sales supervisor of Merit Film Corporation, New York and Northern New Jersey distributors of Chadwick First Division Pictures, is announced by Harry H. Thomas, vice-president and general manager of the company, as the first bonus winner of the current season. The bonus system, which has been in vogue with Merit for several years, provides one thousand dollar bonuses for every sales supervisor who attains his territorial quota of sales. In addition to this bonus, all winners share in a percentage of receipts above their quotas.

Morris Epstein, one of the best-known salesmen in the New York territory, has adopted an unique plan of disposing of his bonus. Believing that it has been possible for him to attain his quota so early in the season only through the hearty cooperation of every associate in the exchange, he has arranged to distribute the major part of his thousand dollars with his workers. All territorial supervisors, salesmen, bookers, stenographers, poster room workers and other employees will share in the distribution of seven hundred twenty-five dollars. Epstein, who won the thousand dollars, is two hundred seventy-five dollars richer for his remarkable record.

Invitations have been issued by the Somerset Theatre Corporation, 12 Hamilton Street, Bound Brook, N.J., for the premiere performance of the Brook Theatre, Wednesday evening, January 19, at 7:15 P.M.

A special guest train will leave the foot of Liberty Street, New York City, on Wednesday at 5:50 P.M., in order to provide accommodations for those who live in Manhattan and nearby points.

Arriving at the Bound Brook Theatre, guests will be welcomed by a committee consisting of Mayor Charles F. Fetterly, Horatio Negus, Samuel Gottlieb and Stephen O'Higgins.

The first night of the Bound Brook was originally set for January 12, but had to be postponed for unavoidable reasons.

Caught between two trucks purported to be disputing the right of way on Seventh Avenue last Thursday in the neighborhood of Film Row, New York City, Eddie Seider of the firm of Moley & Seider, engaged in the business of supplying acts to neighborhood theatres, was painfully bruised and has since been confined to his home. However, at the offices of the Prudential Film Delivery, it was reported that Mr. Seider was doing nicely and would soon return to his duties.

Charlie Stombaugh, manager of the Pathe-New Jersey branch exchange, is said to have made especial preparation for the accommodation of his New Jersey friends who will attend the Pathe Ball at the Hotel Roosevelt on Saturday evening, February 12, when a midnight buffet supper will be served. Vincent Lopez and his orchestra will supply the music.

When Stanley Sobelson opens his new Elmora Theatre, El Mora, N.J., on the night of February 12, or thereabouts, he will undoubtedly spring something new in that neck of the woods in the way of entertainment for the younger element. An unusually large foyer has been provided and with the additional space on the stage, these two places will be utilized for dancing between the hours of six and seven and eleven and twelve P.M. The theatre orchestra will provide the music.

Damage sustained by the Universal Theatre (sometimes called the Hertz), Bowery, near Canal Street, New York City, in a film room blaze on January 10, was not as serious as reported, that house having opened again on Saturday last.

Two of the A. H. Schwartz circuit managers have figured in a recent shift of positions. Harry Lewis, of the Albemarle, Brooklyn, has moved to the new Mayfair, while the Mayfair's former manager, M. A. Cooper, will look after things at the Albemarle.

A recent theatre sale in Brooklyn has to do with the Newkirk, Newkirk Avenue and East Sixteenth Street. J. Benas, owner, has turned it over to Exhibitor McCormack who also operates the Miriam Theatre, Coney Island Avenue and Avenue U.

A theatre manager over in the Broadway section of Brooklyn is said to be on the eve of folding his tent and seeking another neighborhood where life will offer something different than a competitive program of high-class vaudeville and pictures at matinee prices of ten, fifteen and twenty-five.

Although reported as still being at his post as manager of the Filmland Theatre, Church and Nostrand avenues, Brooklyn, it is now reported that Fred Dollinger has resigned from his duties at that house.

H. Roth, one of the Roth Brothers of Morristown and Summit, N.J., is in order for congratulations these days. The report is, that an eight-pound boy has arrived in the Roth household.

Friends of Herman Silverman, assistant booker at the Pathe exchange, will regret to hear that he has recently lost his mother.

Two other motion picture theatres which will open during the month of January are the Prospect, Flushing, L.I., and the Stanley-Fabian company's new Hudson Theatre, Kearney, N.J.

The Flushing house seats 2,000, main floor and balcony, and will probably include vaudeville in its program. This house is scheduled for January 27. The Kearney theatre will open on January 22.

Looking back over his records for 1926, Joe Hornstein, Eastern division manager for the National Theatre Supply Company, reports that over 112 new theatres opened in this district. Included among equipment furnished to these houses were, 327 Simplex projectors, 450 Peerless lamps, 190 Hertner transverters and 175 Dalite screens.

Joe Cifre, manager of the Boston National Theatre Supply branch, paid a recent visit to Joe Hornstein.

After being closed for the past eight months, during which time extensive alterations were made, Henry Suchman's Golden Rule Theatre, 121 Rivington Street, New York City, will be reopened.

When Matthew Chrystmos, of Chrisedge Theatres, Inc., opens his new Wakefield Theatre, White Plains Avenue, Bronx, on Friday evening, January 28th, the headquarters of this circuit now located at 1650 Broadway, will be moved to the new house.

Quite a sensation recently occurred in the local Pathe branch exchange when Miss Hulda Greske, who officiates as secretary to Manager William Raynor, greeted her sweetheart on his return from Florida. The entire personnel showered congratulations upon the atractive Miss Greske.

William Shields, for the past several months connected with the Pathe feature sales department in New Jersey territory, has recently resigned and will shortly announce a new position.

Debates on the whys and wherefores of the Eighteenth amendment have ceased to be a novelty except when two such authorities as Secretary Cronin of the Film Board of Trade and Al. Sawtelle, Pathe non-theatrical manager get together. Mr. Cronin is known to have unusually positive ideas on the subject, while Mr. Sawtelle's business associations have not entirely restrained that gentleman from gathering a few facts for the opposition.

Al Moley, of Moley and Seider, and the Prudential Film Delivery, is all pepped up these days over a new "tab act" now in the process of rehearsal. It will be ready in about a week.

David Lustig, well known among local exhibitors as a capable manager, has been transferred from the Mecca Theatre at Avenue A and 14th Street to the Apollo Theatre, Delancey and Clinton streets. Blinderman and Steiner own and operate both houses.

Chas. Trippi, who recently disposed of his Washington-5th Avenue Theatre, Brooklyn, to A. Abramowitz, will continue to be associated with the local motion picture trade and will look after the booking for the Park, Palace and Navy theatres, all in the Borough Hall section of Brooklyn.

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Albany

WILLIAM SMALLEY, of Cooperstown, N. Y., one time an employee of a milk station and today the owner of fifteen or sixteen motion picture theatres, has been presented with a beautiful Masonic ring set with a large diamond, the gift coming from employees of the entire circuit. To even up matters, Mr. Smalley has presented to the 381 employees of his circuit, gold pieces ranging from ten to twenty dollars.

Following his usual custom, Mr. Smalley entertained the staff at the headquarters in Cooperstown with a recent dinner with covers laid for eighteen. There were present: Mr. Smalley, Miss Hazel Smith, Mrs. Mary Elsworth, Mr. and Mrs. William Morrison, Mr. and Mrs. C. J. Rose, and son; Kenneth Woodbeck, Larry Doran, L. A. Fontaine, Kermit Armstrong, Miss Florence Holmes, Mrs. A. Mauduit, Miss Marjorie Barrett and Albert Bothner.

Maurice A. Chase, president of Chase Pictures Corp., and Red Seal film exchange of Buffalo, has installed a new manager in his Albany office now located at 1046 Broadway. Boris Samsanoff took up his new post on January 10 and although a new man in this territory, in the short space of time has made many friends among the exhibitors.

There was a real welcome in Albany last week for Julius Singer and his white carnation. Mr. Singer arrived in town and took over the management of the Universal exchange, although it is quite possible that later on someone else may be named and Mr. Singer will return to New York.

Sternberg and Sobal, who run the Avon in Boonville, made their first appearance along Film Row last week on a buying expedition. They are newcomers and were obliged to introduce themselves at nearly all the exchanges.

H. O. Worden, the new manager at the local Metro-Goldwyn-Mayer exchange, has created a very favorable impression among exhibitors. Mr. Worden is planning to move his family here as soon as he can find a suitable apartment. Alec Weismann, who resigned as local manager, is now doing special work for the company in the Buffalo territory.

L. J. Hacking, of Boston, district manager for the Producers Distributing Company, and C. W. Sawin, also of Boston and district representative, dropped off in Albany during the week, on their way West for a conference with Alec Herman, the local representative.

George Seed, brother of Harry, resigned last week as shipper at Warner Brothers' exchange, and is said to have returned to New York.

Ed Hochstim, salesman at the First National exchange, and very well known over the territory, will be married on January 23 at Hudson, to a young lady residing in that city.

While Harry Lazarus, of Kingston, was visiting several of the exchanges along Film Row last week, he imparted the information that the theatre he is erecting in that city, will be formally opened on May 15, if present plans hold good.

John Bulwinkel, local manager for First National, journeyed up to Syracuse during the week, meeting F. J. McCarthy, manager of the Buffalo exchange, and going over a number of matters with him.

J. W. Mann, who owns the Hollywood Theatre in East Arlington, Vt., has spent considerable money of late in remodeling his house, and the theatre will reopen in the very near future.

Northern headquarters of the Schine circuit will continue to be located in Ogdensburg, despite the fact that one of the Watertown newspapers carried the story last week to the effect that that city would shortly house the headquarters of the circuit.

The State Theatre in Middletown, observed its fifth anniversary last week, and did it in a way that attracted capacity audiences every afternoon and evening. The theatre uses a fourteen-piece orchestra and is one of the best managed houses in that part of the state.

Al Bothner, formerly of Troy, who went with Bill Smalley a year or two ago, and later with the Schine circuit, is once more back with the Smalley interests, assisting with the booking and incidentally looking after the exploitation of all houses.

Kenneth Mosher, assitant manager of the Quirk in Fulton, is quite some orator, according to all reports. Mr. Mosher presided as toastmaster at the annual dinner dance given by the Quirk management to the employees of the theatre, and made a distinct impression.

George A. Toupin, a business man of Saranac Lake, has succeeded Dave Seymour as manager of the Pontiac Theatre in that village.

Charles Sesonke, of Watertown, was called to New York City recently through the death of his father-in-law, who had been ill for some little time at his home in the Catskills.

Rae Candee and Howard Miller are no longer connected with the Robbins' circuit in Utica, owing to the acquisition of the houses by the Schine brothers.

Samuel Dean, who runs the Hotel Majestic in Utica, is a great favorite with the film salesmen these days and as a result his hotel has become the meeting place not only of the salesmen but exchange managers whenever they hit the city.

Sam Goldstein, of Springfield, Mass., was in town last Saturday, booking for his Utica house.

Congratulations to George Dwore, who has just forsaken the ranks of bachelorhood, and who, with his bride, is snugly ensconced in a little bungalow in Schenectady. Mr. Dwore and his father handle the Cameo and the Capitol theatres in that city.

A. S. Thornton, of Williamstown, was in town last week.

A large electric sign is being erected in front of the Smalley Theatre in Johnstown, the sign spelling the name "Smalley" and at the same time presenting in color the name of the current attraction.

Mrs. Sequin, owner of the New Liberty Theatre in Rouses Point, is recuperating in a hospital from an operation.

Under a recent arrangement, all publicity from the Albany Film Board of Trade will henceforth be given out by H. H. Goldstein, who has been named as chairman of the publicity committee, succeeding Alec Weismann.

According to reports, the Kallet boys of Oneida are now negotiating with A. W. Goodman, of Utica, for the Orpheum Theatre as a subsequent run house.

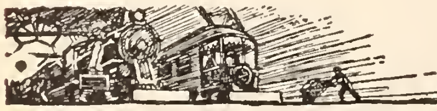
Joe Schleiger has resigned as booker at the F. B. O. exchange in Albany, and has accepted a similar position with Jack Krause, the new manager of Tiffany's Albany exchange.

Mrs. Mary Omelia, booker at the Bond exchange, has been confined to her home several days with a hard cold. John Marshall, owner of the Bridge Theatre in Ausable Forks, was in Albany last week, dating up pictures, stopping over on his way to New York City.

Howard Morgan, Albany manager for Educational, will leave in March for the West Coast with other branch managers. Max Stehl, from the home office of Educational, stopped over in Albany one day last week and spent the afternoon with Mr. Morgan.

H. H. Goldstein, local manager for Paramount, has been presented with a beautiful traveling bag by his office employees.

Henry Frieder, of Hudson, has been a busy man of late, now that Walter Suckno is no longer doing the booking and his advertising. The other day Mr. Frieder was up to his neck in work laying out his cuts and mats for his newspaper advertising, and at the same time trying to look after his theatre.



Kansas City

THE steel work of the new $4,000,000 Loew's Midland Theatre at Thirteenth Street and Baltimore Avenue, Kansas City, is nearing completion. The house, when completed, will seat 4,200. Daily newspapers this week featured stories on the fact that several of the steel workers, by working over-time on Sundays, made their week's pay amount to $230 each.

Mrs. Myra Williams Jarrell, who last year was appointed inspector of the Kansas Censorship Board of Motion Pictures by Governor Paulen, resigned Monday. She found the travel over the State irksome and decided to quit, she said.

For the first time in the history of the event, the Kansas inaugural and reception was filmed this week and the films will be shown over the State.

The Indiana Theatre, suburban house of Kansas City, has been purchased by George A. Costa from Harrison G. Daly and James H. McGrath for $24,500. Mr. Costa formerly operated the Mayfield Theatre, suburban house of Kansas City. The Indiana Theatre seats 800 persons.

Among the out-of-town exhibitors in the Kansas City market this week were: J. D. Ebersole, Hamilton, Mo.; I. W. Maple, Ridgeway, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.; Glenn Dickinson, Dickinson Enterprises, Lawrence, Kans.; G. L. Hooper, Orpheum, Topeka, Kans.

Jack Langan's "Movie Row Atheltic Club" at Kansas City, which consists of a set of boxing gloves, a punching bag and other equipment, is gaining clients steadily. More than one bloody lip and black eye has made a hasty exit towards the street in the last week.

F. P. Hill, home office auditor for Fox, was a Kansas City visitor this week, as was A. H. Fischer, divisional manager for Warner Bros.

Film Row extended its sympathy this week to C. A. Schultz, P.D.C. branch manager, and Mrs. Schultz, whose 3-day-old baby died unexpectedly.

Ed Solig, booker at the Warner Bros. branch, has issued a general ultimatum to the effect that exhibitors who have been accustomed to calling on him at wee hours of the night will not find him in his room in the future. He has moved to the Mayfair Hotel.

Both E. C. Rhoden, manager of Midwest Film Distributors, Inc., and "Red" Jones, Educational manager, were hustling for more contracts in the territory this week.

Arthur Schmidt, First National exploiteer in the Kansas City territory of late, has returned to New York.

The fact that Russell Borg, Educational booker, is leading all bookers of the Educational organization, keeps him busy explaining daily to friends "How I do it."

South East

FRED POLLOCK has resigned as manager of the Metro-Goldwyn branch at this point and has been succeeded by Mr. Drew, of Detroit, Mich. Mr. Pollock and his wife left for New York immediately after his severing connections with the Metro branch.

J. W. Kerr, owner of the Elco Theatre, Charleston, S.C., was a Charlotte visitor the past week. Mr. Kerr stopped over on his return from Boston where he had been purchasing shoes, as Mr. Kerr, aside from being a theatre owner is one of the largest shoe merchants in Charleston.

C. Prosser, of the Prosser Theatre, Johnsonville, S.C., paid Charlotte a visit the past week.

Charles Roth, of Asheville, who is owner of the Eagle Theatre, colored, was along Film Row the past week.

N. L. Royster, general manager of the Piedmont Amusement Company's Auditorium Theatre, Winston-Salem, N.C., also secretary of the M.P.T.O. of North Carolina, was taken suddenly ill enroute from Winston-Salem to Charlotte to attend meeting of the arbitration board. On arrival of the train in Charlotte, Mr. Royster was immediately moved to St. Peter's Hospital. He has not been able to leave his bed up to the present time. Nat has been in a very serious condition, but is mending very fast.

The arbitration board of the Charlotte territory has arranged to hold one meeting a month. The members feel they can handle all the cases coming before the board at this time at one meeting each month. This sounds good for the Charlotte territory, when an arbitration board does not have sufficient cases everyone must be behaving themselves.

E. F. Dardine, manager of the Universal Film Exchanges, Inc., Charlotte, has been called to Atlanta for a sales conference.

The Royal, a new colored theatre in Charlotte, has opened its doors. F. A. Abbott, formerly manager of the Broadway for R. D. Craver, and who afterwards was connected with the Exhibitors Supply Company, is manager. This is an up-to-date theatre, seating about 400.

H. F. Kincey, general manager of the Piedmont Theatres, Inc., states the new theatre, the Almo, will open its doors to the public on January 15th.

Mrs. C. A. Anderson, wife of Mr. C. A. Anderson, salesman for Universal, is spending six weeks in Chicago visiting her parents.

Exhibitor Sears, of the Palace Theatre, Winnesboro, S.C., was a Charlotte visitor the past week.

Rudolph Berger, manager of the Metro-Goldwyn-Mayer office at Washington, D.C., was a Charlotte visitor the past week. Mr. Berger came here in the interest of installing Mr. Drew, the new manager of the Charlotte branch. Berger was formerly manager of the Charlotte branch.

Raymond Harrell, of Rockport, Ky., was in Louisville last week and arranged both feature and comedy bookings up to early Spring for his Liberty Theatre.

C. O. Brown, together with his associate, Elrid Fisher, also visited Louisville last week and arranged bookings for their theatres in Pineville and Nicholasville, Ky.

M. D. Bullock, of the Columbia Theatre, Cave City, Ky., and also secretary of the Mamoth Cave Association, visited the First National Exchange last week.

Joseph Klein, newly appointed field representative for Columbia Pictures Corporation, spent Friday and Saturday in the office of Big Feature Rights Exchange.

Charles Schwerin, well known because of his former connection in Atlanta, was recently appointed special representative of the United Artists Corporation. Mr. Schwerin was in Louisville the past week visiting Colonel Levy, Mr. Lee L. Goldberg and the Switows.

Ad Mercer has resumed the operation of the Selba Theatre, Central City; Gem Theatre, Martwick; Lillian and Mecca theatres, Greenville, and Ducan Theatre, Graham, Ky.

The Strand Theatre, Louisville, is closed all this week on account of installing the new Vitaphone.

Word has just been received from M. L. Reasons, manager of the Dreamland Theatre, Guthrie, Ky., that he is closing his theatre January 31.

Messrs. Smith and Bickers are closing their Sparta Theatre at Sparta, Ky.

Mrs. Blanche M. Davis has again taken over the management of the Karlton Theatre at Whitesburg, Ky.

Harrison L. Scott resigned as manager of the Opera House, Lexington, the first of the year, and will devote his time to the management of the Opera House, Georgetown, and the Tabb Theatre, Mt. Sterling, Ky.

The business men of Irvine, Ky., held a meeting recently for the purpose of discussing plans for the erection of a new theatre in the town.

E. R. Medd, manager of the Rivoli Theatre, Hickory, N.C., received as a Christmas present, a handsome white gold Elgin watch with his name engraved on the back. It was presented to him by E. D. Turner, of Asheville, president of the Carolina Theatre, Inc., and was given as a trophy to the winner of their annual managers' contest.

George Dembo, special representative of Metro-Goldwyn, is a Charlotte visitor.

Joseph Cline, Home Office representative of Columbia Pictures, spent Monday in Charlotte.

R. D. Craver, formerly connected with the Broadway, Charlotte, has returned from a visit to New York.

George Chester, of the Enterprise Film Corporation and Mrs Chester, left Charlotte to return to Atlanta, Ga.

A. F. Moses, of the Colonial Theatre, Winston-Salem, N.C., was a Charlotte visitor the past week.

Mou Metzger, General Sales Manager and Mr. Ralph Williams, Asst. Sales Director, held a Sales meeting at the Biltmore Hotel, Atlanta, Ga., on Wednesday, January 12th. The Charlotte, New Orleans, Memphis, Atlanta, Jacksonville offices of Universal Film were represented by the managers of the different branches.

A. F. Sams, Sr., and Mr. A. F. Sams, Jr., came over from Winston-Salem, the past week to visit Mr. Royster, who is general manager of the Auditorium Theatre.

Major John W. Quillian, President of the Enterprise Film Corporation, stopped off in Charlotte for a few days enroute from New York to Atlanta.

T. H. Sharp has taken over the Grand Theatre, Draper, changing the name to the Broadway. Robert Lee will manage the house.

T. B. Smith, who owns theatres in Clinton and Smithfield, announces he has sold his theatre at Ayden.

St. Louis

CLOSING quotations on St. Louis film stocks listed on the St. Louis Stock Exchange on January 15 were as follows: St. Louis Amusement A $45 bid and $47 asked; one year ago, $55. Skouras A—$50 asked; one year ago, $56.50. The Skouras stock advanced $1 on sales during the week.

Two new theatres in East St. Louis, Ill., are the Columbia, operated by Sierstine & Koplovitz, and the New National, owned by Dewey M. Gray.

Jimmy Boyd has sold the Gem Theatre, Osceola, Ark., to J. Coulter.

Mrs. M. F. Cameron has purchased the Strand of Marion, Ky., from C. E. Braswell.

St. Mary's Theatre, Frankenstein, Mo., is reported to have closed.

F.B.O.'s local exchange has been all dolled up like a teashop. It is the final step to restore the remodeled exchange following the taking off some 40 feet to provide for the widening of Olive Street.

Bill Waldren, manager of F.B.O.'s Denver, Colo. office, accompanied by his wife, passed through St. Louis January 15 en route to Hot Springs, Ark. Waldren is making the trip to the famous spa for his health.

Aristedes Constantine John Karzin, four-months'-old son of Mr. and Mrs. John Karzin, was christened at their home, 6600 Kingsbury Avenue, University City, Mo., on January 6.

The godfather and godmother were Mr. and Mrs. Spiros Panos, while the Ahepa Society, a national organization, are second godfathers.

The guests numbered 350, including many very prominent St. Louis film folks.

John Karzin operates the Olympia, Casino and Lincoln theatres in St. Louis, and is the oldest St. Louis exhibitor in point of service, having been in the business for more than twenty years.

His son and heir weighs 19½ pounds and rules the Karzin household.

Joe Levy, for the past year manager of United Artists' Indianapolis, Ind., Exchange, has succeeded Bill Barron as head of the local office. Barron, who has not announced his new plans, is in New York City to consider several offers for his services.

Levy is not a newcomer to St. Louis, although absent from this city for some time, as he opened the local Fox Exchange and was in charge here for some four years. He has been in the film business for twenty years.

G. E. McKean, manager here for Fox, and Bob Werth, Fox salesman, were forced to abandon their automobile in Springfield, Ill., the past week when a blizzard struck that section of the State, burying the highways under 12 inches of snow and ice. They returned to St. Louis January 14 via a train.

G. Kuhlo is the new owner of Lang's Family Theatre in Italian Heighs, St. Louis. He has shortened the name to The Family Theatre.

J. Hoffman, owner of the building, is now operating the Bridge Theatre on Natural Bridge Avenue, St. Louis.

On Monday, January 17, Roy Dickson opened the new Tiffany Exchange at 3313 Olive Street. Roy until January 15 was in charge of the local Pathe office.

Dan Samek has announced plans for a new theatre in Carruthersville, Mo. He will open the house about February 1.

Nicky Goldhammer, manager for Warner Brothers, departs Wednesday, January 19, to attend a sales conference in Chicago.

Seattle

THE annual banquet of the Northwest Film Board of Trade of Seattle attended by all managers, salesmen and bookers of the National and State Right offices, was held last week at the Gowman Hotel in the Northwest city, and with the exception of two managers who were out of town it represented a 100 per cent attendance from Seattle's Film Row. George M. Ballantine, Fox branch manager and president of the Film Board, acted as toastmaster, and a special guest of honor was Frank Harris, special representative for Harold Lloyd, who was visiting in Seattle at the time.

During the evening, various phases of the industry were discussed by branch managers. George P. Endert, Famous Players-Lasky executive, spoke on "Clean Salesmanship"; A. H. Huot, Northwest division manager for F.B.O., discussed "The Credit Committee"; Dave Frazer of Producers' Distributing Corporation explained "Arbitration and the Functioning of the Board of Arbitration"; Jack Bower, First National manager, spoke on behalf of all exchanges relative to "Damaged Prints"; Charles W. Harden of United Artists discussed "Accessories as Aids to Exploitation"; and Clarence Hill spoke on "The Salesman's Angle."

Following the banquet, the guests contributed a substantial sum of money to the benefit performance being given for A. B. Carter, owner and manager of the Rose Theatre, Rosalia, Wash., who has been seriously ill for several months.

John Hamrick, owner and general manager of the Hamrick circuit of motion picture houses in Seattle, Portland and Tacoma, returned to his local headquarters last week after a brief trip to his Blue Mouse Theatres in the distant cities. It was Hamrick's first jaunt around the circuit since his return from New York some weeks ago, and his first trip to Portland in several months. During his visit in Portland he conferred with the Portland Board of Motion Picture Censors relative to the exhibition of several pictures which have played the Washington territory but were held up in Oregon. The pictures, with a few eliminations, have since been passed by the Board.

B. F. Shearer, manager of the Interior Decorating Department of the National Theatre Supply Company in the West, left last week for the East Coast where he was to confer with National officials. He will return via Salt Lake City and Denver, where he will establish offices. General headquarters will be maintained in this city.

Mat Aparton, manager of the local Universal exchange, and Jimmy Beale, Universal salesman, last week had the pleasure of splitting a substantial check from the home office, the prize for winning the Western Division's Laemmle Celebration contest. Not to be outdone, Billy Green, another of Mr. Aparton's road men, received a gold button from Universal headquarters in recognition of his feat of topping the quota list of salesmen for three weeks.

Frank Harris, former Western district manager for Pathe, and now a special representative for Harold Lloyd productions, spent last week in this city conferring with Manager George P. Endert of the Famous Players-Lasky exchange. Mr. Harris is at present on a tour of the entire Pacific Coast territory.

Two visitors from Portland were welcomed by the inhabitants of the local Film Row last week. Bill Drummond, Pathe's feature sales manager in the Rose City, visited Manager L. A. Samuelson's local Pathe office, and F. W. Talbert, booker at Manager George E. Jackson's Portland Universal branch office, renewed acquaintances with many of his friends at Universal here.

Frank Hewett, formerly connected with the American Theatre at Hillman City, last week opened his new Wildwood Theatre, located at 7919 Rainier Avenue, in this city. The Wildwood is a very small suburban house, seating only 350 persons, but it is said to be remarkably complete in every detail and caters to a thriving neighborhood.

Ed Hallberg, manager of the Mt. Vernon Theatre at Mt. Vernon, Wash., spent a short time on Film Row last week, hobbling around with the aid of a cane. He has just recovered from a broken ankle, a result of a ball game at Mt. Vernon several weeks ago, when he accidentally stepped into a hole in the ground.

Another invalid who made his first appearance on the Row for some time was Waldo Ives, the popular young owner of the Empire Theatre in Anacortes. Mr. Ives, formerly connected with the Famous Players-Lasky exchange here, has been confined to his home in this city for several months, but is very much improved at present and hopes soon to be able to return to active duty in Anacortes.

Edwin Hitchcock, former manager of the Liberty Theatre in Portland, was expected to arrive in Seattle this week to perfect plans for the opening of the United Artists Theatre, formerly the Liberty Theatre, the latter part of this month. He is at present enjoying a brief honeymoon trip. following his marriage in Portland a few weeks ago.

A. E. Ralston, manager of the Film Booking Offices exchange in Vancouver, B.C., was a visitor at Manager Art Huot's local F.B.O. branch last week.

Frank Graham, formerly connected with the theatre industry in Centralia and Chenalis, last week announced that he had purchased the Mission Theatre and Washington Theatre in Auburn, Wash., from Walter Kraft. The purchase included the house, equipment and property in the case of the Mission, and the house, equipment and lease in the case of the Washington Theatre. The deal was handled by Paul Aust, former Selznick manager in this territory, and now in the theatre brokerage firm of Aust and Black.

Central Penn

TWENTY-TWO members of the Pittsburgh organization of motion picture projectionists, accompanied by four Pittsburgh exhibitors, hired a special train on the Pennsylvania Railroad and went to Harrisburg, a distance of 200 miles, and back, to be present at the State capitol on January 4, when Clayton A. Dietrich, business agent of the projectionists' union, took the oath of office as a member of the Pennsylvania House of Representatives. This took the majority of the regular machine operators out of Pittsburgh for the day, but crippling of the Pittsburgh theatres was avoided by obtaining the service of substitutes.

A farewell dinner was given in the Elks' Club, Pottstown, in honor of Luke Gring, who relinquished the management of several theatres controlled by the Bennethum interests in Pottstown, about the first of the year, to move to Chambersburg where he is part owner and manager of a new $200,000 motion picture house. During the dinner, Mr. Gring and Ralph Binns, manager of Educational's exchange in Washington, and who was one of the dinner guests, were "arrested" as a joke, by the city police and taken to the Pottstown jail, despite the protests of the other diners. They were promptly released through a side door of the jail and were found seated at the table again when the others returned to the banquet hall.

Construction work is being rushed on the new 3,000-seat theatre which the Chamberlain Amusement Company is erecting in Pottsville. About the first of the year the contractors obtained a ninety-day permit to obstruct several streets with building material, in the neighborhood of the new structure, as a means of speeding building operations. It will be one of the largest modern theatres in Pennsylvania outside of Philadelphia and Pittsburgh.

On January 15, William H. Steckler, doorman at the Wizard Theatre, York, received congratulations on his birthday anniversary. Mr. Steckler has been long in the service of the Nathan Appell Amusement enterprises in York.

M. H. Goodman, resigned, has been succeeded as manager of the Feeley Theatre, Hazleton, by Miss Marie Feeley, daughter of A. J. Feeley, owner of the theatre.

The former Family Theatre, Mahanoy City, has been reopened as the Hippodrome, and has been placed under the management of Frank Mickley. As the Family it was managed by Frank Hill, for Charles Hausman, of Pottsville, the owner.

Samuel Kuebler, manager of the Majestic Theatre, Harrisburg, a Wilmer & Vincent legitimate and feature movie house, has just been appointed as a member of the Program Committee of the Harrisburg Kiwanis Club, to serve for the first quarter of 1927.

Miss Ada Dickinson, an accomplished Harrisburg musician, formerly an assistant organist at Loew's Regent Theatre, in that city, is now filling a position as organist at Wilmer & Vincent's Colonial Theatre, there.

The Stanley interests, which recently acquired the Hamilton and Capitol theatres, Lancaster, from Mr. and Mrs. George M. Krupa, have employed the two daughters of Mr. and Mrs. Krupa as organists in the theatres. A son-in-law of the Krupas is manager of the Capitol.

Peter Maguzza, who was manager of the Chestnut Street Opera House, a Sunbury motion picture theatre, recently purchased by the Comerford Amusement Company, has relinquished his duties there and become manager of the Liberty Theatre, recently bought by William Petroplous, in Hazleton. It is reported that the Liberty will ultimately come under Comerford control. The destinies of the Chestnut Street Opera House, Sunbury, are now under the control of Jas. M. Blanchard, as manager. Mr. Blanchard directs half a dozen Comerford theatres in Sunbury and adjacent towns.

Hazleton newspapers are authority for a statement that M. H. Goodman, who recently resigned as manager of the Feeley Theatre, Hazleton, has taken title to a plot of ground near the Hotel Loughran, in that city, and plans to erect there a motion picture theatre with seating capacity of 1,200. He is believed to have acted for a corporation, the backers of which were not disclosed. It is expected the theatre will be opened early in the summer.

Denver

ALBERT KAUFMAN has been appointed the new manager of the America Theatre, Universal's first run Denver amusement house. Mr. Kaufman assumes his new duties immediately. He comes as a thoroughly experienced and widely known theatre man, having successfully held varied and responsible positions. He comes to Denver directly from the Cameo Theatre of Pittsburgh, which he managed for Universal. Mr. Kaufman has been the personal publicity representative of D. W. Griffith as well as publicity representative for Metro-Goldwyn-Mayer in the East. Last year he put on a monster Greater Movie Season campaign in Cleveland for the Hays Organization. Bruce D. Hooten, whom Mr. Kaufman succeeds as manager of the America, leaves Wednesday for the East, where he will engage in exploitation work.

Sidney D. Weisbaum, manager of the Denver branch of Film Booking Offices of America, was elected president of the Denver Film Board of Trade last Monday. Mr. Weisbaum was elected without opposition, it being the unanimous opinion of the membership that no better selection could be made considering qualifications of experience as a manager, activities as a Board member and familiarity with Film Board of Trade work. The Denver Film Board of Trade should experience one of its most successful years under the leadership of Sid Weisbaum. Chas. R. Gilmour was elected Vice-President and Duke W. Dunbar was designated as Secretary, Treasurer, and Counsel for the Board. The following members were elected to serve on the Board of Arbitration: A. G. Edwards, Producers; A. P. Archer, Educational; J. A. Krum, United Artists.

Joseph H. Ashby, First National manager, is still down in New Mexico visiting exhibitors. He is expected back next Sunday.

E. C. Trieb, acting in behalf of the Civic Theatre Company of Roswell, N.M., has added the Delight Theatre of Carlsbad, N. M., to the Civic Theatre Company chain. The theatre was purchased from R. P. Morrison.

M. J. Wisefeldt, Western district manager for F.B.O., has left after visiting several days with Sid Weisbaum, manager of the local branch of Film Booking Offices.

Paul Berger, assistant general sales manager for M-G-M, arrived in Denver for a two-days' visit last Saturday. Mr. Berger came to Denver from Salt Lake City accompanied by Seth D. Perkins, M-G-M District Manager.

Tom Love, of Hanna, Wyo., spent several days in Denver last week purchasing equipment for the reopening of a theatre in Hanna. The Opera House of Hanna burned to the ground Christmas Eve. James Sevier, owner of the Jewel Theatre, Lafayette, Colo., went back to Hanna with Mr. Love, where he will have charge of the projection room. The theatre at Lafayette will continue to run under the management of Mrs. Sevier.

Other exhibitors visiting Denver last week were V. S. Hennen of the Midway Theatre, Burlington, Colo.; Leon Hines, who operates theatres in Benkleman and Haigler, Nebr.; M. W. McFarland of Golden, and Mrs. Frank Kelley of the Empress Theatre, Salida, Colo.

Frank Kelley, owner of the Empress Theatre, Salida, Colo., is in Denver attending the current legislative session of the State of Colorado. Mr. Kelley is a member of the State Senate.

Jack Krum, United Artists' manager, returned Saturday from a long sales trip into the Black Hills of South Dakota.

Two new salesmen now make up a part of the local Universal sales force. The new members are M. W. Sgutt, who came to Denver from the Universal office of Omaha, and H. O. Davis, who came to Denver from Los Angeles. Mr. Davis has been assigned to the New Mexico and Arkansas valley districts. Another change in the Universal force was made in the transfer of E. Erickson, booker of the Portland office, to the same position in the Denver office. Rex Thompson, former booker in Denver, has been transferred to the Omaha branch office.

H. W. Braly, local Paramount manager, left Monday for a conference to be held in Salt Lake City. He met L. Marcus, district manager in Cheyenne, en route to Salt Lake City.

Delford Taylor has purchased the Crystal Theatre of Palisade, Colo., from Fred Rowley. Mr. Taylor takes immediate possession.

The Ogden Theatre, Denver's most popular suburban house, has completed plans for an elaborate new front to the building. The new front entrance is a part of the plans of H. A. Goodridge, manager, to make the Ogden second to none in beauty and comfort. The interior decorations and balcony enlargement have just been completed.

Art Shaver, well-known salesman, has resigned from the Universal sales force.

Fred C. Quimby, short-subject manager for Fox, has been a Denver visitor for several days.

Milwaukee

A. C. ACCOLA of the Bonham Theatre of Prairie du Sac, spent a few days in the city during the week.

Ed Gavin, who was recently reported to have joined the Universal sales staff, seems to have changed his mind and his job, for he is back with P. D. C. covering Milwaukee and vicinity.

F. Peterson, who manages the Niagara Club Theatre at Niagara, was in the city during the week and arranged his bookings for the rest of the season.

M-G-M Efficiency Club has changed the date of its first anniversary banquet to January 22, at which time election of officers will be held.

Louis Shimon, manager of the Uptown Theatre at Sheboygan, was among out of town exhibitors in the city during the week.

A. J. Cooper, manager of the Casino and Strand theatres at La Crosse, stopped in the various exchanges on his way home from Chicago, where he had spent a few days.

Mark Morgan has joined the F. B. O. sales force and has been assigned northern Wisconsin and the Michigan Peninsula as his territory. Mr. Morgan was formerly associated with P.D.C. and with Progress.

Lake Geneva, it has been reported, is to have a new theatre, construction of which is to begin within a few weeks.

O. V. Kelly, manager of the Badger Theatre at Reedsburg, spent three days of the last week in the city.

Dan Kelliher, manager of the Princess Theatre at Elkhorn, and the Majestic at Lake Geneva, visited the various exchanges during the week.

The banquet and special screening sponsored by the local M-G-M exchange last week, was attended by about two hundred exhibitors, club members, firemen and police officers.

J. Jones, manager of Franklin Gardens at Janesville, has built a booth in his house and expects to start showing pictures in about three weeks.

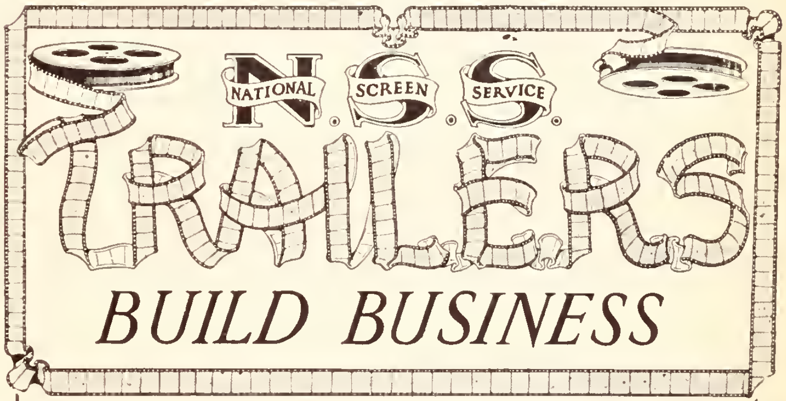
"Boots" William Scharun, cashier at the Celebrated offices, was taken to the hospital early last week where he underwent an operation for appendicitis.

Art Desormeaux, manager of the Strand, Madison, was in the city on business recently.

S. H. Abrams, manager of F. B.O. exchange, donned his snow shoes, braved the blizzard, and ventured out into the zero weather to visit several of the larger towns of the State.

Otto Meister, manager of the Whitehouse, left for Chicago on business on Friday.

Mrs. E. Weisman, wife of the manager of the local Educational exchange, is recovering from an operation for appendicitis.



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Des Moines

A. G. STOLTE, who is theatre supervisor for the larger of the A. H. Blank theatres, just returned from the weekend at Davenport where he installed a new manager at the Columbia Theatre there. This theatre was exchanged by the Orpheum interests with Mr. Blank for his house, the Capitol. Lawrence Wagner, who was installed as manager of the Columbia for Mr. Blank comes from one of the Blank houses at Fort Dodge, the Rialto. Succeeding Mr. Wagner at the Rialto is Mr. Stoneberg, who was assistant manager for the Capitol Theatre in Des Moines. No new assistant for Mr. Cunningham, manager of the Capitol in Des Moines, has been selected.

Among those who went down from Des Moines to attend the opening of the Grand Theatre at Greenfield, which was built by George Misner, were Lew Morgans, representing Famous Players, and A. E. Thiele, office manager for the National Theatre Supply Company. The report is that this theatre is a wonderful little house and it is doubted whether there is another theatre in the southern part of the State that can beat it. Mr. Misner spent close to $25,000 on his theatre, of which he is justly proud.

The Columbia Theatre at Worthington has changed hands. Tobin and Kraus, who were the former owners, sold to George Klein. A few changes will be made in the theatre.

T. C. Thompson has sold his theatre, the Idle Hour, at Klemme. Mr. Barr, who is the new owner of the house, plans some interesting programs.

Two Powers six B machines have been sold to the Princess Theatre at Eagle Grove. The theatre is owned by Ed Morris, who purchased his new equipment through the Des Moines branch of the National Theatres Supply Company.

A. C. Lambert has sold the Opera House at Monticello. The new owner is E. J. Maloney. The new management will take immediate possession.

John Waldorf, who owned the Grand Theatre at Estherville, is another theatre man to sell out. F. H. Mertz is the new owner of the Estherville house.

Ludi Bosten has disposed of one of his theatres. He sold the Wilton Theatre at Wilton Junction to Harry Brawin.

Among the recent sales made by the National Theatre Supply office was a spotlight and miscellaneous stage equipment bought by the Garrick Club of Drake University, Des Moines, for the stage of the university chapel.

Mortens and Son sold their theatre recently to Miller and Sandberg.

The Paramount Theatre at Winterset was sold by Bean and Prussia to J. C. Broker.

R. A. Wagel, booker for Producers Distributors, has been at the hospital for several weeks. He is suffering from stomach trouble. R. L. McLean, district representative, came from the St. Louis office to handle Mr. Wagel's work.

Miss Mary Benjamin, secretary of the Des Moines Film Board of Trade, was in Minneapolis for a brief convention with C. C. Pettijohn, representing the general council of the Film Boards. The secretary from the Milwaukee office was also in Minneapolis for the purpose of conferring with Mr. Pettijohn.

Bill Benjamin, who was only taken on at Universal about a month ago, has already made a rung up the ladder. He was promoted to a place in charge of the poster department. A new man will be taken on to act as his assistant.

The Hildreth Theatre at Charles City has been equipped with a new screen. The owner of the Charles City house is M. J. Kauch. The proper way to pronounce Mr. Kauch's name is to sneeze it.

The theatre at Pocohantas is to be opened up. The house has been idle for some time but is still partially equipped. The theatre will be managed by the owner of the Democratic newspaper at Pocohantas. New machines are being sent down immediately for the theatre. It is expected that it will open on January 19.

Grace Gannon of the Producers Distributors office was in Chicago for the New Year's celebrations.

Lew Adler, traveling auditor for Pathe, has been at the Des Moines office.

First National month has been going over very good in Iowa territory.

The Oskaloosa High School of Oskaloosa, Iowa, is in the market for a motion picture machine. A Simplex Mazda Unit machine was tried out with satisfaction. The Simplex machine bids fair to win the deciding votes of the committee in charge of the selection of equipment for the school theatre.

Gertrude Conlon is the new girl at the Fox office. She succeeds Lena Thornton, who was biller for this office.

Beaulah Rains, biller for the Metro-Goldwyn-Mayer exchange, has been home ill with the "flu."

A Powers B machine and three lobby display frames have been bought by the Star Theatre at Gowrie. The Crystal Theatre at Muscatine is installing new Peerless lamps.

Ben Reingold, manager of the Fox office, has been out in the territory this week.

A. W. Nichols, district manager for Famous Players, went to the Omaha office last week.

Visitors along Film Row were Frank Wewerka of Osage, Ed Awe of Dexter, Mr. and Mrs. Booth of Wellman, Mr. Larson of Gowrie, Mr. Fantan of Gilman, Jack Foley of Waucoma.

The Orpheum Theatre at Oelwein has been bought by the Eastern Iowa Theatre Company. The theatre was previously owned by Boyle and Williams. With the acquisition of the Orpheum the Eastern Iowa Theatres Company takes the monopoly of the theatres at Oelwein. This company already owns the Grand and the Gem there.

The Maytag Hotel Theatre at Newton, Iowa, will open on Mar. 1.

Butte

DISTRICT Manager Seth D. Perkins from the Denver, Metro-Goldwyn-Mayer exchange, made a trek through to Salt Lake City, where he joined Exchange Manager L. Chester Wingham in a trip to Butte. They were here for a few days and Mr. Perkins returned to Denver, while Manager Wingham joined his staff in Salt Lake City.

W. J. Sullivan, manager of the Rialto Theatre, played host to the little crippled children of Butte last Sunday afternoon. A fleet of taxis was on the job to transport the children to and from the Rialto.

Manager E. C. Eckhardt of the Antlers Theatre in Helena gave a special matinee to the children of Helena last Saturday. All children were admitted at ten cents and each kiddie received a souvenir package of cracker jack.

W. K. Lendon, chief auditor of Universal Corporation out of New York City, is in Butte this week, having arrived here direct from Vancouver. He is on a tour of the Universal exchanges to audit the books for the past year.

Tom Walsh, Pathe salesman, spent the holidays at home with his parents. He is one of the youngest salesmen in this neck of the woods, but he is nevertheless considered one of the crack representatives and is recognized as an expert in the sale of short subjects and serials.

Manager W. M. Hughart says that he has received in the Pathe office the past few weeks a number of letters relative to what Pathe can do for Movies for Children. Theatre managers are eager to tie up with the women's clubs and other civic organizations on the Saturday morning matinee idea. He states that this idea has wonderful possibilities from the standpoint of creating general interest among parents for clean, wholesome entertainment for the children.

Manager Hughart and his entire staff expressed enthusiasm over the plan for the Juvenile Movies in Butte.

R. D. Boomer, salesman for Universal in the local exchange, is at home for a few days. He has just returned from a trip over to Kalispell, Whitfish and Libby.

C. R. Wade, territorial representative, out of the Butte Metro-Goldwyn-Mayer exchange, has returned from spending the holidays with his family in Minneapolis and has gone to Bozeman and vicinity for several days' visit with the exhibitors in that section.

Paul Hadzer, theatre manager of the Ennis playhouse, was in Butte this week to do a little film shopping. He says the Ennis Theatre has been closed all winter, but he is to open it this week and promises to keep it open until the ranchers are too busy to take in the shows.

G. H. "Rick" Warren has just been promoted to the feature sales manager's position in the Butte Pathe office. "Rick," as he is known to the trade in Montana and to his friends in general, has been connected with the motion picture business for several years.

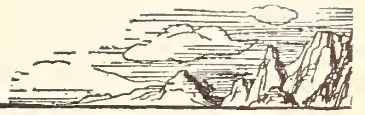
Al O'Jeefe, exchange manager for P.D.C. in Salt Lake City, made a trip to Butte recently. Jack Conners, salesman, also covered the Montana territory out of the Utah office. Dave McElhinney, Butte manager, joined forces from Salt Lake, and the three made a whirlwind finish for the close of the year.

Joe Soloman, feature sales manager for Pathe, was promoted from the Butte office to that of San Francisco, and the first of the new year found him enjoying his new position in California instead of snowy Montana.

L. G. McGinley, manager of Famous Players in Salt Lake City, paid Butte's shipping office a call recently.

The Margaret Theatre at Anaconda is scheduled to open sometime this month. Albert Nadeau, manager of the Washow Amusement Company, made a trip to Seattle recently to buy furnishings for the new theatre, and as soon as they can be placed he plans to open the beautiful house. It is anticipated that it will be one of the most popular theatres in the Smelter City. An expenditure of some $30,000 in remodeling ought to bring in good box-office returns.

Salt Lake City



THE annual election of officers for the Intermountain Film Board of Trade took place at the meeting held the early part of January.

Lawrence J. McGinley was elected President of this organization; Al O'Keefe, Vice-President, and D. T. Lane were re-elected Secretary and Treasurer.

The Capitol Film Laboratories, under the managemnt of S. I. Lein, have been opened at 142 East First South Street of this city, with Louis Slight as cinematographer. Levin was former owner and manager of The Salt Lake Theatre Supply Company here, which company has recently been sold to the National Theatre Supply Company.

J. Weisfeldt has recently been appointed Western Salesmanager for F.B.O. and will have jurisdiction over the Denver, Salt Lake, and Pacific Coast exchanges, according to word received here. Weisfeldt is expected to arrive in this city within a few days from the East, after paying a visit to the Denver office. His headquarters will be in San Francisco.

Dave Farquhar, local manager for the Warner Brothers Exchange, is spending several days in Montana. Salesman H. A. Dunklee is making the Southern Utah territory while Ed. C. Mix is on his way to the Idaho branch.

Miss Dora Maycock, who has been associated with film work here for some time, has just been added to the office force at the Warner Brothers office in this city.

Manager Walter S. Rand arrived back at the United Artists local office from San Francisco a few days ago. Salesman Milton Cohn, of this exchange, came in from the Nevada country the forepart of this week and is leaving within a day or two for the State of Idaho. Fred Young is also leaving for a trip that will take him throughout Southern Utah.

Mrs. Schriber, of the Rialto Theatre at St. Anthony, Idaho, returned home after having spent a few days in this city.

Immediately after the sales meeting held at the local Metro-Goldwyn-Mayer Exchange last week, assistant general manager Paul Burger, and district manager Seth D. Perkins made a short trip to Denver from which they have just returned to this city. Russell Egner, Special Home Office Representative for Metro - Goldwyn - Mayer, left a few days ago for St. Louis. Burger is expecting to leave right away for Los Angeles, while Perkins is making a trip into Montana with local branch manager L. C. Wingham.

Eddie Gallen, special representative from the Metro-Goldwyn-Mayer Home Office, is in the city, and will visit a few of the situations in this territory within the next two weeks. Representatives "Buck" Wade, A. A. Bruce, and Frank McGraw are now in their respective territories.

Louis Marcus, district manager for Famous Players-Lasky Corporation, has returned to his Salt Lake office after having made a hurried trip to Chicago where he conferred with executives of the Home Office.

Hugh W. Braly, manager of the Denver Exchange for Paramount, is a visitor in this city. Braly has been here in conference with district manager Marcus.

Nuel Brown has been added to the office force of the local Paramount Exchange. Miss Agner Nauman, who for a number of years has been head of the Contract Department for Famous Players, has answered a call from the Mormon Church here to go on a mission to Chicago. Her many friends regret her leaving the local Paramount office.

Branch manager Lawrence J. McGinley, of the Paramount Exchange here, leaves shortly for an extended trip into the Montana territory, which trip will be followed by a swing through Idaho and Utah.

Miss Ethel Hunter, maintenance clerk at the local Paramount Exchange, is confined to her home. Miss Hunter was the unfortunate victim of an accident upon alighting from a street car recently, when she sustaned a very painful injury to her ankle.

Thomas Berta, of the Rialto Theatre, Rock Springs, Wyoming, was a visitor at the Paramount and other exchanges here this week. Frank S. Beckwith, who has assumed the management of the Pace Theatre, at Delta, Utah, is also among exhibitors visiting the various exchanges.

George Jensen, Pathe representative out of the local office, is making a trip into Idaho, and Charlie Hamal left a few days ago for an extensive sales trip in Southern Utah.

Branch Feature sales manager L. A. Davis is back at the exchange here after having made a trip into Utah and Wyoming. What they termed as a "Freedom Party," was given by all of the branch managers of this city in the honor of manager Davis, New Year's Eve at the Hotel Utah.

Commissioner Harmon and Louis Peery, of the Egyptian and Ogden theatres at Ogden, Utah, are attending to their bookings here this week.

W. J. Hineman, manager here for Universal, has been spending some time at the Coal Camps of Southern Utah with sales representative Tony Hartford, during which time they closed several towns. Heineman will start for the Idaho country within a few days. Salesman James R. Keitz is still traveling in Idaho. Hartford will return to his Southern Utah section right away.

According to announcements, Rex Thompson, assistant manager of the Denver Universal Exchange, has been transferred to the sales force of the Omaha office.

Merle Stubbs, of the local Universal office personnel, is about to sign up with cupid according to report.

Local Manager Al O'Keefe, of the Producers Distributing Corporation office, left here for Ogden, Utah, January 4th, where he met division manager L. W. Weir, who was en route to Chicago to attend the Division Managers' meeting of Producers Distributing Corporation. O'Keefe expects to leave soon for the Idaho section.

Mrs. E. H. Smythe has returned to the local Producers Exchange an inspectress. Mrs. Elva Selby, of this office, is confined to her home through illness, according to report.

Vete Stewart and Claude Hawkes, sales representatives for Associated First National, are at present making the Idaho country.

Branch manager H. Bradley Fish is traveling throughout Montana out of the Fox Exchange here. He expects to be gone for a period of about ten days, and is accompanied by John Trewhela, the Montana representative. J. L. Tidwell is making Southern Utah at present.

Al and Louise Walker in dance novelties, have been booked for a two weeks' engagement at the Paramount Empress Theatre here, under the management of George E. Carpenter, commencing January 15th.

Clyde H. Messinger, local manager for Educational, is in Southern Utah for a couple of weeks.

L. N. Strike, of the Kinema Theatre here, is about to make another trip into the Northwest.

Miss Margaret Foote, organist at the Kinema, just returned from a weeks' trip into Southern Utah.

L. T. Fidler, manager here for Columbia exchanges, has left to make an extended trip throughout the State of Idaho.

Baltimore

FRANK CASSIDY has succeeded H. Irving North as manager of Warners' Metropolitan Theatre here. Mr. Cassidy was formerly with the Colony Theatre, New York, and prior to that was with the Al. B. Barnes shows. Mr. North has gone to Miami, Fla., for a rest.

One of the nicest things done in Baltimore by a moving picture exhibitor for the benefit of the poor was accomplished by Julius Goodman, proprietor of the Ideal Theatre, Hampden, here, who ran a slide before the Christmas holidays announcing he wished to give out 25 Christmas dinner baskets to poor but deserving families.

The names and addresses of the families were to be handed in at the box office. Before he was finished he had delivered 42 baskets which cost him $4.90 each. He delivered them personally in his own limousine.

The Brodie Theatre, 1118 Light Street, here, has been leased by Ruben Soltz from Joseph Brodie for a period of ten years. Mr. Soltz is making some improvements and has changed the name to Majestic.

Charles Forrester, formerly associated with Sid Garuman in Los Angeles, Cal., has succeeded M. H. Rogers as manager of the Boulevard Theatre here operated by Harry Schwalbe. Mr. Rogers has been transferred to manage a theatre in Annapolis, Md., also owned by Mr. Schwalbe.

Mischa Guterson, who conducted the orchestra at the Embassy Theatre for some weeks, has become associated with the Academy of Music in New York.

Ben Guterson, son of the orchestra leader, who has been associated with the Embassy here also, has been transferred to the new Savoy Theatre, Bethlehem, Pa.

The home of Frank Price, Jr., assistant to Guy Wonders, manager of the Rivoli Theatre here, was badly damaged by fire recently. Mr. Price and his family escaped without injury. They have been residing in a friend's home since the fire while the damage is being repaired.

Due to a small fire in the projection room of the Ideal Theatre, Hampden, here, recently, Julius Goodman, manager of that house, has replaced the old machines by two new Simplex machines.

Louis Rome, general manager of the Associated Theatres, Inc., here, controlling the Rialto, Broadway, Capitol and Apollo, has been sick in bed at his home here for ten days with grippe.

The Savoy Theatre, Washington, D.C., a Stanley-Crandell house, has been entirely renovated and improved.

The Empire Theatre Building, Frederick, Md., has been purchased from the Tri-State Theatre Circuit of Piedmont, Va., by the Farmers' and Mechanics' National Bank of Frederick. The price was about $40,000, it is said.

"Ben-Hur" has just finished a run of four weeks at Ford's Theatre here, a legitimated house. It played to excellent attendance.

Fred Steele is now covering the Eastern Shore of Maryland for Famous Players-Lasky.

The Globe Theatre, Berlin, Md., has been taken over by Tuyford and Tuyford.

The Robley Theatre, Robley, W.Va., has been closed.

Buffalo

THE new North Main Theatre which the Sehine Theatrical Corporation has leased, is expected to open about February 15. The house, which is one of the most attractive community houses in town, is located at Main and West Northrup streets. It is in Spanish architecture.

A series of free moving picture shows, featuring the use and manufacture of ground limestone, have been arranged by the Wyoming County Farm Bureau for the first week in February in the following towns: Arcade, Johnsonburg, North Java, La Grange and Rock Glen.

Reports from Loew's Buffalo Theatres, Inc., show that the net income for 1926 after taxes were paid was $64,593.96. This income is equal to $5 a share on the preferred stock.

A panic was narrowly averted in the Bellevue Theatre in Niagara Falls the evening of January 10. when a film caught fire in the booth. A lively tune by the orchestra and a speech of assurance by the manager saved the situation. The theatre was filled with the usual Sunday night audience when someone cried "fire." The crowd started to leave the house in a panic. The quick action of the orchestra and management caused the excitement to subside. No one was injured. The operator extinguished the blaze with chemicals. Damage was slight.

Otto Siegel, one of the veteran film salesmen in this neck of the woods, has resigned from the Metro-Goldwyn-Mayer staff with which he has been connected for many years.

Charles N. Johnston has resigned from the sales staff of the Producers Distributing Corporation. It is understood that he is to become the manager of a new house being completed in Lackawana by the Western New York Theatrical Enterprises, Inc. The house will open in a few weeks.

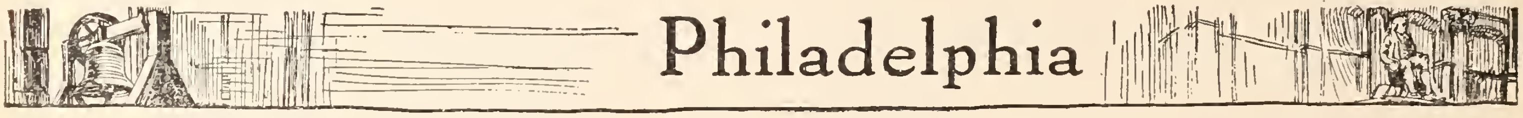
The gross estate of the late William Berinstein of Elmira, was $617,390.49, according to an accounting filed in Chemung county surrogate's office. The net estate, $342,609.16 goes, for the most part, to Ben and Harry Berinstein, managers of the Berinstein theatres, and two sisters.

The new Statler Theatre in Delaware Avenue, Buffalo, will be completed early next summer, according to F. M. Statler. While plans have been made for a subway from the Hotel Statler to the theatre, they are only tentative, said Mr. Statler.

Alfred Voas, 192 Laurel Street, accompanied by his wife, went to a Main Street motion picture theatre on a recent Sunday. The place, it is claimed, was so crowded that the management allowed only ten persons to enter at a time. Voas happened to be the tenth person, his wife, the eleventh. Patrolman Skarin was detailed at the theatre to regulate traffic and keep order. Voas was charged with violating section 722 of the penal law. After hearing the evidence, Judge Stanart promptly dismissed the charge.

Herbert Straub, conductor of the Shea Buffalo symphony orchestra, has composed a march which he has entitled "The Shea Buffalo March," which was written in honor of the theatre's first birthday anniversary. Mr. Straub has dedicated the composition to Michael Shea and Vincent R. McFaul. Shea's Buffalo celebrated its first anniversary the week of January 16th with a gala array of attractions.

G. K. Rudolph of the Fox publicity forces was in town the other day and took time to greet his many friends along newspaper and exchange rows. The report now is that the new Fox Theatre in Main Street will open about June.



Philadelphia

H. J. SCHAD. former president of the M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware, sailed January 19 from New York on the S.S. *California* for a five-months' trip around the world. He is accompanied by Mrs. Schad, and after touching at the West Indies, they will go through the Panama Canal, visit the Philippines, China, Japan, India and then enter the Mediterranean by way of the Suez Canal. After visiting various Mediterranean ports, they will go to Paris and London and expect to return to New York the latter part of June. Prior to his departure, Mr. Schad was tendered a dinner by members of the M. P. T. O. Board of Managers and was presented with diamond-studded cuff links as an expression of their appreciation of the work he has done in the interests of theatre owners in this territory during the two years he has headed the organization.

John J. Kremer has been appointed manager of the Stanley Company's Arcadia Theatre at 16th and Chestnut streets, Philadelphia, succeeding the late Garabed A. Donjian. Mr. Kremer was formerly assistant manager of the Karlton Theatre, Broad and Chestnut streets, Philadelphia.

The Ritz Theatre, Marshall and Hunting Park avenues, Philadelphia, has recently been sold by Jacob Karr to the Borowsky interests, which operate a chain of neighborhood houses in this city, for a consideration said to be approximately $90,000. The Ritz Theatre was at one time owned by David Barrist and C. H. Goodwin and since its sale to Mr. Karr has been under the management of I. Perlin.

A fire that for a time threatened to assume serious proportions and even to wipe out a large portion of Motion Picture Row, gutted the upper floors of the building at the southeast corner of Thirteenth and Vine streets. The fire started late at night in the building adjoining the Fox Exchange and several alarms were sounded before firemen finally had the blaze under control. The fire was of unknown origin and had it spread through a small partition separating the two parts of the same building, it would have reached into the Pathe, Metro-Goldwyn, and Vitagraph exchanges, in addition to the Fox office. The Board of Censors is also located in the same building and thousands of reels of film were within less than fifty yards of where firemen finally had the flames under control.

The Earle Theatre, Atlantic City, a Stanley house which opened several months ago with a straight picture policy, will inaugurate a semi-weekly change of five acts and vaudeville effective January 22nd. The theatre will be booked by Harold Kemp through the Keith-Albee Exchange in New York.

The Stanley Company has announced its intention of building a modern 1800-seat theatre in the heart of the shopping district of Drexel Hill, a suburb of Philadelphia. The theatre will house several stores in addition to the auditorium and the total cost will be approximately $1,000,000.

David Segal, formerly connected with Penn Productions and later with the De Luxe Exchange in the capacity of special representative, has resigned and will affiliate with another large distributing company in this territory.

Atlanta'

TWENTY cases were heard and disposed of at the meeting of the Joint Board of Arbitration, of which C. L. Peavy is chairman, which was held Tuesday in the offices of the board at 101 Marietta Street. This was a postponed meeting. The board is composed of three exhibitors and three exchangemen.

Arthur Melville Lucas, aged 74, father of Arthur Lucas, of Atlanta, head of Educational in the South and prominent theatre man, died suddenly last Saturday afternoon at his home in Savannah. Mr. Lucas, at the time of his father's death, was in New York and was notified by wire. He left immediately for Savannah for the funeral, which was held Monday afternoon.

J. H. Butner, head of Educational's exchange in Atlanta, who is back at his desk after a trip to Charleston, S.C., brings word that Albert Sottile's new theatre in that city, the Gloria, on King Street, will probably be ready for formal opening in a few weeks.

Major John W. Quillian, president of Enterprise Film Corporation, with headquarters in Atlanta, has returned from a trip to Charlotte.

F. E. Williamson, operating the Williamson and Grand theatres in Winter Haven, Fla., and another house at Avon Park, Fla., was a visitor of Film Row last week.

E. D. Turner, of Asheville, N. C., head of Carolina Theatres, Inc., was in Atlanta last week getting equipment for the new theatre at Statesville, N.C.

F. L. Alig, auditor in the Atlanta office of National Theatre Supply Company, is at St. Joseph's Infirmary, having been operated on Tuesday for appendicitis.

Louis Rosenbaum, of Florence, Ala., of Muscle Shoals Theatres, Inc., operating the Princess and Majestic theatres in that city, the Palace at Sheffield and the Strand at Tuscumbia, was in Atlanta last week on business.

Dr. C. B. Welch, who, with P. A. Hurst, of Roanoke, Ala., has purchased the Liberty Theatre at Roanoke, was seen on Film Row recently. J. W. Cramer, of Opelika, who operated the Liberty, disposed of the property on account of ill health.

L. A. Callen, Jr., who recently joined the sales force of the Atlanta office of Arthur C. Bromberg Attractions, left Tuesday to take up his new duties in the field. He will travel in Tennessee, Alabama and Georgia.

F. L. Griffin, of the Strand Theatre in Carrollton, Ga., was another recent caller along Film Row.

C. C. Jordan has sold his half-interest in a theatre at Kissimmee, Fla., to Mr. Fain, who operated the Palace at Leesburg. Mr. Jordan has recently returned to Atlanta, where he made contracts and bought equipment for the new theatre at Veniee, which will probably open in about seven weeks. The seating capacity of the house is reported as 700.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Give "The Little Theatre" a Comfortable Home

Two Progressive Showmen Find Way to Cater to the "Discriminating" Picturegoer

THE action of two progressive and far-sighted exhibitors sets a precedent which many observers look upon as indicative of a move to keep in the family of the commercial theatre—where it undoubtedly belongs—"little theatre" "film guild" movements which every so often have their outcroppings here, there and everywhere.

Managers and producers in the dramatic theatre field are well aware of the added competition which these "little theatres" can bring about, and there are some instances where the cinema theatres find themselves faced by a lively competitor in the form of a "little motion picture theatre."

The move made by Eric T. Clarke, managing director of the Eastman Theatre in Rochester, was not primarily a step to take the "little theatre" bull by the horns. Mr. Clarke is interested in the movement mainly as a service idea which will enable groups, more or less limited in number, to see certain pictures which lack the mass appeal necessary to make them available for the regular commercial theatre. He is carrying out his little theatre movement at Kilbourn Hall, on the concert plan, with a series of showings arranged and subscriptions sold for the series.

His first presentation "Alaskan Adventures" proved eminently successful and attracted a crowd of far greater proportions than he expected. Indeed, the response was so widespread that someone suggested that what started out in Mr. Clarke's mind as an "art" movement developed into an excellent "showmanship" movement which carried before it many dyed-in-the-wool screen fans of the very kind whose preferences and tastes in entertainment set the standard of the commercial theatre, but who jolly well wanted to consider themselves full-fledged members of that discriminating class which appreciates the finer things in cinema and dramatic art.

At any rate, the little theatre movement in Rochester is "over" and it was put over by a showman who knows the theatre and the public, and who accordingly is much better equipped to sponsor and cater to the artistic yearnings of "guilders" than some amateur suddenly inspired to uplift the cinema.

Practically the same thing has been done by a commercial theatre in Akron, Ohio.

Now Akron has other things beside rubber industries. It has, for instance, a Little Motion Picture Theatre. It isn't so much a Little Motion Picture Theatre, as the Little Motion Picture Theatre idea put to work in a regular motion picture theatre. Moreover the idea is so successfully established and organized that there is little room for the inspired uplifter and elevator to start something "artistic" for the "discriminating" in a converted barn or deserted church.

I. Friedman and Milton Bryer own and operate a chain of houses in Akron, among them, the Waldorf. All day long the Waldorf is a picture theatre just like any other picture theatre. But every once in a while, after the mystic hour of midnight, it changes its character, and becomes a Little Motion Picture Theatre. At that time special productions are shown, foreign pictures, so-called highbrow pictures which have no mass appeal, pictures of the type called artistic but not labelled box office attractions.

These pictures are presented by the Akron Film Guild, at the Waldorf Theatre, with admission prices at $1.10. The Akron Film Guild is composed of Akron's socially elite, both men and women. Membership is invitational.

I. Friedman started the guild and is now connected with it in an advisory capacity. He shows the pictures the guild wants to see. The guild guarantees to support the picture after he brings it to the screen. These showings are not open to the public. They are very select. That's why they are expensive. But the members like it that way.

Orchestral music and some novelty screen number is always shown in addition to the feature. Last Friday Messrs. Friedman and Bryer presented "Polikushka." Capacity audience is reported to have attended the performance. Mrs. Georgia Moffett, secretary of the Cleveland Film Board of Trade attended the screening and made a charming talk in which she offered the support of the Hays organization in furthering the interests of the Akron Theatre Guild.

The enterprise is not without its significance to the motion picture fraternity as a whole. Pictures which are regarded as lacking in "mass appeal" but into the production of which producers have dumped large sums of money, and over which scenarists and directors have sweated and toiled in the effort to do something different, may find their outlet, their approach to a public interested in pictures as an art as well as an amusement form, through the Little Theatre, and particularly the Little Theatre which has the benefits of capable direction.

Equipment

Art of Lighting

By P. M. ABBOTT

AS the motion picture industry is generally conceded to be symbolic of light, and as we are of this industry, specializing in the technical phase, we assume that we know the subject of light.

Our assumption, apparently, has been none too well founded.

We reach this conclusion after spending several hours in the Lighting Institute of the Edison Lamp Works. This institute is devoted to the dissemination of advanced lighting practices. It is completely appointed and equipped with all modern appliances for the application and control of light.

The attention paid to all forms of theatre lighting at this institution is surprising. We thoroughly enjoyed a demonstration of theatre illumination presented under the personal supervision of Mr. A. L. Powell, director, who is considered the leading authority on this subject.

Mr. Powell demonstrated stage and auditorium lighting; a small spot lamp remodeled into a surprisingly efficient effect machine, employing home-made slides, etc. The versatility of light: its power of creating alluring atmosphere where none existed before, a sculptor andartist in itself; all these qualities were never demonstrated to better advantage.

But it was Mr. Powell, presenting in demonstration form, his favorite subject, which interested and impressed us most—light and music played in harmony.

The setting of this demonstration was simple: a darkened auditorium, a velvet stage curtain upon which colored light was played and a reproduction of a symphony orchestra. The results, under Mr. Powell's deft touch, were anything but simple. Each emotion of the music was magnified, the lighting effect being cleverly harmonized with the music.

We left the institute knowing that the future held a new trick for motion picture theatres. Perhaps one that will require years to become generally used, yet a feature that will prove a further boon to our industry.

Instruction "Tours" for House Staff

St. Paul Manager Conducts Study of Departments

Henry Haupt, house manager of the Capitol Theatre, St. Paul, was asked by one of the ushers to show her the inside of the Wurlitzer organ recently. This gave Haupt the idea of conducting a tour of the theatre by all front-of-the-house employees.

Every Monday night at ten o'clock a study of the various departments of the theatre begins under the supervision of the house manager and in co-operation with the personnel in active charge of the particular department under consideration. The trips have included an inspection of the organ; a study of the booth, with a demonstration of the projection, lamps, rewinding, screen, etc.; a study of the stage, and of the ventilating and cooling systems.

Haupt says the interest and change of spirit in the house force has been noticeable.

Eric Clarke Subs as Movie Columnist of Newspaper

Eric T. Clarke, general manager of the Eastman Theatre in Rochester, is filling the role of movie columnist for the "Rochester Democrat and Chronicle." He made his debut in the issue of Sunday, January 9, and will continue as chronicler of items and events of interest to the picture fans for a few weeks.

In the course of his editorial comment, Mr. Clarke names "We're in the Navy Now" as the best comedy of the season, adding the reservation, "Of course, Harold Lloyd's 'The Kid Brother' may purloin the honors, but then one seldom uses a Lloyd picture as a standard of comedy comparison." Emil Jannings as Boss Huller in "Variety," he says, carries off the honors for the outstanding single screen performance of the year.

Saturday Morning Movies Presented in Butte

Saturday morning matinees will be given at the Rialto Theatre for the children of Butte. Manager W. J. Sullivan will arrange, through the various civic organizations and schools of the city, to have Juvenile Movies every other Saturday morning.

The programs are to be pre-viewed by a special committee each Saturday before they are given to the children. The present plan allows for educational features, a comedy and current events, with suitable music.

Jay Gould's "Family Band" Heard in Minneapolis

Minneapolis last week had an opportunity to hear the famous "family orchestra" of Jay Gould, owner of the Eagle Theatre at Montevideo, Minn. It is composed of Mr. and Mrs. Gould and their nine children, and in every sense of the word is strictly a family affair. Gould brought the orchestra to Minneapolis to play at the annual convention of the State Federation of County Fair Boards at the Nicollet Hotel.

The MANAGER'S OFFICE

ASHLEY ABENDSCHEIN'S transfer from the managership of Crandall's Savoy and Garden in Washington, D.C., to the resident managership of the new Tivoli in Frederick, Md., has resulted in several managerial shifts among the Washington forces of the company. Joseph Flynn, transferred from the York, succeeds Abendschein at the Savoy; Charles Clark will be shifted from the Home to the York, and Walter Corsley will again assume management of the Home Theatre, having previously occupied this post.

CHARLES CABALLERO, former purchasing agent for the West Coast Theatres in California, last week was reported to have accepted a position as assistant to Harry C Arthur, Jr., of the Pacific Northwest Theatres group. Caballero was connected with West Coast for the last five years, during which time he purchased all equipment and furnishings for the W. C. houses.

ABE SPITZ, owner of the Wollaston Theatre at Quincy, Mass., has appointed James Teevan as manager of the new house. Teevan was formerly checker for the Famous Players-Laskey corporation. He assumed charge at the Wollaston Jan. 15.

Straight Film Bills Five Days Weekly at Hip

A new policy was instituted at the Palace Hip Theatre, Ackerman and Harris house in Seattle, Washington, last week, following a visit to the Pacific Northwest city by Mr. Ackerman and other circuit officials. Under the new plan, the house will play vaudeville and pictures on Saturday and Sunday, and the other five days of the week will be devoted exclusively to second-run pictures, with a daily change of program. Manager Joseph Muller has rearranged his price schedule to fit the new policy, charging fifteen cents for the picture programs, and twenty-five cents on week-ends, when the combined vaudeville and feature picture policy is in vogue.

Solos by Strand Musicians Score in Ogdensburg

The Strand in Ogdensburg, N. Y., put on a rather novel entertainment last week that cost nothing and yet attracted a great deal of attention. Each member of the orchestra played a solo number each evening. It is said that the idea originated from a chance remark to the effect that every member of the Strand orchestra was a soloist, a remark that someone took exception to, and which called forth the efforts later on of each musician.

Community Sing Popular Saturday Mat. Feature

The Empire Theatre at New Bedford, Mass., is having much success with a special song period every Saturday matinee for the children. A special feature is made of the event and S.R.O. houses have been the result. The words are flashed on the screen and music is supplied by the organ and the song period lasts about an hour. A special feature Sunday was the appearance of Jimmy Gallagher, of radio fame, and a new orchestra in songs, dances and stories.

Industrial Chiefs Honor Exhibitor

Distinguished Guests at Dinner for Saranac Theatre Man

It is not often in the history of New York State and its motion picture theatres that millionaires gather and tender a dinner to the manager of a motion picture theatre in a small town, and yet this is what happened a few days ago at Saranac Lake when the owners of the Pontiac Theatre played the part of host to David Seymour. Men such as Walter H. Cluett, millionaire collar manufacturer of Troy; Dr. F. B. Trudeau, whose sanitarium at Saranac Lake is known the world over, spoke words of praise for Mr. Seymour, who retires as managing director of the Pontiac that has just been taken over by the Schine enterprises, and who has left for Florida where he will spend the winter.

Years ago Mr. Seymour went to Saranac Lake, broken in health and likewise broken financially. When he retired last week he was the largest single stockholder in the Pontiac Theatre Corporation, and many acts of benevolence in the village can be traced directly to his open pocketbook and his bigheartedness. He has recovered his health, his fortune and likewise made the Pontiac Theatre the leading house of its kind in the Adirondack region.

New Policy Proves Winner at Victory, Tampa

The new policy inaugurated by General Manager John B. Carroll, of Consolidated Amusements, and George B. Peck, manager of the Victory, Tampa, has put that house over with a bang. The old S.R.O. sign makes its appearance nightly and the matinees are getting into that class also.

Under the new policy the Keith Vaudeville is shown on Mondays and Tuesdays. The following two days are reserved for road shows; with a permanent musical comedy company, The Honey Bunch, holding the boards on Fridays and Saturdays. A feature film is shown on Sunday. The Honey Bunch company have won Tampa and are presenting just about the biggest show ever seen here for six bits.

Stock and Films Split Week at Northampton Theatre

Although announcement has been made of the discontinuance of stock at the Academy of Music at Northampton, Mass., members of the Repertory Company have requested that they be allowed to continue their productions three nights a week, provided they incur no further expense to the city in conducting the house. The motion picture policy will, it is understood, be continued the other three nights. Stock has been a municipal venture and the theatre has lost about $500 per week thus far this season, hence the plan to discontinue stock and show only pictures.

Publix Florida Managers Meet

A convention of Publix managers for Florida will be held at the Miami-Biltmore, Coral Gables, January 28 and 29.

COSTUMES FOR HIRE PRODUCTIONS EXPLOITATION PRESENTATIONS BROOKS 1437 Broadway Tel. 5580 Pen.

C-H

Lighting
Control

Program selection alone won't do this

Why is one theater crowded and another almost empty, both offering the same program? Are people just foolish spenders?

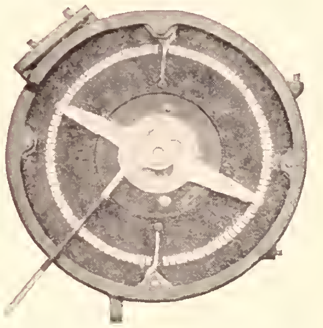
No! They seek their money's worth of enjoyment from films presented in an atmosphere which carries them away to "make-believe" land. It's the restful, "forgetful" feeling that does it—produced by the soft color blendings modern houses obtain with C-H "Simplicity" Dimmers.

C-H "Simplicity" Dimmers permit of all lighting intensities and color blendings. Their technical perfection assures smooth, positive control.

There is a combination of C-H Dimmer Units for every theater regardless of size. Economical to install and operate—their reasonable cost is soon forgotten in the pleasure of increasing profits. Your architect and electrical contractor will tell you more about C-H Dimmers.

—Or, write for the booklet "Illumination Control for the Modern Theater." It tells the entire story.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1253 St. Paul Avenue MILWAUKEE, WISCONSIN



"Simplicity" Dimmers

Smooth fading or a beautiful crescendo of light—C-H Dimmers accomplish both without flicker. Smooth operation through 110 steps, from full brilliancy to black out—with no overlapping of contacts.

The rack and pinion style of drive eliminates play and back-lash. Simple design and highest quality insure long life under severe service.

Won't burn out or overheat. Soapstone bases have high heat dispersion and insulating qualities.

C-H Simplicity Dimmers are universally adaptable to all theaters—every known combination of dimming and color control can be secured—automatically.

CUTLER C-H HAMMER

Perfect Illumination Control for the Modern Theater

Crandall's Met Drops Stage Numbers

Reverts to Straight Pictures and Music; Reduces Admissions

Stage acts will be discontinued as a feature of programs presented at Crandall's Metropolitan Theatre in Washington, D.C. The change in policy will bring with it a reduction of admission prices.

Announcing the change, the management states that the move is made in response to the great number of Metropolitan patrons who have voiced their disapproval of the stage presentations in conjunction with what originally was strictly a motion picture entertainment.

Henceforth, the bills at the Metropolitan will be comprised of feature photoplays, two- or three-reel comedies, special novelty reels, the Metropolitan topical reel, and musical presentations by the Metropolitan Symphony under the direction of Daniel Breeskin. The de luxe shows will be two hours in length.

The new price scale is as follows: Matinees: balcony 25 cents; orchestra 35 cents. Nights, Sundays and holidays: Balcony 35 cents; orchestra 50 cents.

Under the presentation policy which is now being abandoned, the Metropolitan has presented a wide variety of stage entertainment, booking vaudeville double and single acts and concert singers and instrumentalists. Van and Schenck recently played a two weeks' engagement at the house.

Gene Dennis Closes Four Weeks' Run in Seattle

Gene Dennis, girl psychic, under contract with the Pacific Northwest Theatres, Inc., of Seattle, last week closed a four-week engagement at Manager Al Raleigh's Coliseum Theatre in Seattle, and opened an extended engagement the following week at the same company's Rialto Theatre, in Tacoma. Miss Dennis, drawing $700 weekly for a period of forty weeks, answered thousands of questions during her stay in Seattle, having made radio appearances and answering mail for the Seattle "Daily Times" in addition to her appearances three times daily on the Coliseum stage.

Whiteman Booked for Circle

Paul Whiteman has been booked at the Circle, Indianapolis, for the week of Jan. 23, Manager Ace Berry announced. It will be the "jazz king's" first and only appearance in the Hoosier State this year.

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Motion Picture Presentation

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The setting pictured above featured a recent presentation at the Tivoli Theatre, Chattanooga, in conjunction with the latest Mary Pickford vehicle for United Artists. The number was called an "Alpine Yodeling Romance"

"Opera vs. Jazz" Featured at Paramount Theatre

The Paramount Theatre, in New York, this week is presenting the most elaborate stage number offered in conjunction with feature pictures. "Opera vs. Jazz" is the title of the presentation, which runs for fifty-five minutes and is composed of eight episodes, typifying both opera and jazz. The production was designed and staged by Frank Cambria.

The presentation is being featured above the screen attraction, "The Potters," in advertising for the bill, and has been exploited in advance through program and newspaper advertisements. Operatic arias and popular songs, ballet and modern dances, classical and jazz instrumental music, are set one against another during the course of the presentation, a device which permits the admirers of both opera and jazz to compete in registering the applause for their favorites.

Capitol, Springfield, to Present Vitaphone

Vitaphone presentations will be introduced to the theatregoers of Springfield, Mass., by the management of the Capitol Theatre there. Installation of the Vitaphone was started some time ago. The Capitol was among the first picture houses to introduce radio as a form of theatre amusement. That was four years ago, when a large receiving set was installed in the theatre and several presentations of radio entertainment were offered.

St. Louis Revue Feature at Ambassador

Skouras Brothers presented to the patrons of their Ambassador Theatre, the week ending on January 14, the first revue staged for the house by Robert and Marjorie Alton. It was advertised as a $4.40 presentation but was shown at the customary admission prices—65 cents being the top.

It was jazzy but in good taste. And was produced entirely in St. Louis—another instance of the resources of Skouras Bros.

The cast included such lights as Gene Austen, Victor record artist; Harry Hines, the peppy comedian; Mira Nirska, sinuous Oriental dancer; Layman and Kling, Collie Valanni, Gene Wirick and loads and loads of girls. In many respects it was the greatest show ever offered by a St. Louis motion picture theatre.

In the First Revue there were two big chorus scenes—one a bizarre fairy tale in which the "Gentlemen Prefer Blondes" must have originated.

Radio Novelty Presented on Eastman Stage

"On the Air in 1950" was the title of a radio novelty which the Eastman Theatre, Rochester, presented as a stage number in conjunction with "The Canadian." The setting showed a radio fan trying to "tune in" on some broadcast entertainment. Out of the static and howls there finally emerged a program of popular songs and instrumental numbers.

The Eastman offered "The Canadian" for four days, starting Sunday, January 9. Thursday was concert day at the Eastman, and on Friday the new Harold Lloyd comedy, "The Kid Brother," began its extra engagement. It is running through the current week.

Palace Girls Stanley Feature

The ten "Original London Palace Girls" were the stage attraction offered on the program with "Twinkletoes" at the Stanley Theatre, in Philadelphia. The dance number was supplemented by the Clarion Trumpets as a musical divertissement.

Repeat Program at Capitol

The Capitol Theatre, New York is offering a hold-over bill this week, continuing "Flesh and the Devil" and the divertissements introduced with it, for a second week on Broadway.

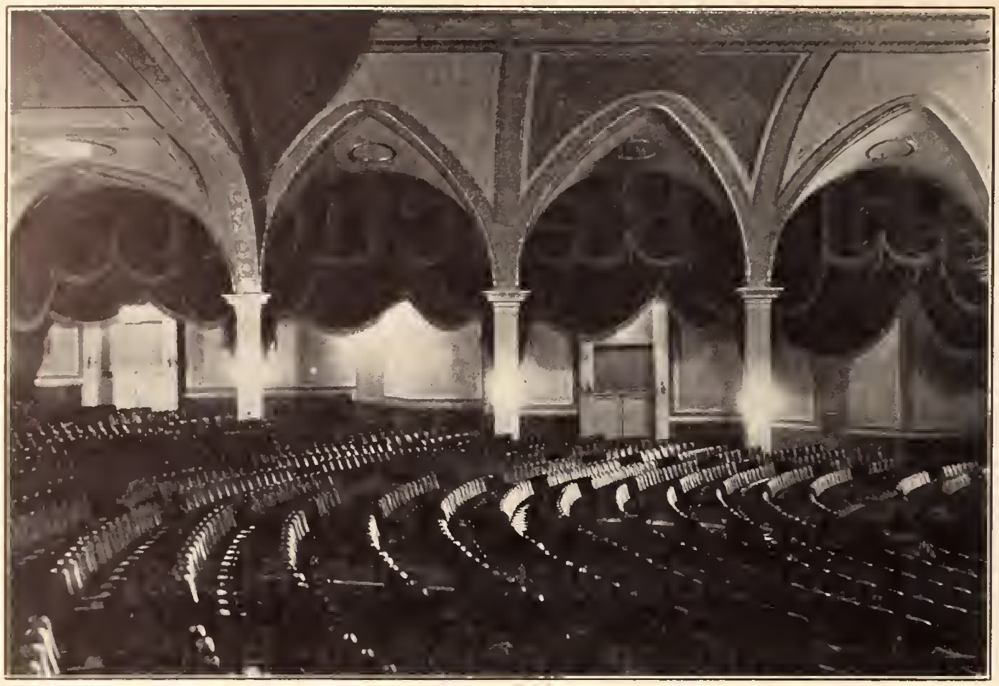
Favorable Reaction

The constantly increasing use of Eastman Panchromatic Negative Film by producers means more and more pictures with blues, reds, yellows and greens in their true black and white relationship.

Effects unobtainable with ordinary negative are usual with "Pan". And the difference—the superiority—of prints on Eastman Positive from "Pan" negatives is readily apparent on the screen.

Such an obvious—and important—improvement in the art cannot fail to have favorable box office reaction.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



View of the main auditorium of the State Theatre, Hartford, Conn. Note the seating arrangement of the 3,700 on one floor and the treatment of drapes

Hartford's State Theatre a Distinctive House

Costly Furnishings and 3,700 seats on Single Floor Contribute to Features

THE State Theatre, Hartford, Conn., a new playhouse of the stadium type, which held its premiere on December 25, 1926, lays claim to the distinction of having a larger number of seats on a single floor than any other motion picture theatre in the country; the owners, Dr. Harris and associates, reporting that there are accommodations for 3,700 on the main floor and with the addition of a small half-moon shaped balcony, the total seating capacity rises above the 4,000 mark. Furthermore, the theatre is said to be the ultimate in modern construction, and represents an investment of close to a million dollars.

The site chosen for the State offered decided advantages for the style of architecture used, that of the later Roman period. A huge electric sign on the exterior overshadows all other lighting. It stands ninety feet in height and is adorned by two thousand lights.

Free Garage Service

A distinctive service feature of the State is a spacious garage built on adjacent property and readily accessible to patrons. This building will accommodate 400 motor cars which are taken care of during the performance free of charge.

The lobby is attractive and inviting. Travertine, an imported synthetic stone from Italy, is used on the walls. The concrete floors are covered with a composition rubber to eliminate dampness. Color mediums of green and gold arranged in panels with rosettes deftly applied, enhance the beauty of the ceiling.

The interior is a revelation, every niche and corner revealing craftmanship of the highest order and the decorations and trimmings as applied blend most harmoniously in an exquisite picture. This treatment, aided by an efficient lighting system, expresses restfulness and comfort to the highest degree.

Extraordinary multi-colored illumination is accomplished from the central dome. A multitude of lights concealed under this dome radiate throughout the interior. The light is diffused at will and changed to react to the different moods of a performance.

Unique Drape Treatment

The treatment of the side-wall arches, high and wide, and diverging to a point in the center, presented a difficult problem. The Novelty Scenic Studios of New York were invited to study the situation. After laborious effort they submitted a unique treatment for all the draperies for the interior and the stage. Their plan and general decorative scheme was found to be exceptionally comprehensive and flexible and they were commissioned to do the entire theatre.

Over twenty thousand square feet of material were used in making the interior draperies alone. The drapes for the arches are made of crimson on crimson-patterned damask. They are festooned in a three-dip effect and trimmed with bells of the same material, bright gold silk fringe and tassels. To accomplish an evenness of tone quality the underdrapes were made of the same material. They are worked out in an Italian effect with generous folds also trimmed with silk fringe and artistically caught up at the sides. Heavily draped with a uniform well-balanced symmetry, they add immensely to the general appearance of the interior.

The treatment on the stage is picturesque and impressive. Exceedingly large in size, sixty-eight feet wide, graduating in an elliptical arch effect from a height of twenty-five feet in the center to seventeen feet at the sides, a valance of a cardinal red velour was designed to fit exactly the contour of this arch. Directly behind this on the stage is the specially designed rhinestone curtain made of cardinal red velour and treated with a special rhinestone effect.

The front set treatment was executed from a new silk fabric, recently adapted for stage purposes, and known as "dream cloth." A rose shade was selected for this purpose to complete the harmony with the other colors applied on the stage. The act curtain, too, is made of the same material and being particularly adaptable to light variation, it makes an admirable background to the front part of the stage.

In view of the extreme width of the stage, the rigging was accomplished on a six and five-line basis, with numerous lines being completely counterweighted. Fifty sets of lines have been installed, enabling the management to conveniently handle scenery, draperies and effects with facility and ease.

All the draperies in the interior of the theatre, the rigging, settings, curtains and effects on the stage have been designed and installed by the Novelty Scenic Studios of New York City.

The projection room is suspended from the ceiling about 110 feet away from the screen. Powers projectors, Peerless arcs and a Balluna spot form part of the equipment.

The policy of the house will be a presentation of three de luxe performances a day. Bert Williams, formerly of the Hartford Strand, will conduct a twenty-five piece orchestra.

The members of the company in control of the Strand include Dr. S. E. Harris, Theo. Harris and Martin D. Harris. The latter is the resident manager. Dr. Harris will be remembered as the former proprietor of the Capitol Theatre, Passaic, N.J.

Marks Brothers Plan More Theatres

Five Under Construction at Present in Chicago

With the passing of 1926, Chicago welcomed the entry of Marks Bros. in the de luxe theatre field. Pioneers in the city's annals of motion picture playhouses, Louis Larks and Meyer S. Marks have concentrated during their years of experience upon an entirely new type of theatre, the first of which they gave Chicago when opening the Granada at Sheridan and Devon last September. In addition to this theatre the Marks Bros. Theatres, Inc., now operate the Orpheus, the Broadway-Strand and the Embassy.

Under construction they have the Marbro, located on Madison Street near Crawford Avenue; the Admiral, another $1,000,000 theatre, which will open within the next six weeks, and two more, the plans of which will be announced shortly. One of these will be the Araby, to be located on the Northwest Side.

Marks Bros. will open their $4,000,000 Marbro Theatre late in March or early in April. It will be Chicago's largest temple dedicated to the cinema, having a seating capacity of over 5,500.

Reopens Gem Theatre at Jackson, Tenn.

The Gem Theatre, Jackson, Tenn., under the management of E. L. Drake and B. M. Herron, had its formal reopening on Christmas Day following a suspension of programs for two weeks, while the theatre was undergoing a thorough remodeling and redecoration. The opening was attended by hundreds of the old patrons of the Gem and by many new ones attracted there by the splendid program offered for the day.

More than $10,000 was spent by the management, it is said, on the popular picture house to make it more attractive for the general public. The auditorium has been enlarged and the ventilating facilities increased to a remarkable degree. Improvements have been made in the projection machine and the screen has been so adjusted that the best possible results are obtained from the pictures shown.

E. J. Sparks Places Order for New Equipment

Equipment for the Park Theatre in Jacksonville, Fla., which E. J. Sparks plans to open about the middle of February, has been contracted for with the National Theatre Supply Company's Atlanta branch. The new house will be one of the best appointed and most comfortable in Mr. Sparks' chain in Florida.

The equipment will consist of 872 upholstered opera chairs, made by the Steel Furniture Company; two Powers projectors with Peerless reflector arcs, one Hertner transverter, 12 by 16 screen, made by the American Silversheet Company; one Callier ticket chopper, one Simplex ticket selling machine, full set of Stanley photo frames, one Fulco film cabinet with all accessories and full set of ventilation equipment, made by the American Blower Company.

Pearl-State Announces New Cleveland House

A new Cleveland theatre has been announced for the intersection of Pearl and State roads to be called the Pearl-State Theatre. Announcement was made by Geo. M. Meyers, owner of the building, which will comprise six stores and the theatre on the first floor with offices and suites on the second floor. The theatre has been leased for twenty-five years to the Pearl-State Theatre Company at a total rental approximating $500,000. The house will have 2,500 seats—1,700 on the first floor, and 800 in the balcony. While the name of the lessee has not been announced, it is generally supposed that he is Sam Schachtel, who now owns the "Y" Theatre, an old house in about the same location.

New Picture Theatre for Monroeville, Ind.

Several weeks ago Messrs. Tillock and Lichstin, proprietors of the New Haven Theatre and the Haven Theatre, New Haven, Ind., closed a lease for ten years on the west half of the lower floor of the Masonic Building, in Monroeville, Ind., and will begin this week to remodel the room in the latest design and refit the room for a modern picture show.

The managers expect to have the building in readiness for the opening date during January. A new front will be built, with a 20-foot lobby and raised floors, with a seating capacity of 400.

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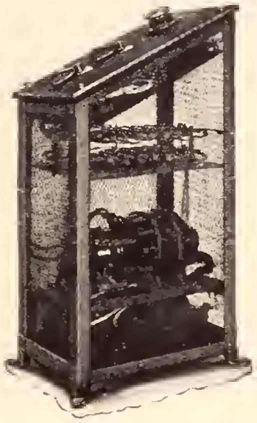

MOTION picture theatre owners—present and prospective, extending from one end of the country to the other, are being attracted by the revolutionary step in current conversion methods as demonstrated in the Liberty Syncrovertor.

This highly efficient device consists of a transformer, a motor, a commutator, a switchboard control panel, all assembled in one unit or a booth control panel. The actual rectification is done at the commutator—not within the motor. Watt input is 25% less for equal amperage at the lamp than on any motor generator. This means a saving of at least 25% in power costs.

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The spacious stage of the new State Theatre, Hartford, Conn. Novelty Scenic Studios supplied all of the attractive drapes for interior and stage

Palm Beach Premiere a Brilliant Affair

Resort's Social Elect Praise New Paramount; "Diamond Horseshoe" a Feature

An event of unusual brilliance and social importance was the opening on Sunday, January 9th, of the magnificent new Publix house, the Paramount Theatre. With admission prices scaled at $1 to $1.50 matinee and $1, $1.50 to $2.00 for the evening performance, the beautiful Paramount was the gathering place Sunday for an ultra-fashionable assemblage which filled the Diamond Horseshoe and started the theatre off on its career to the praises of the social and theatre elect of Florida.

The Paramount Theatre is operated by the Stanley Company of Florida, of which Stanely C. Warrick is president. T. W. Williams is general manager of the company. Fred Crews, former manager of the Rivoli Theatre in New York, came down last week to assume management of the Palm Beach Paramount.

Opening with "Beau Geste," a Paramount road show attraction, the Paramount Theatre will show productions of special and road-show calibre only. Its season extends throughout the winter months, and ends April 15th. The house has been planned to cater to the exclusive circles of society which gather in the resort during the winter season, and the 26 boxes which contain 6 seats and which form the Diamond Horseshoe, are sold at $1,000 each for the entire season. Every box was taken for the opening performance of the Paramount; the holders listing many figures and personages prominent throughout the country.

The Paramount Theatre contains 1241 seats; 1095 of this number are orchestra seats and 156 are contained in the boxes which form the mezzanine. Spanish architecture has been followed closely in the design of the theatre, the building itself being fashioned in a circular shape which features a Spanish patio as the main entrance to the amusement temple. In the laying out of this patio every care has been exercised to make it an exact reproduction of the Spanish form of garden. Carefully placed, multi-colored old stone blocks leading to the theatre's entrance are spaced between with growing grass, and the accoutrements to this setting are in perfect tone and keeping.

Joseph Urban, noted architect who designed the Paramount, is said to have executed one of his finest pieces of work in the Palm Beach house. Miss Gretle Urban, his daughter, is responsible for the elaborate interior. The auditorium, lobby, foyer and reception rooms are decorated harmoniously in a sea motif which represents Neptune, god of the waters, and the weird sea creatures of mythology.

The building which houses the Paramount Theatre likewise contains 24 stores and 14 offices. It was financed by Messrs. Anthony J. Drexel Biddle, Jr., Edward F. Hutton, Leonard Replogle, Gurnee Munn and Harris Hammond, all of whom will maintain winter offices in the building. The financiers each hold boxes in the Paramount Theatre, although Mr. Replogle was the only member of the group present for the formal opening. Other boxholders were: Mrs. Tdward ing. Other boxholders were: Mrs. Edward Dr. and Mrs. Preston Pope Satterwhite, Mrs. J. Leonard Replogle, Mr. and Mrs. Thomas L. Chadbourne, Mr. and Mrs. Earl Perry Charlton, Mr. Rodman Wanamaker, Jr., Mr. and Mrs. John Shepard, Jr., Colonel and Mrs. Anthony R. Kuser, Dr. and Mrs. Wiley L. Kingsley, Mr. and Mrs. Wiley Reynolds, Mrs. Boyce Thompson Schultze, Mr. and Mrs. Edward Shearson and Mr. and Mrs. Henry C. Phipps.

Hallberg to Distribute Clayton Take-up

J. H. Hallberg has secured the distribution of the Clayton Even Tension Take-Up. This is a well known film take-up installed in many theatres, including some Paramount, and Keith and Proctor houses.

The last important installation was made in the new Paramount Theatre in New York, where the eight Simplex Projectors were equipped with the new Clayton Even Tension Take-Up.

Mechanical features claimed for this device are that it gives insurance against film fire, takes up any amount of film evenly and will take up with any size reel hub. Also that it prevents excessive wear on the lower take-up, the sprocket and shaft and tends to stop the opening of film splices. Complete information and this device is available in printed form and may be obtained from J. H. Hallberg.

Fitzpatrick-McElroy Lease Indianapolis Site

Specifications are being drawn for a $400,000 South Side movie house at Virginia and Woodlawn avenues, Indianapolis, according to announcement of associates of Fitzpatrick and McElroy interests in Chicago. A ninety-nine year lease on the site was signed by Pierre F. Goodrich, Leslie Colvin and M. Margolis.

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David Loew Visits Atlanta Site

Surveys and Appraises Location of $8,000,000 Project

The second step toward construction of an $8,000,000 theatre and building project on the site of the Grand Building and Loew's Grand Theatre, at Pryor and Houston Streets in Atlanta, was taken last Saturday with a survey of the location and an appraisal of its advantages by David Loew, son of Marcus Loew and vice-president of Loew's, Inc., and David R. Picker, real estate expert for the Loew interests.

"Construction will begin shortly," said Mr. Loew. "That much is definite. There will be a theatre that will be the equal of anything else in the South, and perhaps in the nation for beauty, size and modern completeness. It will have a seating capacity of at least 3,300, perhaps 3,500, to fill the need we have long felt of more room to accommodate the generous patronage which Atlanta has given our entertainment.

"We have not yet decided whether the other details of the construction will include an office building, a department store, or a hotel. There will be one of the three, certainly; perhaps two, maybe all three. This point cannot be determined until we return to New York, analyze the survey we have made, and investigate the matter of probable lessors and their desires. A project so large must be planned and definitely arranged before it is started."

New Cinn. Building Code May Hit Fire Escapes

THE abolishment of certain types of fire escapes now in use by many of the Cincinnati theatres may be decreed in the new building code now in preparation. Building Commissioner Hauser gives it as his opinion that no fire escape should extend over the sidewalk of any theatre, but should come down on the theatres own property. He also condemns the balanced type of fire escape with a hinged attachment as dangerous. He has signified his intention of compelling theatre managers and owners to arrange better distribution of fire escapes rather than having so many massed near one another, especially in connection with the upper floors.

Prepare Plans for 1800-Seat Oregon House

A theatre, office and store building, rising ten or twelve stories, will be erected on the half block on the south side of East Morrison Street, between Grande Avenue and East Sixth Street, Portland, Ore., by George W. Weatherly, owner. Plans are now being prepared and it is expected to start within a few months. Cost will be in excess of $500,000. The theatre auditorium will have a seating capacity of 1800 persons.

S. M. P. E. Anxious to Serve Industry

Latest Bulletin Gives Splendid Idea of Society's Growth

The new S.M.P.E. bulletin, recently issued by the Society of Motion Picture Engineers, contains among other items, an interesting message from the president of the society, Willard B. Cook, a group picture of the members taken at the Fall meeting last October at Briarcliff, and a list of the newly-elected officers and committees appointed for the current year. The supplement "As Others See Us," sent with the bulletin, gives a splendid idea of the growing importance of the Society as shown by extracts reprinted from the trade magazines. These extracts refer principally to the request for assistance on technical matters made by Will H. Hays and, also, to the speech of Dr. C. E. K. Mees delivered at the Convention of the S.M.P.E. last Fall. In his speech Dr. Mees pointed out that the Society of Motion Picture Engineers is a well established organization with a very definite national and international standing, based upon what it has accomplished.

The Society of Motion Picture Engineers is anxious to be of the greatest possible service to the motion picture industry and, therefore, welcomes to active and associate membership anyone connected with the technical departments of this field who can aid in promoting the ideas for which this organization stands.

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Inquiries and Comments

Ghosts, Halos and Whatnots

THE following is from Gilbert W. Krimm, Harris Theatre, McKeesport, Pa.

"Dear Sir:

"The management has just bought a new Brenkert 100-ampere spotlamp for this theatre and I would, accordingly, like to receive some information regarding the operation of the same.

"I am burning 50 amperes in this lamp, as this is the capacity of my Transverter, and am using a 3/4" positive and a 5/8" negative carbon, both cored. My throw to the stage is between 90 and 110 feet and the lens in the spotlamp is 6" in diameter by 10" focus.

"The thing that troubles me is this—I get a 'halo' over the top of the spot on the stage and I also get a pronounced 'ghost' in the center of the spot when I enlarge it from spot to flood. Another thing is, the brightness of the light falls off rapidly as I move up from spot to flood and I am at a loss to give the manager a satisfactory answer on all these points.

Has Tried Tilting Carbons

"I have tried to reduce the halo and find that by swinging the carbons in the lamp from a vertical position to one having a sharp angle—that is, so the carbons lay back at a sharp angle—I reduce it some, but still have a halo which is just visible.

"Will you kindly tell me how to eliminate this halo and ghost effect?

"Very truly yours,
"Gilbert G. Krimm" (Signed).

Friend Krimm, we believe the trouble you are having with your spotlamp is largely due to the way it is being handled, and can, therefore, be corrected, if you will follow the instructions given below.

In the first place, the proper trim for 50 amperes, D.C. is a 5/8" cored positive and an 11/32" metal coated negative. If there is any chance of your going above 50 amperes then this should be changed to a 3/4" positive and a 3/8" metal coated negative.

These carbons should be trimmed in such a manner that the lower extends out slightly in front of the upper one. A good rule to follow is to have the front edge of the lower carbon, that is, the edge nearest to the condenser, on a line with the front edge of the upper carbon.

When trimmed in such fashion the crater will burn in the best possible position for providing the maximum light to the condensing lens and, furthermore, this will considerably reduce the double image effect which you obtain. The double image is caused by the condenser lens forming an out-of-focus image of the crater, along with another out-of-focus image of the luminous tip on the end of the negative carbon.

The arc lamp itself should be tilted back as far as it is possible to do so by means of the adjusting handle provided for that purpose. I see you have found this out for yourself, since you mention in your letter that when the carbons are tilted back at a sharp angle the double image effect is not as bad as when they are standing more nearly upright.

Use of Shields

If you follow the above recommendation, Friend Krimm, you will minimize the double image effect to such an extent that it will not be visible when the spot is thrown onto a lighted stage, which is the usual working condition for a spotlight. When thrown onto a dark stage, or onto a drop with the house dark, such as you probably have been doing in your test work, the double image will still be visible, though not to the extent it was before.

In order to entirely get rid of this double image effect and that due to the tail flame of the arc, some projectionists have tried out a contraption consisting of two adjustable shields—one to mask the flame and the other to mask the negative tip—which can be opened and closed so as to mask out the false images.

This device works fairly well, but the principal disadvantages are that nearly 50 per cent. of the light is lost and the shields must be placed so close to the crater to be effective that they burn up quite rapidly and must be replaced.

The best method, in our mind, is to use a single, non-adjustable, heavy steel shield to mask the flame tip and then tilt the carbons back at a sharp angle to hide the negative tip from the lens.

This shield idea was tried out by one of the manufacturers of incandescent lamps, in an effort to evolve a satisfactory lamp for spotlighting purposes. A circular hole was cut in a metal mask, which was then placed in front of the real filament of the lamp, the idea being that the condenser would project an image of the opening in the mask backed by the bright incandescent filament, thereby overcoming the old objection of the ragged spot obtained from incandescent spotlamps.

The idea did not work out for a number of reasons, and it was dropped. At least, nothing more seems to have been done with it.

Impossible to Remove Ghosts

As for the ghost which occurs in the beam when changing from spot to flood, this is something that must be accepted with as good grace as possible, since it is a fault of all common types of lenses and cannot be corrected. There is nothing we can recommend, therefore, to eliminate this ghost, as it is inherent in all lenses when used in such a fashion.

It is commonly explained that this ghost is caused by chromatic errors in the lens, the ghost really being a fringe of blue light, encircled by white light.

Probably a more correct explanation would be that it represents the combined effect of both chromatic aberration and, in a sense, faulty action of the lens in being unable to serve as a universal focusing device, covering a range of positions from spot to flood.

Indeed, when we come to think about it, the present type of spotlight, which has survived many attempts at "improvement," is a pretty flexible device and we should not complain too loudly over relatively minor items when it performs so satisfactorily, in general, with respect to the more important points. What other light projector possesses the wide range of operation as found in the still-used old form of spotlight system?

Higher Flood Power

As far as we can see, it is weak in only one important feature and that is, higher flood candlepowers than those now obtainable would be welcomed. The change in candlepower as the lamp is changed from spot to flood, is tremendous, as can be seen from the fact that tests show a six-inch lens to give, roughly, 3,800,000 beam candlepower for "spot" and only about 60,000 beam candlepower for "flood."

This will give you some idea of the great variation in intensity from spot to flood, and also points out why so many people are making efforts to evolve new projectors, which are designed with a view toward raising the flood candlepowers, but so far, at least, have done nothing to raise the spot candlepower also.

Arc for Fixed Floods

Probably the best example of this equipment is the high intensity arcs used for fixed floods, wherein an iris is used to outline the beam. These lamps, using 125 amperes, give about three times the intensity (about 180,000—200,000 C.P.) now obtainable with the old form of spotlight (on flood) using 40 amperes. When compared on the basis of equal currents there is practically no difference in beam candlepower in the two outfits.

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Files New Ordinance on Projection Booth

A SATISFACTORY solution has apparently been reached in connection with the difficulty experienced by the Fountain Theatre, Cincinnati, in the erection of a projection booth which, according to the original plans, was to extend over an alley adjacent to the theatre. Samuel Lipp, attorney for thetheatre interests, has filed with the City Council a new ordinance governing the construction of the booth which will be greatly reduced in size. The Fountain Theatre is now under construction by the Keith-Albee-Libson-Heidingsfeld interests. Construction of the original booth was ordered stopped by the courts after a nearby hotel complained that the booth would exclude light and air from several of the hotel rooms.

$20,000 for Improvements on Northwest House

In accordance with the progress that Anacortes, Wash., is making Waldo C. Ives recently announced that the Empire Theatre would be redecorated, reseated and that a new pipe organ, to cost $20,000, would be installed at a total cost of $35,000.

The entire interior of the theatre will be redecorated. New drapes will be provided for the stage, new curtains will be hung and new seats installed.

Mr. Ives plans to begin the renovating of his theatre on or about the fifteenth of February and to have it ready by the 1st of March. During the redecorating period, the Empire will be closed.

Ives also announced that the South Side Theatre would be repainted, redecorated and opened to the public about the 1st of February.

Projectionist Is Awarded a $12,000 Verdict

John J. Sweetman, projection operator of a Boston theatre, who was expelled from the Motion Picture Operators' Union, local 182, in 1925 for refusing to pay an assessment which the courts later found to be illegal, was awarded a verdict of $12,000 against the union by a jury in the Superior Court in Boston before Judge Irwin last Friday.

The suit was brought against the union and against the members of the union individually, alleging conspiracy to prevent him from securing employment after his expulsion from the union.

Two More M. P. Theatres for Danville, Va.

A new theatre is to be built at Danville, Va., to cost about $140,000. The seating capacity will be 1,000 persons and it will be erected on the site of the old Bijou. A ten-year lease on the theatre has been obtained by the Southern Amusement Company. The Tribute Theatre Corporation at the same time is building the Capitol Theatre, in Danville.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Buttler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Arizona Nights	Fred Thomson	F. B. O	6678 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Gay Deceiver, The	L. Cody-M. Day	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	6244 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	Corinne Griffith	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	Tim McCoy	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardelys the Magnificent	John Gilbert	M-G-M	8536 feet	Oct. 23
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	Frances McDonald	M-G-M	5339 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	Beatrice Lillie	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4375 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5300 feet	Jan. 7
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Tentacles of the North	Special Cast	Rayart	5998 feet	

Feature	Star	Distributed by	Length	Reviewed
There You Are	Nagel-Roberts	M-G-M	5652 feet	
Tin Hats	Windsor-Nagle-Roach	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	Ken Maynard	First National	6595 feet	
Upstage	Norma Shearer	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5374 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	Emil Jannings	M-G-M	6598 feet	Dec. 25
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Going Crooked	B. Love-O. Shaw	Fox	5425 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Mother Machree	Belle Bennett	Fox		
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stepping Along	Johnny Hines	First National	7038 feet	Nov. 27
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Valencia	M.Murray-L.Hughes	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8560 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox		
Be Yourself	Raymond Griffirh	Paramount		
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	
Cactus Trails	Bob Custer	F. B. O	4862 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp		
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
General, The	Buster Keaton	United Artists		
God's Great Wilderness	Lillian Rich	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-P. Lease	Lumas	6500 feet	
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan.
Homestruck	V. Dana-G. Withers	F. B. O	5613 feet	
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox		
Lightnin' Lariats	Tom Tyler	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love of Sunya, The	Gloria Swanson	United Artists		
Lunatic at Large, The	L. Errol-Mackaill	First National		
Magic Garden, The	M. Morris-R. Keane	F. B. O		
Masked Woman	A. Nilsson-H. Blinn	First National		
McFadden's Flats	C.Murray-Conklin	First National		
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox		
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists		
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas		
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	Fred Humes	Universal	4689 feet	
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Paradise For Two	R. Dix-B. Bronson	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe		
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	
Red Mill, The	M. Davies-O. Moore	M-G-M		
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5564 feet	Dec. 31
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson	M-G-M	9000 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Show Girl, The	Special Cast	Rayart		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5808 feet	Jan. 7
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5620 feet	
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman	M-G-M	8800 feet	Jan. 7
Tiger, The (tentative)	O'Malley-H. Ferguson-Hackathorne	Tiffany		
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pictures		
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford	M-G-M		
Wolf's Clothing	Miller-Blue	Warner Bros		
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures:		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M		
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Arizona Bound	Gary Cooper	Paramount		
Beloved Rogue, The	John Barrymore	United Artists		
Broken Gate, The		Tiffany		
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	Fred Thomson	F. B. O		
Easy Pickings	Nilsson-K. Harlan	First National		
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8700 feet	Dec. 31
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr.	Paramount	6532 feet	Dec. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
It	A. Moreno-C. Bow	Paramount	6452 feet	
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Lovers	Novarro-Terry	M-G-M		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
Macushla (tentative)		Fox		
Midnight Watch, The	R. Stewart-M. McAllister-D. Torrence	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
Moulders of Men	C. Tearle-M. Morris	F. B. O		
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp		
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Princess of Hoboken, The		Tiffany		
Quarantined Rivals		Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Silky Anne	Constance Talmadge	First National		
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey	M-G-M		
Sorrows of Satin, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		
Uneasy Payments	Alberta Vaughn	F. B. O		
Upstream	E. Foxe-Hitchcock-N. Nash	Fox		
War Horse, The	B. Jones-L. Todd	Fox		
Wedding, Ring, The	V. Valli-A. Durant-G. McConnell	Fox		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Bachelor's Baby	H. Chadwick-H. Meyers	Columbia		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Brides Will Be Brides		Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The	L. Fazenda	Fox		
Flaming Timber		Tiffany		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Sensation Seekers, The	B.Dove-H.Gordon	Universal	7015 feet	
Secret Studio, The	O. Borden-E. Foxe-M. Livingston	Fox		
Sonora Kid	Tom Tyler	F. B O		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Tarzan and the Golden Lion	J. Pierce- E. Murphy	F. B. O		
Taxi, Taxi	Horton-Ni[illegible]on	Universal		
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		
Wild Geese		Tiffany		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A.Menjou-L.Brooks	Paramount		
Fashions for Women	E. Ralston-E. Hanson	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Snowbound		Tiffany		
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Tale of a Vanishing People		Tiffanv	6500 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall- D. Gilmore	Paramount		
Squads Right		Tiffany		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan. 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For A Nurse	Sid Smith	Sava Films		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Along Came Fido	"Cartoon"	Bray	Jan. 1	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films		2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Banana King, The	Sid Smith	Sava Films		2 reels	
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business		Fox	Dec. 26	2 reels	
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Lewis Sargent	Brav	Dec. 20	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.		
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Soup	Bobby Vernon	Educat	Feb. 13	2 reels	
Duck Soup	Roach Stars	Pathe	Mar. 20	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fatty's First Fancy	Fatty Laymon	Sava Films		2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Izy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec. 26	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars and Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Universal		2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Jan.	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Getting Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Brush, The	Hank Mann	Sava Films		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobby Ray	Rayart		2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	April 18	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Dizzy	Charles Puffy	Univ	Feb. 14	1 reel	
High Sea Blues	Al St. John	Educat	Jan. 2	2 reels	
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
His Taking Ways	Al St. John	Bischoff		2 reels	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hur Ben	Hank Mann	Sava Films		2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Jan.	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O.	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov. 6
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Married Widow, The	Eddie Gordon	Sava Films		2 reels	
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
North of 6⅞	Sid Smith	Sava Films		2 reels	
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films		2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'Shea	Pathe	Jan. 16	2 reels	
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 10	2 reels	
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Feb. 4	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Rain and Shines	Al St. John	Bischoff		2 reels	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roses and Romance	"O. Henry"	Fox	Feb. 13	2 reels	
Rug Fiend, The	"Krazy Kat Cartoon"	F .B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe		2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
She Beast, The	Sid Smith	Sava Films		2 reels	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	Mabel Normand	Pathe	Jan. 30	2 reels	
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Jan.		
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov. 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Jan.	2 reels	
Sophmore, The	G.O'Neil-L.Graydon	Hi-Mark			
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Stage Shy	Hank Mann	Sava Films		2 reels	
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Sure Fire	Bobby Vernon	Educacat	Dec. 26	2 reels	Jan. 7
Survival of the Fattest	O'Hara-Eason	F. B. O.	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoon"	Bray	Nov. 12	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Get It	Lewis Sargent	Bray	Feb. 20	2 reels	
Turkish Howls	Guard-Cooke	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	Jan. 21
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Boatman, The	Hank Mann	Sava Films		2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanderers of Wetland	Hank Mann	Sava Films		2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johhny Arthur	Educat	Feb. 6	2 reels	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
Wise Quacker, The	Eddie Gordon	Sava Films		2 reels	
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Aphrodite (Novelty)	Service Film		1 reel	
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Clothes Makes the Woman (Technicolor—S. Holmquist)				
Cluster of Kings, A (Hodge Podge)	Educational	Jan. 16	1 reel	Jan. 16
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Crimson Flash, The (Serial—C. Landis)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	

Title	Distributor	Rel. Date	Length	Reviewed
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curosities)	Educational	Feb. 13	1 reel	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany			
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fortune Hunters, The (Series of 10—K. McDonald-C. Horton)	Sun Pict. (S. R.)		2 reels	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game'sthe Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Hero Land (Color Novelty)	Service Film		1 reel	
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educational	Jan. 23	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Mystery	Sava Films		2 reels	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Land of Rivers (Scenic)	Service Film		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Life in the Twilight (Ufa short)				
Lightnin' Flashes (Drama)	Sava Films		2 reels	
Lightnin' Strikes (Drama)	Sava Films		2 reels	
Lightnin' Wins (Drama)	Sava Films		2 reels	
Literary Digest (Series)	C. & C		1 reel	
Lizzie's Last Lap (Novelty)	C. & C		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Making of a King (Prince of Wales)	C. & C		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Shadows of the Tiger	Sava Films		2 reels	
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films		1 reel	Jan. 21
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
St. Paul's	C. & C		1 reel	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Terrors of the Jungle	Sava Films		2 reels	
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Ranger (Colorart Picture)			1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Millions (Serial)	Sierra Pictures		15 episodes	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E. Murphy	First National		
All Women Are Beautiful	R. Griffith-D. Hill	Paramount		
Alonzo, the Armless	Lon Chaney	M-G-M		
American, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney-N. Kingston	First National		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky		M-G-M		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Lumas		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)		Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent	Paramount		
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore	M-G-M		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	Jackie Coogan	M-G-M		
Business Before Pleasure	P. O'Malley-V. B. Faire	Columbia		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	D. Del Rio	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters		Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Negri-Cortez	Paramount		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Demi-Bride, The	Norma Shearer	M-G-M		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamond Handcuffs	Mae Murray	M-G-M		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The	M. De La Motte-G. Withers	Lumas		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Gotham Prod		
For Her People	Raquel Meller		7073 feet	
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gallant Fool, The	Billy Sullivan	Rayart		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		Asher Small (producers)		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		

Feature	Star	Distributed by	Length	Reviewed
Hell'sKitchen		First National		
Help! Fire! Police!		Universal		
Heroon Horseback, A	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
Hillsof Kentucky	Rin-Tin-Tin	Warner Bros		
His First Flame	Harry Langdon	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, Tbe	Dick Talmadge	Universal		
I Can Do It	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Impostor, The	Evelyn Brent	F. B. O		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tvler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M·G·M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Little Orphan Annie		F. B. O		
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Lodger, The		Lee Bradford		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	Alma Rubens	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	Dolores Costello	Warner Bros		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Mlss Manhattan	Betty Compson	M. P. Guild		
Mile. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Friend		First National		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night School, The		M-G-M		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
On the Boulevard (German film)	Hans Brauswetter	Imported Pictures		
Open Book	Special Cast	M-G-M		
Ordeal ,The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Paying the Price	P. Bonner-M. Carr	Columbia		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P. O'Malley	Columbia Pictures		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Rivier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Pursued	G. Glass-S. Holmes-G. Astor	Elbee Pict		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Raging Seas		Tiffany		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach.	M-G-M		
Red Signals	Rawlinson-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The		Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The				
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Salvation Jane	Viola Dana	F. B. O		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman.	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Fazenda-J. Murray	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Slums of Berlin, The		Imperial Pictures		
Smith of Cornell	George Walsh	Chadwick		
Somewhere in Sonora	Ken Maynard	First National		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever		M-G-M		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Twins, The		M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Two Arabian Nights		United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Valley of Hell, The	Francis McDonald	M-G-M		
Vamp of Venice, The	C. Talmadge-Moreno	First National		
Vanity Fair	Pola Negri	Paramount		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Brosn		
What Happened to Father	Sydney-Gordon-Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
Whan a Dog Loves	Ranger (Dog)	F. B. O		
When a Man Loves (road show)	John Barrymore	Warner Bros		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"The Fire Brigade"—Metro-Goldwyn-Mayer, Central Theatre, New York

Daily News: "'The Fire Brigade' not only rhymes with 'The Big Parade' but is as worthy a portrayal of the heroic deeds of peace as the other is of war. No scene in any picture has tingled my spine and made me sit up as straight as did the sight of those three gallant old fire horses racing alongside modern motor trucks, with the spark-spitting old steamer careening along behind. The fire-fighting in this film is the real thing and done by real firemen. It is a glorious picture and worth everybody's while to see. I think I'll have to say more of this film later. Meanwhile see it for yourself. There's not a dragging moment in it. A picture that belongs on any list of the year's best ten, and which would be on my list had it not been made up and released several days ago, deserves further consideration. I have already mentioned Eugenie Besserer's fine portrayal of the heroic mother, Mrs. O'Neil. I want to point that slight tribute by saying that had a similar moving performance been given by a younger and more beautiful woman, she would have been acclaimed for high place along outstanding characterizations of the year. All members of the cast acquit themselves creditably, some brilliantly. To one man, naturally, must go the greater credit; to the director, William Nigh, who made the most of all the material, human and mechanical at his hand. It is my guess that 'The Fire Brigade' faces an extremely profitable run at the Central and over the entire country. Its appeal is national."

Mirror: "'The Fire Brigade' is the greatest thriller of its kind on Broadway. The picture's climax skyrockets it into the 'don't miss this film' category. Indeed, the terrific climax lifted a first-night audience to its feet applauding and cheering with a sustained enthusiasm unique in flicker houses. Dramatically, the ending is ideal and grand. The entire cast does splendid work. 'The Fire Brigade' is a stirring tribute to the men who protect the public's welfare but who seldom win recognition. Put it on your must list and book it with your Christmas gaieties."

Sun: "It is bound to be a success, and it should be. For the first-night audience, which ranged from the highest of the fire chiefs to the highest of the Broadwayites, sat enraptured. The acting is marvelously naturalistic and fetching. May McAvoy was thoroughly delightful. A surprising picture in many ways is 'The Fire Brigade'—in its swift kaleidoscope of flame, smoke, engines, machinery and lovely pastoral views. I hope the audiences will like 'The Fire Brigade' as much as I did."

Herald Tribune: "Our advice is if you haven't made out your list of the ten best pictures of the year, don't do it until you see 'The Fire Brigade, 'The Fire Brigade' takes you straight through a night of fighting the flames from the moment the alarm is sounded. It is one of the most exciting, inspiring, breath-taking pictures it has ever been our good fortune to sit through. Each member of the cast deserves to be decorated, and Will Nigh, the director, has kindled a fire that will not soon be extinguished. Don't fail to see 'The Fire Brigade.'"

Times: "'The Fire Brigade' is The Big Parade of the men who risk their lives daily, aye, hourly, in every big city fighting fires. Fire Chief Kenlon, from the stage, characterized it as one of the finest pictures that has ever been produced. 'The Fire Brigade' is thrilling. It has several episodes in colors that are in turn wonderfully beautiful and remarkably effective. 'The Fire Brigade' is not only interesting and thrilling, but it is informative."

Morning Telegraph: "You are here and now guaranteed the 'kick' of your life at the Central Theatre, where 'The Fire Brigade' will fight the flames for many a day and many a night."

Evening World: "This 'Fire Brigade' picture is grand, spiced with thrills and garnished with romance. Thrilling melodramatic material."

Journal: "'The Fire Brigade' dashes thrillingly into the Central. Stopped traffic at the premiere last night. The picture is packed with thrills. The heroic firemen are at last glorified in celluloid."

Telegraph: "All the deeds of dizzy daring, the thrilling risks that spell the fireman's daily grind are retailed in graphic detail. We see him balanced in the air on the ultimate rung of a continually expanding ladder. We see him swooping through the air in a headfirst swallow dive from an 85-foot perch onto a sheet oustretched below. A record of unusual thrills has been written into the Metro-Goldwyn-Mayer archives in the compilation of its latest special."

American: "There has never been a fire picture quite like 'The Fire Brigade,' so handsomely and so accurately filmed."

Post: "As exciting as the historic chariot race in 'Ben-Hur.'"

"The Return of Peter Grimm"—Fox Films, Granada Theatre, Chicago

American: "Really a worthy effort. . . The picture is not a spooky one . . . a fine photoplay, excellently acted and one you ought to see because it is unusual."

"The Return of Peter Grimm"—Fox Films, Palace Theatre, Cleveland, Ohio

Plain Dealer: "Translated excellently to the screen. . . Minor alterations in the plot strengthen the story for pictures. Alec B. Francis . . . is an excellent, sympathetic and lovable old Grimm . . . I think Schertzinger has a really fine film. It is good composition, pitched in the right key and played at the proper tempo."

News: "Warfield could not have done the title role in the flesh any better than Alec B. Francis does it in shadow. . . The Palace has shown few, if any, better films than this . . there's nothing ghostly about this film."

Press: "There is humor and pathos, hope and despair, in the final scenes . . . interestingly directed."

"The Return of Peter Grimm"—Fox Films, Metropolitan Theatre, Washington, D.C.

Herald: "A charming picturization . . you could do far worse than hie you to the Metropolitan this week and see it. Alec Francis' enactment of 'Peter Grimm' will earn him a still higher niche in screenland's hall of honor. . . Absolutely beautiful photography . . . so finely done, so delicately handled, that never for a moment does there seem to be an eerie, uncanny atmosphere surrounding Peter's revisitation of his old home. . . . I don't want to forget Mickey McBan, who acts exactly as a kid might at home; and Sammy Cohen's brief bit as a circus clown."

"The Mona Lisa"—Educational, Imperial Theatre, Augusta, Ga.

Chronicle: "But there is another feature of the program that is of unusual interest. In place of the usual comedy, a wonderful little play in technicolor is shown. It is 'The Mona Lisa,' which is a romantic tale of this much-discussed heroine of Leonardo da Vinci's immortal painting of the lady with the mysterious smile. It tells the story of Mona Lisa and her lover, and leaves the audience, as well as the lover, still in doubt of the real meaning of that mysterious smile that has been the puzzle of the ages. The picture is an exquisite specimen of the art of technicolor. It is very beautiful."

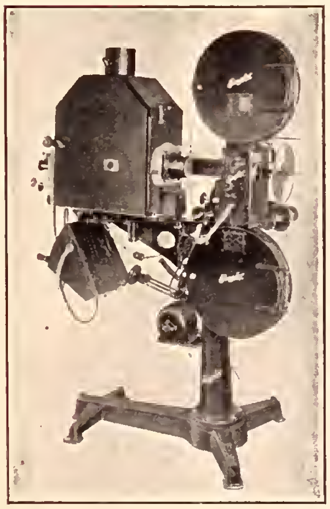
As the year begins

Statistics prove that the earnings of theatres are showing a consistent increase . . . Investigation shows that the general condition of projectors now in operation is better than ever before . . . Architectural magazines report that the theatre building program for 1927 is greater even than last year . . . Our sales records indicate that Simplex Projectors are today enjoying greater popularity than ever . . .

These are encouraging facts, full of significance. They tell of progress in every phase of the industry. Progress due partly to general prosperity, but in a greater measure due to the ability of motion picture theatres to compete with other places of recreation and entertainment. And there is no question about the source of the "movies'" greater appeal. It is not because pictures are better, but because they are presented in a better way. *Better projection, therefore, is proving its real value.*

Now, put these definitely related facts together—more money invested, theatres earning more, machines in better condition, increased demand for Simplex. Clearly, Simplex is a great contributing factor in the success of motion picture theatres. Or as one expert projectionist expressed it, "Simplex Projectors work right because they are designed right and built right. And they stay right longer than any other machine I've ever operated—that bars none."

SIMPLEX DIVISION
International Projector Corp.
90 Gold Street, New York



Simplex
PROJECTORS

Robert Morton UNIT ORGAN

at the

ASTOR THEATRE

BROADWAY and 45th Street
NEW YORK CITY

~ a Robert Morton *Unit* Organ has been selected as an added musical attraction.

Again, one of America's greatest theatres, showing only Super-Feature Productions of the highest type, has chosen a ~ **ROBERT MORTON ORGAN** to furnish the musical accompaniment.

Robert Morton Organs are distinctly and radically different from all other organs. Recognition of their superiority as a Box-Office Attraction is best evidenced by the steadily increasing number of installations in the Nation's leading theatres.

Robert Morton Organ Co

New York
1560 Broadway

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845 So. Wabash

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1914 So. Vermont

San Francisco
168 Golden Gate

Write To-day for Full information

THE BIG PARADE
ASTOR THEATRE
KING VIDOR'S "THE BIG PARADE" BY STALLINGS WITH JOHN GILBERT & RENEE ADOREE
ASTOR THEATRE "THE BIG PARADE" BY STALLINGS
BIG PARADE by Stallings
BIG PARADE by Stallings
CHARM

The Astor Theatre
New York City
One of the Nations Leading First Run Theatres

KURT W. NEUNZIO

Genuine Deagan Percussions Used

Put this in your pipe and smoke it

HAROLD LLOYD in "The Kid Brother" is the biggest clean-up in sight for 1927.

* * *

More money will be grossed with this great attraction in the next three months than any other two pictures combined!

* * *

HAROLD LLOYD was nearly a year making "The Kid Brother." He made sure it was exactly right. It's THERE a thousand per cent.

* * *

Book it NOW and reap peak-of-the-season receipts!

Produced by the Harold Lloyd Corporation. A Paramount Release

World's Record!

HAROLD LLOYD
in "The Kid Brother"

gets biggest receipts first week of any comedy ever released!

NEW YORK Standing in line a block long at the Rialto. Tremendous! Reviewers break all records for superlatives.

DETROIT S. R. O. every performance despite winter's worst blizzard.

DENVER Sensational success and the talk of the town.

PROVIDENCE Over $5,000 bigger than any previous Harold Lloyd release.

Produced by Harold Lloyd Corp.

CHICAGO Smashing business at McVickers and standees more every day.

BOOK IT FROM PARAMOUNT NOW!

PHILADELPHIA Phenomenal at the Stanton, with public word-of-mouth skyrocketing receipts!

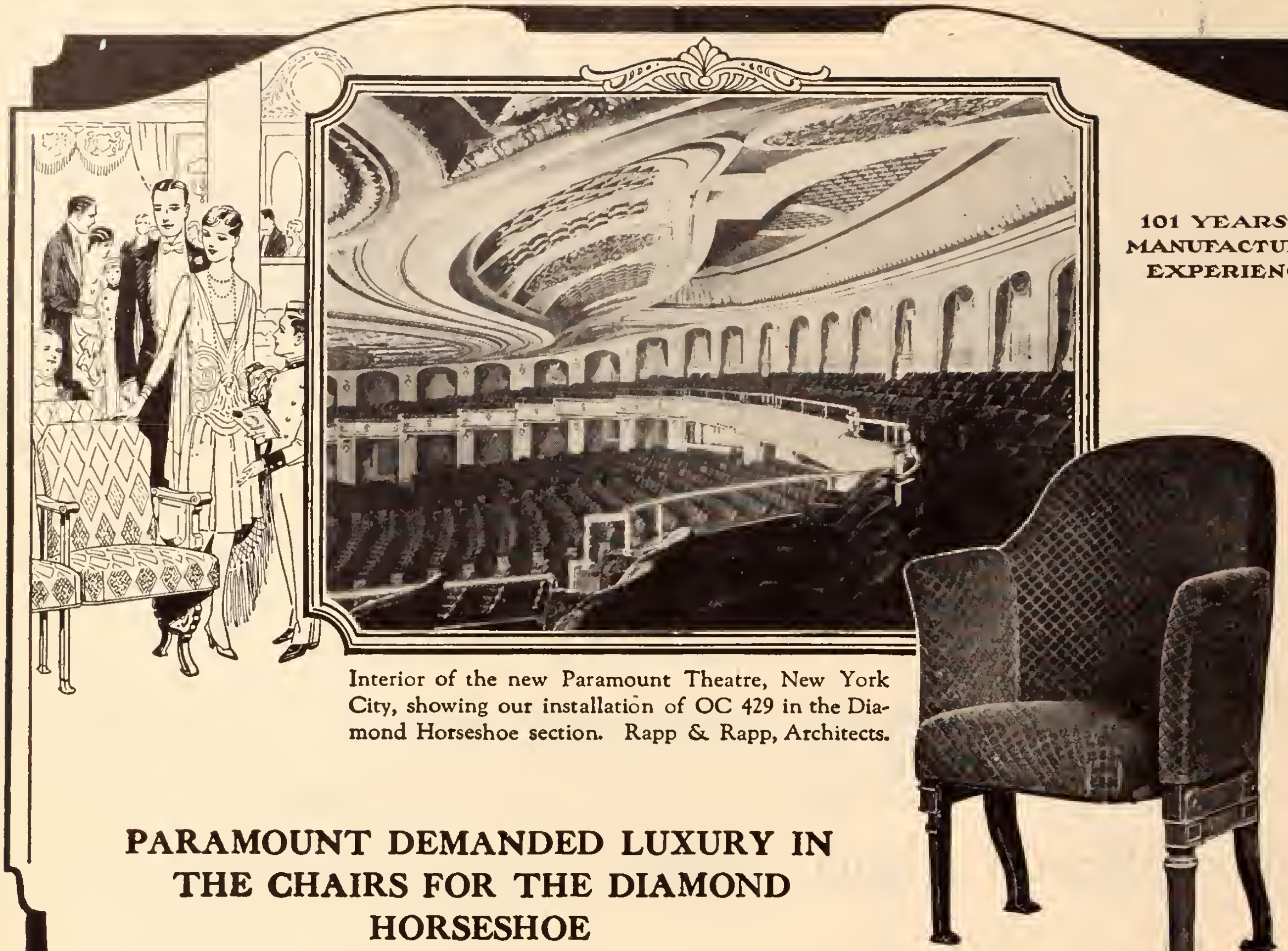
SPRINGFIELD, MASS. $4,000 more first week than any other Lloyd comedy.

OSHKOSH "Kid Brother" K. O.'s every previous record for town, including "Freshman".

MANCHESTER, N.H. Beat all previous Lloyds by $2,000.

A Paramount Release

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President



Interior of the new Paramount Theatre, New York City, showing our installation of OC 429 in the Diamond Horseshoe section. Rapp & Rapp, Architects.

101 YEARS OF MANUFACTURING EXPERIENCE

PARAMOUNT DEMANDED LUXURY IN THE CHAIRS FOR THE DIAMOND HORSESHOE

"The beautiful diamond horseshoe" in the new Paramount Theatre, Times Square, New York City, is a tribute to both the architects and the owners.

Paramount officials insisted that the seats for this magnificent loge section must be luxurious, unusual, and extraordinarily comfortable. It is significant, therefore, that Heywood-Wakefield seats were chosen for the "Diamond Horseshoe" section.

The chair selected (shown above) is but one of a long line of beautiful theatre chairs about which our seating experts will be glad to tell you at any time.

If you have not yet received a copy of our Theatre Seating Catalogue, write for it

Heywood-Wakefield

REG. U.S. PAT. OFF.

Baltimore, Maryland	113 West Conway St.
Boston 45, Massachusetts	Winter Hill
Display Floor, 174 Portland St.	
Buffalo, New York	Wells and Carroll Sts.
Chicago, Illinois	2653 Arthington St.
Display Floor, 439 Railway Exchange Bldg.	
Kansas City, Missouri	1310 West 8th St.
Los Angeles, California	801 East 7th St.
New York, New York	516 West 34th St.
Philadelphia, Pennsylvania	244 South 5th St.
Portland, Oregon	148 North 10th St.
San Francisco, California	737 Howard St.
St. Louis, Missouri	6th and O'Fallon Sts.

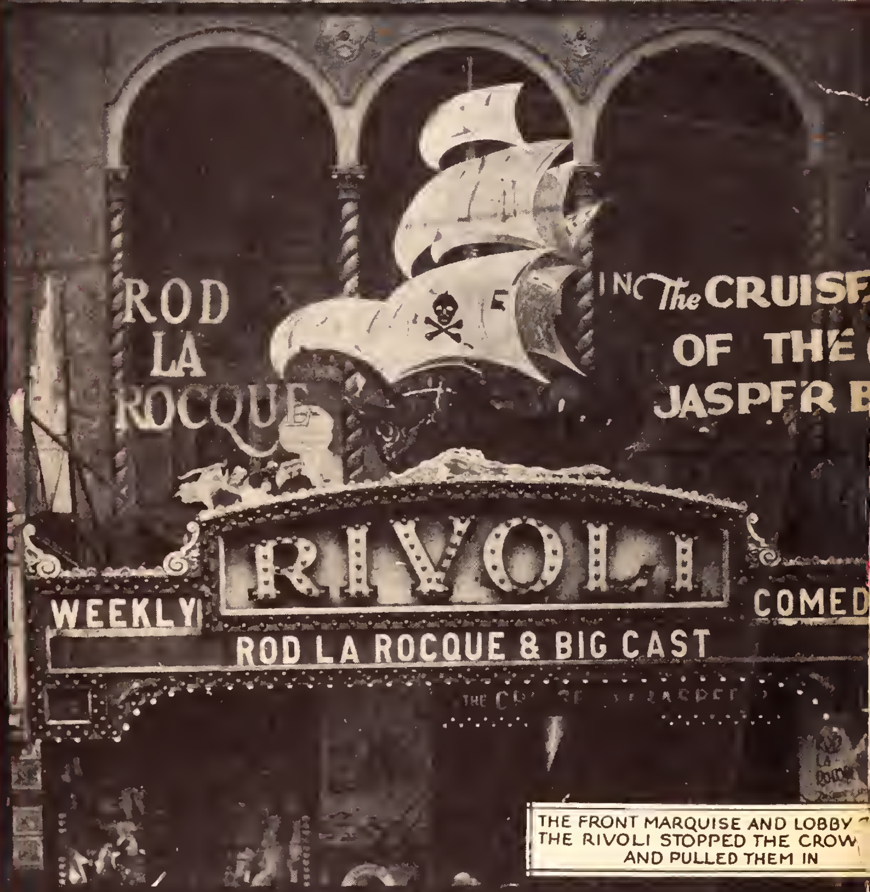
Showmanship

When you have a big one---tell them about it---

Mgr. William Francke of the Rivoli Theatre, Paterson, realized he had a real showmanship picture when he booked ROD LA ROCQUE *in* "THE CRUISE OF THE JASPER B" so he put on a big campaign and cleaned up.

RELEASED BY
PRODUCERS DISTRIBUTING
CORPORATION
Member of Motion Picture Producers and Distributors of America Inc. WILL H. HAYS *President*
Foreign Distributors Producers International Corporation
130 W. 46th St. N. Y. WILLIAM M. VOGEL *General Manager*

USHERS IN PIRATE COSTUM



THE FRONT MARQUISE AND LOBBY
THE RIVOLI STOPPED THE CROW
AND PULLED THEM IN

Joseph Gabelle, Literary Editor of "The Paterson Morning Call" said:

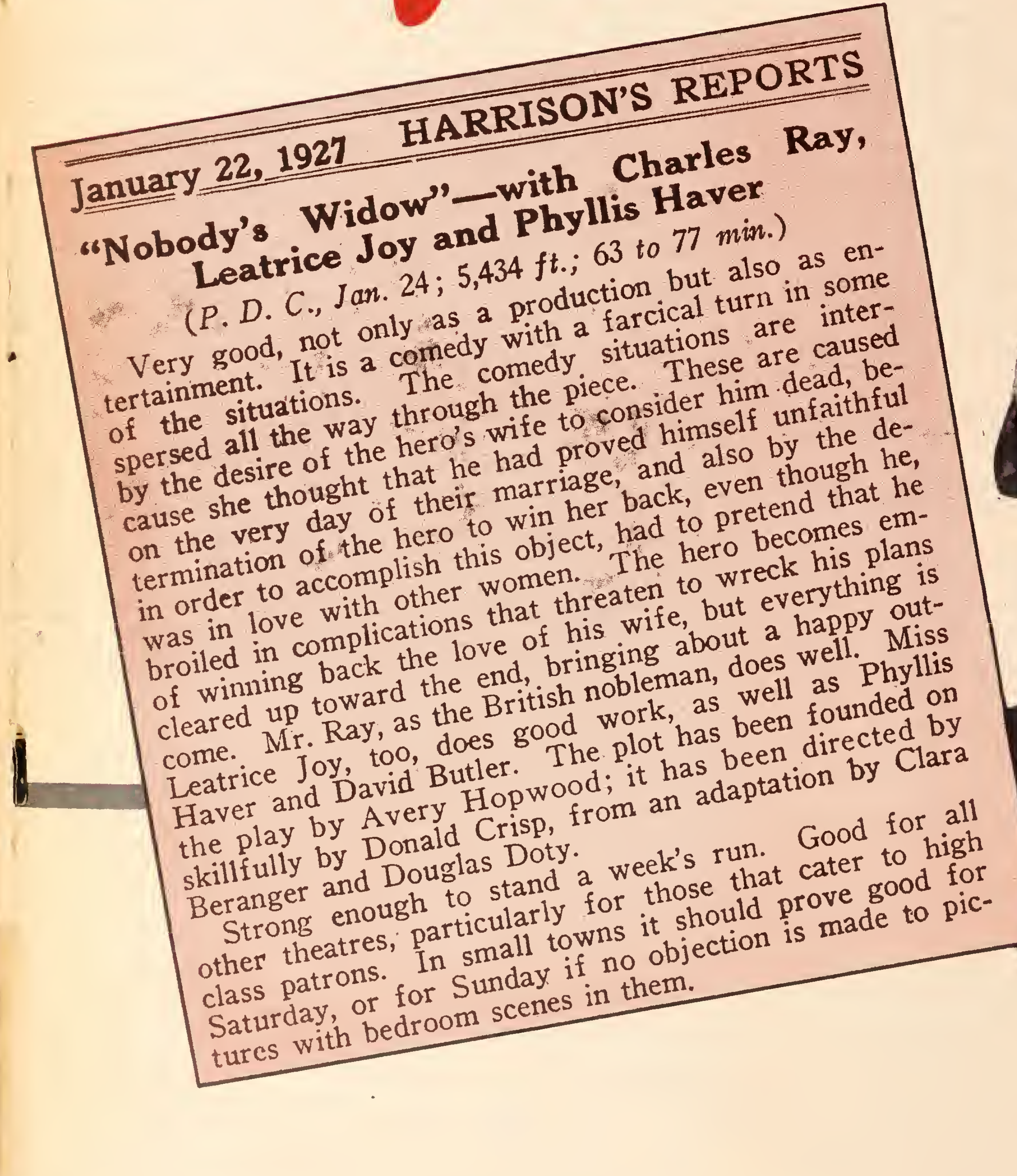
"Go to the Rivoli this week if you have to pawn your shoes to do so."

ROD LA ROCQUE

The CRUISE of the JASPER B

Adapted by ZELDA SEARS a
TAY GARNETT *From the no*
by DON MARQUIS
Directed by JAMES W. HORN
Supervised by
BERTRAM MILLHAUSE

"Very Good" says Pete Harrison



January 22, 1927 **HARRISON'S REPORTS**

"Nobody's Widow"—with Charles Ray, Leatrice Joy and Phyllis Haver

(*P. D. C., Jan.* 24; 5,434 *ft.*; 63 *to* 77 *min.*)

Very good, not only as a production but also as entertainment. It is a comedy with a farcical turn in some of the situations. The comedy situations are interspersed all the way through the piece. These are caused by the desire of the hero's wife to consider him dead, because she thought that he had proved himself unfaithful on the very day of their marriage, and also by the determination of the hero to win her back, even though he, in order to accomplish this object, had to pretend that he was in love with other women. The hero becomes embroiled in complications that threaten to wreck his plans of winning back the love of his wife, but everything is cleared up toward the end, bringing about a happy outcome. Mr. Ray, as the British nobleman, does well. Miss Leatrice Joy, too, does good work, as well as Phyllis Haver and David Butler. The plot has been founded on the play by Avery Hopwood; it has been directed by skillfully by Donald Crisp, from an adaptation by Clara Beranger and Douglas Doty.

Strong enough to stand a week's run. Good for all other theatres, particularly for those that cater to high class patrons. In small towns it should prove good for Saturday, or for Sunday if no objection is made to pictures with bedroom scenes in them.

Leatrice
JOY
in
"NOBODY'S WIDOW"

WITH
CHARLES RAY,
PHYLLIS HAVER
AND DAVID BUTLER
ADAPTED BY CLARA BERANGER
AND DOUGLAS Z DOTY — FROM THE
STAGE PLAY BY AVERY HOPWOOD
DIRECTED BY DONALD CRISP
PRODUCED BY DE MILLE
PICTURES CORPORATION

A DONALD CRISP
production

RELEASED BY
PRODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

Foreign Distributors
Producers International Corporation
130 West 46th Street
New York, N. Y.

DRAMA vivid thrilling colorful!

JETTA GOUDAL

in

"Fighting Love"

with

VICTOR VARCONI *and* **HENRY B. WALTHALL**

adapted by BEULAH MARIE DIX *from the Novel*
"IF THE GODS LAUGH" *by* ROSITA FORBES
supervised by BERTRAM MILLHAUSER
directed by NILS OLAF CHRISANDER

PRODUCED BY DEMILLE PICTURES CORPORATION

TAKE HEED MEN!

IF you intend to give a pair of jewelled garters to a beautiful blonde-- *first be sure to see*

MARIE PREVOST

"GETTING GERTIE'S GARTER"

WITH
CHARLES RAY
ADAPTED BY F. McGREW WILLIS
FROM THE STAGE PLAY BY
WILLSON COLLISON AND
AVERY HOPWOOD
PRODUCTION SUPERVISOR
F. McGREW WILLIS
DIRECTED BY
E MASON HOPPER
PRODUCED BY
METROPOLITAN PICTURES
CORPORATION

ON THE WAY!

WHAT A TITLE -
WHAT A PICTURE
WHAT A
BOX-OFFICE
NATURAL
!

PRODUCERS DISTRIBUTING CORPORATION

SHORT TALKS

ON

SHORT FEATURES

---*A Matter of Importance*

The Short Feature is just as important to the motion picture program as the shirt, collar and necktie to the well-dressed man.

There is no need for argument on this point. This importance is acknowledged by showmen in all branches of our industry, producer, distributor, exhibitor.

The increasing importance of the Short Feature to you exhibitors and your increasing interest in it are reflected everywhere in the industry's plans for next season. The most casual reading of the trade press shows this will be the Short Feature's biggest year.

As usual *Educational* will set the pace for the field. For seven years we have been in a unique position, specializing at all times in Short Features alone—seven years of unbroken progress that have established *Educational* in a position of dominant leadership.

Educational's big plans may be taken as a barometer for the year. They are therefore a matter of importance to you. And so I propose to tell you about the details of these plans in a series of short talks.

Educational Pictures
"THE SPICE OF THE PROGRAM"

E. W. Hammons
EDUCATIONAL FILM EXCHANGES, INC. *President*

Member, Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

The "One-Contract" Equipment Plan....

"A National Institution"

National Theatre Supply Company is organized and equipped to render a complete unit equipment service to exhibitors and theatre builders throughout the country.

This Unit Equipment Plan gives our clients the benefits of our stupendous buying power and assures them of the close cooperation of the nationally known manufacturers whom we represent.

National Service is ready to assume full responsibility for the mechanical excellence of your theatre. Our engineering department will assist and cooperate with your architect, your contractor and you; starting with the tentative or preliminary plans, our helpful service extends all through the construction and on into the operation and actual maintenance of your theatre.

By grouping all your requirements into ONE CONTRACT, it is possible for you to simplify your equipment problem. The National Unit Plan saves you time and money and eliminates the possibility of serious mistakes in the process of building and equipping your theatre.

And, too, National Service doesn't leave you to "shuffle" for yourself after your theatre opens. It stays with you—always ready to serve and help you out in any and every emergency.

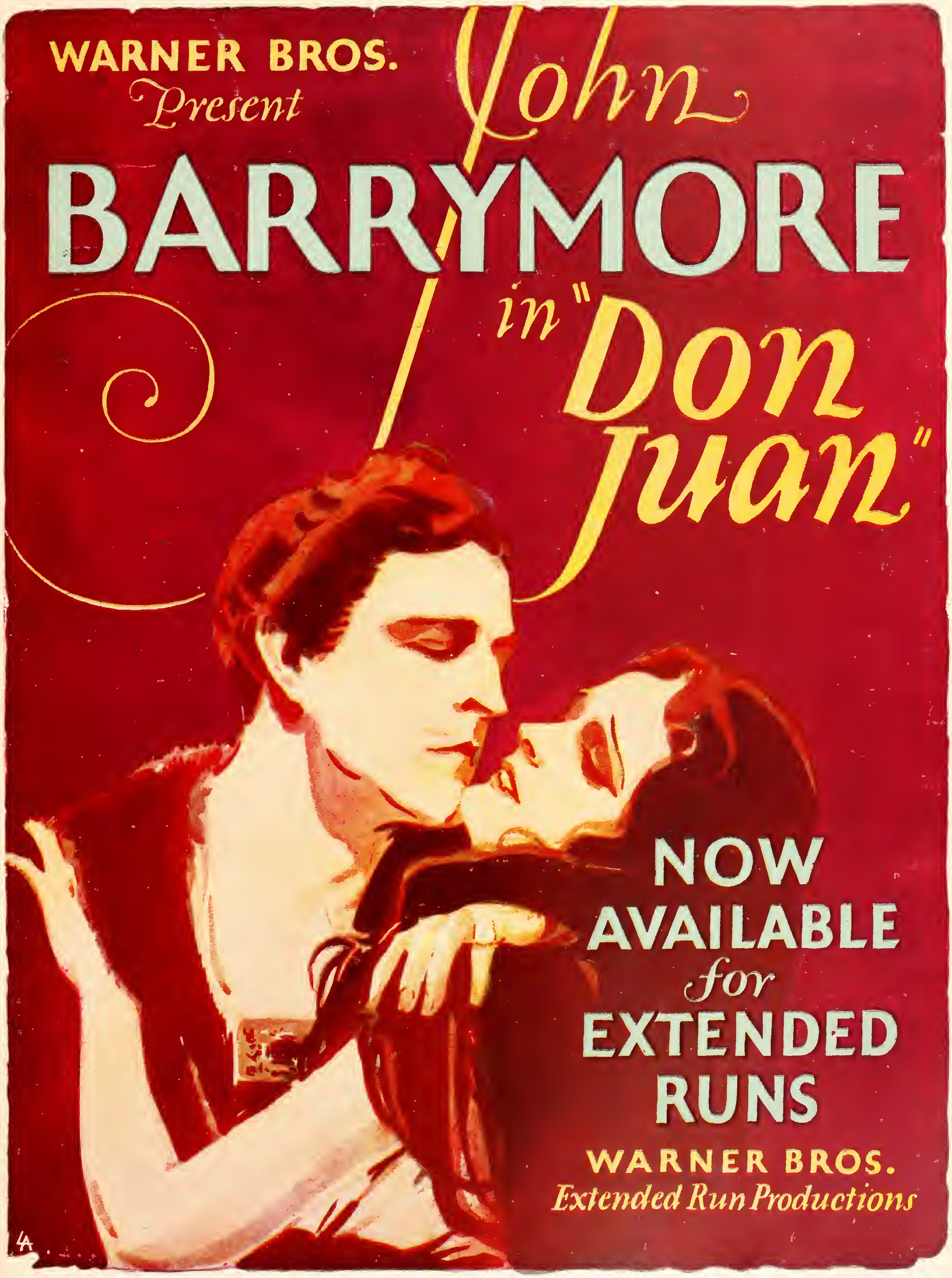
"Serving Exhibitors from 31 Branch Stores"

If you contemplate building, rebuilding, remodeling, reseating, refurnishing or revamping your theatre, INVESTIGATE THE NATIONAL UNIT PLAN FIRST. Our Engineers are ready NOW to help you.

National Theatre Supply Company

Offices in All Principal Cities

Submit Your Problem to the Office Nearest You



WARNER BROS.
Present

John
BARRYMORE
in "Don Juan"

NOW
AVAILABLE
for
EXTENDED
RUNS

WARNER BROS.
Extended Run Productions

"Your

WARNER BROS. PRESENT

John
BARRYMORE

with MARY ASTOR

[illegible]

"Don Juan"

[illegible]
Directed by
ALAN
CROSLAND

JOHN BARRYMORE ~
The Greatest Lover of All Ages!

THE king is dead; long live the king! The glory that was Don Juan's is now John Barrymore's for in making this dashing hero of the age-long legend live again and love again, Barrymore has made himself Don Juan's successor! The epitome of all that made Don Juan immortal, Barrymore becomes an even greater Don Juan. For in this vibrant picturization of innumerable love feasts, he ravishes womanly beauty as only a Don Juan at heart could.

Clandestine rendezvous, piratical passion, endless amours running the gamut from a simple kiss to impassioned acquiescence—thrills of which every woman dreams, adventures that every man desires—all these Barrymore enacts with a fiery emotion that stamps him indelibly as "the greatest lover of all ages!"

bride is here — Come and get her!"

THE challenge of "Don Juan" rang in the ears of the wedding guests! Astounded they turned to gaze up at the fiercely joyous face of the man who had despoiled the hearts of the most famous beauties of the day! And as usual--his latest conquest more daring, more breath-taking than the last!

What a man, this Don Juan! Taking his love where he found it; luring those that pleased him softly, suavely, surely; or rushing into beauty's privacy to steal by force that which might have escaped him otherwise!

In Don Juan you have a role that Barrymore has enacted to live forever. Debonair, insouciant, philanderer, he has stolen the hearts of all that have seen him. For here is the ultimate thrill which the public craves — love that dares all, love that consumes all, love that leaps like liquid fire through the veins of popular fancy!

In city after city where this great picture plays the result is the same —a hurricane of praise by the press, thundering acclamation by the public. In the history of motion pictures no production has ever so combined the qualities of entertainment and box office power.

WARNER BROS.

EXTENDED RUN PRODUCTION

Profits, *the final consideration!*

ACCLAIMED by the critics! Applauded by the public! But now the box office tells the story in terms of profits! Box office history is in the making. Read the following records of performance in representative cities throughout the country. Hundreds of thousands of people drawn to single theatres—smashing all records for business, smashing all records for profits!

503,140 in NEW YORK Over half a million people to date at Warner's Theatre, New York, with a top of $2.00. S.R.O every performance.

432,000 in LOS ANGELES 432,00 people saw "Don Juan" at Grauman's Egyptian. Record receipts at $2. top.

552,000 in CHICAGO 552,000 Chicagoans saw it during four months at McVickers, Chicago. A sensation at $2.00

230,880 in BOSTON 230,880 people at the Colonial, Boston; turning crowds away every performance at $1.50.

96,000 in ST. LOUIS 96,000 paid admissions at the Capitol Theatre, St. Louis, during a two-months' run at top scale of $1.50.

164,720 in DETROIT 164,720 people have already seen "Don Juan" at the Shubert-Lafayette in Detroit. Packed houses at $1.50 top unprecedented.

216,000 in ATLANTIC CITY 216,000 in 2 months at Globe Theatre, Atlantic City, N. J., at a $2.00 top. A record!

126,872 in NEWARK, N. J. 126,872 admissions at a top of $1.50 since Christmas Day at Rialto, Newark. Marvelous performance!

110,000 in BRIDGEPORT, CONN. 110,000 patrons at the Cameo Theatre, Bridgeport, in five weeks at $1.50 top. Still going strong.

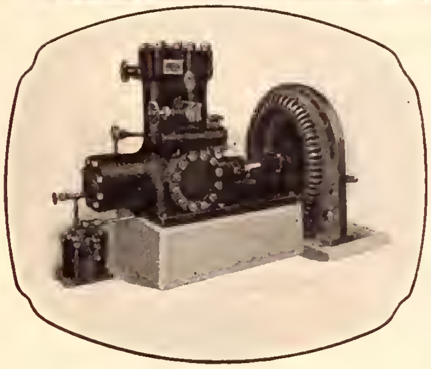
Now you can play it in your theatre; book "Don Juan" now for your share of the profits with the new world's champion money-getter!

WARNER BROS. PRESENT

JOHN
BARRYMORE
IN
"DON JUAN"
The Greatest Lover of All Ages

WARNER BROS.
EXTENDED RUN PRODUCTION

YORK
Air Cooling & Purifying Systems *for* Theatres



"YORK" carbon-dioxide compressor, direct connected to synchronous motor. This type is especially well adapted to theatre installation. It is quiet in operation, odorless and absolutely safe.

Along Broadway

THE nationally famous Winter Garden in New York City will be cooled by York Refrigerating equipment during the coming Summer's torrid months.

York applies cooling and conditioning systems for theatres of every size and type. The theatres so cooled are growing rapidly in number throughout the country.

A York engineer from a branch in your locality will gladly consult with you as to your cooling problems and furnish estimates.

YORK Manufacturing Company
York, Penna.

S.M. FROEHLICH
It's a
UNIVERSAL BIG ONE!

ELD BY
HE LAW

The most gripping mystery melodrama of the year! Suspense that sizzles up and down your spine!

The Master Mystery Picture written by the master of mystery—

BAYARD VEILLER

—famous author of "Within the Law," with Ralph Lewis, Marguerite De La Motte, Johnnie Walker.

AN
EDWARD LAEMMLE
PRODUCTION

POWERFUL!

Box-office POWER—in that title and the name of Bayard Veiller. Audience POWER in a story that grips with the strength of a vise. The outstanding mystery melodrama of the year!

four out of five

Devil's Island

"Devil's Island" started the season with a smash, following its sensational, mid-summer gross of $24,634 at the Colony, New York, with similar success throughout the country. Pauline Frederick, Marion Nixon and George Lewis.

April Fool

The laugh picture of the year. The first independent theatre to crash the B. & K. Roosevelt, Chicago. Alexander Carr, Raymond Keane, Mary Alden, Baby Peggy, Snitz Edwards and Edward Phillips.

The Bells

Picked by Roscoe McGowen among the six best pictures on Broadway in November. Lionel Barrymore's masterpiece. Directed by James Young, with Gustav von Seyfertitz, Lola Todd, Edward Phillips and Otto Lederer.

Sunshine of Paradise Alley

The greatest screen comedy of New York's East Side. By Denman Thompson, author of "The Old Homestead." Barbara Bedford, Nigel Barrie, Gayne Whitman, Kenneth McDonald and Lucille Lee Stewart. Directed by Jack Nelson.

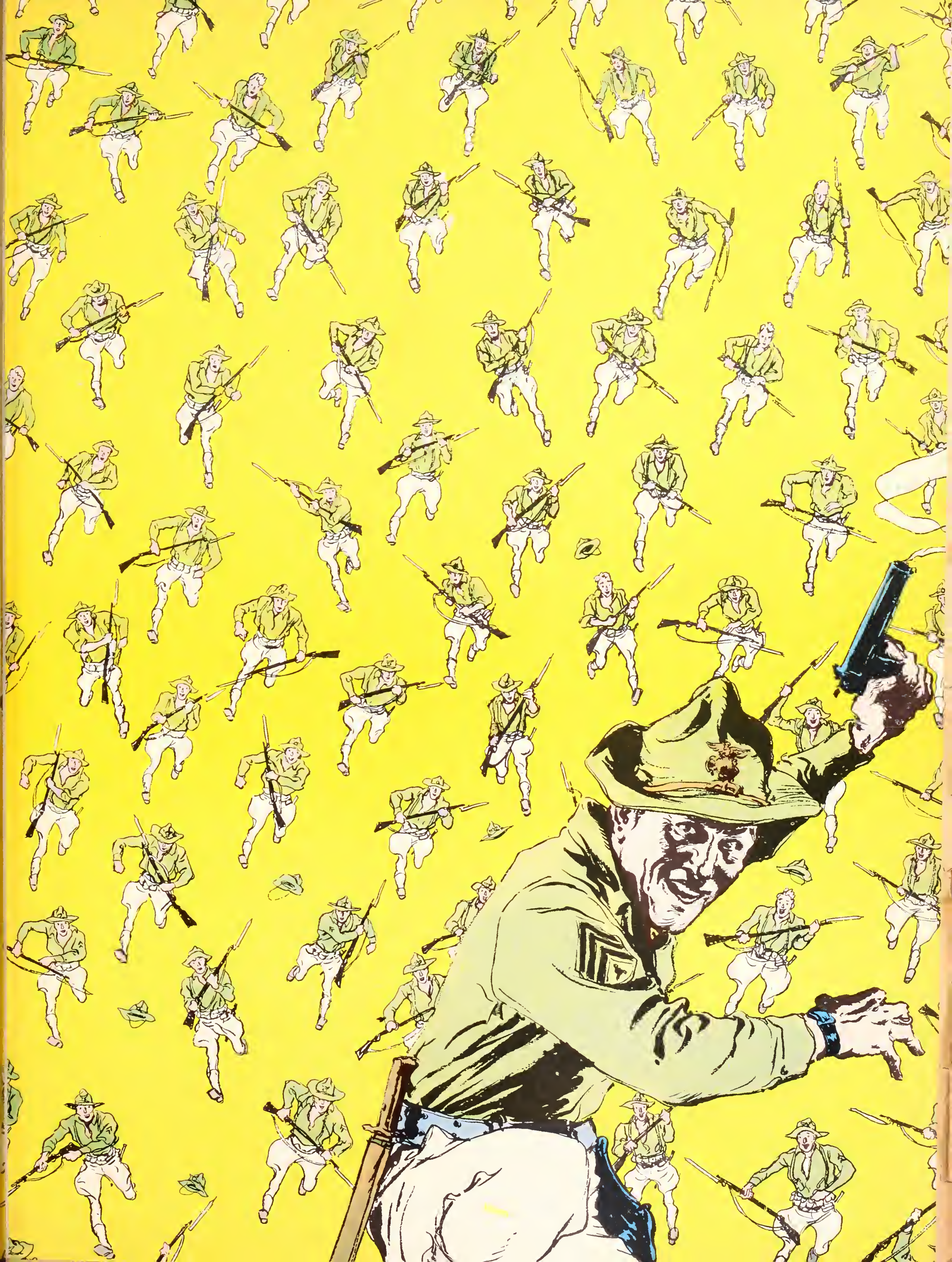
Driven from Home

Made to order for this fellow with the grouch, who doesn't know what Chadwick means to the box office. From Hal Reid's play. With Virginia Lee Corbin, Ray Hallor, Anna May Wong, K. Sojin, Sheldon Lewis and Virginia Pearson. Directed by James Young.

Four Out of Five Play

CHADWICK DIVISION 1ST PICTURES

WRITE · FOR · DETAILS OF THE NEW FRANCHISE PLAN!!



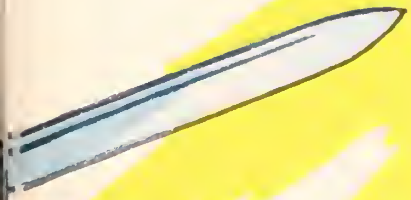
LON CHANEY

in the
Biggest of
Broadway's
$2
Pictures

GEORGE
HILL'S
production of the story by
E. Richard Schayer with
ELEANOR BOARDMAN
WILLIAM HAINES
CARMEL MYERS
directed by George Hill
Titles by Joe Farnham

The boy dares to challenge the old Devil-Dog

TELL IT TO THE MARINES



METRO-GOLDWYN-MAYER writes another glorious chapter into Broadway $2 Road-Show History! "TELL IT TO THE MARINES" sweeps into fame amidst the cheers of a public that welcomes one of the grandest attractions of all time at the Embassy Theatre, New York. A showman's show to pack theatres. LON CHANEY in a role that will amaze the public. Seldom an attraction so eagerly sought by exhibitors. Get it and you get the Prize of the Year.

DETROIT!
S. R. O. at the Madison Theatre in its third week

NEW BEDFORD, MASS.
Police Reserves at the State Theatre

PRODUCED WITH CO-OPERATION AND ENDORSEMENT OF THE U. S. MARINE CORPS BY

Metro-Goldwyn-Mayer

A smile from her soothed his battle-scarred heart

The heroic stand against odds

Tell it to the Marines!

THE BEST LOCATIONS IN AMERICA

at your disposal through M-G-M's great Marine tie-up!

THOUSANDS of Marine Recruiting Boards are carrying the striking, specially prepared lithographs that are part of M-G-M's mammoth promotion campaign. A Big Attraction backed by Million-Dollar Showmanship!

WE are putting it
ON the map!
"TELL It To The Marines" blankets America.
STUNTS! Signs! Parades! Promotion!
WHAT a showman delight it is!
AND remember this:
BEHIND the ballyhoo and shouting
IS a picture they'll cheer!
LAUGHS! Thrills! Spectacle!
LON Chaney's biggest . . .
A gigantic show.
GO and get it!

LON CHANEY

Tell It To The Marines

Metro-Goldwyn-Mayer

GREAT MOMENTS!

The Sergeant foils a desertion

•

The pretty nurse kidnapped!

•

The prize-fight at sea

•

The native Nautch Dancer starts trouble

•

The Fleet in action!

•

Bandits attack an American colony

•

Soldiers of the sea to the rescue

•

The battle of Hangchow Bridge

AND A THOUSAND OTHER THRILLS!

Ready to occupy

the biggest theatres in the land!

CHARLIE MURRAY
and CHESTER CONKLIN

In the story by REX TAYLOR *Adapted from* Gus Hill's *famous stage play*
Presented by ~~~~~ ASHER, SMALL *and* ROGERS
Produced by EDWARD SMALL *A* RICHARD WALLACE *Production*

A First National Picture
It will make Comedy History!

First National Pictures

Members *of* Motion Picture Producers *and* Distributors of America Inc. ~ Will Hays *President*

FEBRUARY will have 28 days
Satur-days

Week-end business *everyday* in the week for the Lucky Showmen *that get*

COLLEEN MOORE
in ORCHIDS and ERMINE
▼
HARRY LANGDON
in LONG PANTS
▼
CONVOY [Special]
with DOROTHY MACKAILL
and LOWELL SHERMAN
▼
EASY PICKINGS
with ANNA Q. NILSSON
▼
AN AFFAIR OF THE FOLLIES
with LEWIS STONE & BILLIE DOVE
LLOYD HUGHES

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, FEBRUARY 4, 1927 No. 5

Bread and Butter

PARAMOUNT will concentrate its production activity this year on pictures which hold the attention of the public from two to seven days.

This significant announcement is made by Jesse L. Lasky, who points out that the new Paramount Theatre is establishing the type of film which will now be the forte of the Famous Players studio forces.

The weekly change film is, as Mr. Lasky remarks, the industry's bread and butter. The overwhelming mass of theatres must have pictures of this sort—first-class pictures. The road shows and the long-run specials are important, of course, and will continue to be, but the emphasis is on weekly-change pictures.

The Paramount Theatre is an outstanding example of what is occurring all over the country. Magnificent houses have been built, are being built in great numbers, and these must continue to have pictures that can come in for a week, reach the widest possible audience and furnish entertainment quality equal to the excellence of the theatre itself.

The theatre is setting the pace in the industry. That is logical, because it is here that the final verdict is rendered by the public on the industry's whole economic scheme.

* * * *

Justice

WE are in receipt of a copy of the following resolution adopted at the regular monthly meeting of the Theatre Owners Chamber of Commerce of New York City, January 25:

"Whereas, Charles Chaplin has always produced clean and wholesome pictures and has always been a constructive force in the motion picture industry, and

"Whereas, It is the sense of this Chamber that it deplores the publicity recently given to Mr. Chaplin's personal affairs,

"Now therefore be it Resolved, That we, the members of the Theatre Owners Chamber of Commerce, do hereby affirm our implicit confidence in Mr. Chaplin as an artist and a man."

The American spirit of fair play will meet a very frank test in this matter. The code has always been that a man is held innocent until he is proved to be otherwise. That legal maxim should be given full play in the present situation.

We believe such will be the case. In any event, Mr. Chaplin is a great artist, and none has contributed to the artistic and commercial enrichment of the screen more than he.

The Week in Review

Comment on Passing Affairs

RECORDS fell along Broadway last week when "The Big Parade" passed the record for length of run in a Broadway house, and "Flesh and the Devil" broke the two weeks' gross record and was held for a third for the first time in the seven years the house has been open. In making this announcement Major Bowes said:

"Today marks an historic event on Broadway. For the first time in the history of the Capitol, a picture is being held over for a third week. Not in the seven years of serving our patrons has public demand been so overwhelming. In deference to the public, we announce 'Flesh and the Devil' for one more unprecedented week."

The extent of this demand may be gauged by the fact that the extended showing made it necessary to hold back "The General," regarded as sure-fire, for a week. "Flesh and the Devil" will probably total about $185,000 on the three weeks.

Two-Dollar Grosses

DESPITE the large number of films showing on Broadway at roadshow prices, the weekly business continues to hold up amazingly. Several of them are running around $20,000 a week, or at the rate of a million dollars a year. In this class are "Big Parade," "Old Ironsides," "The Better 'Ole," Don Juan" and "What Price Glory," all doing between $17,500 and $20,000 weekly. "Beau Geste," "Tell It to the Marines" and "The Fire Brigade" hold around the $14,000 mark.

"The Kid Brother," the new Lloyd, went into the Rialto last Saturday, and looks good for a record run. The Mark Strand, with "The Night of Love," is also doing splendid business this week.

French Cinematographic School

WITH various moves on foot here for recognized training in motion picture making, it is interesting to note that a French technical school of photography and cinematography has been started on the initiative of the photographic and motion picture industrials and professionals under the patronage of the French Minister of Public Education and with the help of the City of Paris. This is noted in a report to the Department of Commerce from Paris, and is at 85, rue de Vaugirard, Paris.

The board of directors comprises this list of eminent names: Louis Lumiere, president; Messrs. Boespflug and L. Gaumont, vice-presidents; Messrs. Bauchet, L. B. Clerc, Barnier, Debrie, Felix, Maurice Grieshaber, Rene Guilleminot, Gaston Jousla, Auguste Lumiere, P. Guillaume, L. Reusse, Leo Ruland, and the inspector-general of technical education.

Greater Public Fairness

THE comparatively slight disturbance to date over the Chaplin case (save in the tabloid newspapers) is an encouraging sign. Thousands of letters of sympathy have been received and very few complaints made against Chaplin films and their showing. The general public seems to be willing, in this instance, to wait for the court to pass upon the evidence before accepting it as fact.

There is an increasing tendency in the press, too, to recognize the fact that an artist's private life does not, of necessity, have anything to do with his work.

Exhibitors can do much good in their own communities by urging simple fairness—taking sides neither one way nor the other, but urging their patrons to await the final outcome before passing any hasty judgment.

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PICTURES AND PEOPLE

Twenty years of style advance in tennis costumes is shown by Majel Coleman and Sally Rand, De Mille players. The 1926 version wins, so far as spectators are concerned

Conrad Veidt, German star under Universal contract, who returned to America this week and will play in Paul Leni's production of "The Chinese Parrot"

Jack Warner registers elation at making May McAvoy one of the Warner Bros. stars. Her first production, now under way, is entitled "Matinee Ladies"

A Starless Week

DURING the week ending January 15, the National Board of Review passed upon two features and one short subject and failed to find any of them worthy of the asterisk denoting special merit.

Veidt Returns

CONRAD VEIDT, one of the actors whom Germany hated most to lose, arrived in New York on Monday, accompanied by his wife and infant daughter, to make his home in Hollywood. He was here last year to support John Barrymore in "The Beloved Rogue."

Veidt left for the Coast on Thursday to prepare for his work in his first picture for Universal, "The Chinese Parrot." This is especially interesting for two reasons—first, because it brings together once more Paul Leni, his first director, and Veidt, and second, because in it Veidt will play an American detective, endeavoring to break away completely from Continental mannerisms and technique.

Veidt was introduced to the press on Wednesday afternoon in his suite at the Marguery, and proved to be an intelligent, distinguished looking artist who listens much more than he talks, but who says something when he does. He is quietly enthusiastic about his work here, and his views beget a confidence in his ability to accomplish worth-while things. He is anxious to learn, and is sensible enough to realize that both the German and the American methods of film production have points in their favor, and he hopes to combine the best in both.

After "The Chinese Parrot" he will probably do

Dr. A. H. Giannini, president of the Bowery and East River Bank of New York City and warm friend of the picture industry, visits Johnny Hines in Hollywood, where the comedian is putting the finishing touches to "All Aboard" for First National Release

Jobyna Ralston and Richard Arlen, who will be married in Hollywood on February 10, if the Paramount "Wings" unit returns from San Antonio, Texas, by that time

Lester Scharff, former musical comedy baritone who was with the Shuberts for ten years, is reported to have done splendid work in "New York" (Paramount)

Madlyn Lamping, a Hollywood society woman, whose work in Von Stroheim's "The Wedding March" has aroused enthusiastic predictions for her future career

The players to interpret the principal roles in Gotham's "Heroes of the Night" have been selected with unusual care as to type. Left to right, they are: J. P. Lockney, Sarah Padden, Rex Lease, Marian Nixon, Cullen Landis, Robert E. Homans and Wheeler Oakman

"The Man Who Laughs"—a role of the sort that every actor hopes to play at least once before he dies.

Another Singing Actor

SINGERS seem to be flocking to the screen these days. Gloria Swanson had two of them in her latest picture, "The Loves of Sunya," in Andres de Segurola and John Boles. Now comes another who will be seen in Paramount's "New York."

He is Lester Scharff, who for ten years was connected with the Shuberts. He has a magnificent baritone voice and will be remembered for his work in "Maytime" and other musical plays. At one time, he appeared with Ben Lyon in "Mary, The Third," when Ben was on the stage. He has had a varied career, for when he was not singing in musical comedy, he filled an executive position with Lee Shubert. He was stage director of "The Student Prince" in Chicago. He plays the role of "Izzie" in "New York." This is not his first picture, however, for he played in "The Highwoman," "Young April," "Shipwrecked" and several others.

Ballet Genius En Route

LEO STAATS, master of the ballet of the National Opera of Paris, who has been engaged by S. L. Rothafel as ballet master of the new Roxy Theatre, is a passenger on the S.S. Paris, due in New York this week.

Mr. Staats has produced revues, ballets and sketches in practically all the Paris theatres and music halls, and he has devised and produced numerous ballets famous throughout Europe.

Just before coming to America, Staats completed the mis-en-scene and choreography of "Orphie," a mimodrame ballet in three acts by Roger Ducasse, the titled role of which was played by Ida Rubinstein. Besides his more pretentious productions, Staats has also devised and produced the current sensational revues and dance divertisements at the Casino de Paris, the Folies Bergeres, the Scala and the Cigale.

J. Frank Brockliss, managing director of First National Pictures, Ltd., in England, repeating a message from Robert Lieber, president of the company, telephoning from New York to the sales convention held at the Hotel Cecil, London, on January 14. Joe Skirboll, F. N.'s European general director, is at Mr. Brockliss' left

Lesley Mason's Title Record

OUR Coast scouts send us word of Lesley Mason's growing reputation as a writer of titles. He is a member of the production supervisory staff of the Metropolitan Studios, releasing through P.D.C. "Les" has obtained wide recognition on the Coast through the titles he has written for several of the De Mille-Metropolitan pictures.

He has just completed the titles for "Getting Gertie's Garter," Marie Prevost's latest starring vehicle, and is now titling "No Control," with Harrison Ford and Phyllis Haver. Other Metropolitan pictures titled by Mr. Mason are "Pals in Paradise," "Jewels of Desire" and "Meet the Prince."

For the DeMille studio he wrote the titles for Donald Crisp's production, "Nobody's Widow," starring Leatrice Joy. In addition, Mr. Mason was loaned by Metropolitan to Asher, Small and Rogers to write the titles for "McFadden's Flats" and the Corinne Griffith production, "Purple and Fine Linen."

And this is only part of the record, as we happen to know. The title writer does not always get the recognition he deserves from the critics, but he is an exceedingly important factor in pictures. We are glad to pass along to the whole industry this news of Mr. Mason's deserved success in a difficult field.

These Baseball Scandals

RUSSELL HOLMAN, advertising chief at Famous Players, sends us a copy of a reprint which that company is sending out to exhibitors of a story carried by the United Press recently in which Frank Getty uses "Casey at the Bat" as the basis of a clever satire on the current baseball scandals. The story carries a "Mudville" date line and relates the happenings of the immortal game in which Casey struck out, weighing with mock gravity the charges now brought up in Mudville that the game was not on the up-and-up. The U.P. serves nine hundred newspapers, and the story makes a timely bit of indirect publicity for Paramount's "Casey at the Bat," which they have not been slow to capitalize.

M. T. A. Turns Reporter

MAURICE T. ANDREWS, who was on the reviewing staff of *The News* for some time and whose signature appeared on numerous feature and short subject appraisals, is now a special writer on *The Staten Island*, a daily paper in that fast-growing spot across the Narrows. Several of his recent stories have had front-page prominence, and a perusal of them shows that he is more than making good. Andrews was a distinguished flier during the war and was connected with the National Board of Review before coming to *The News*.

Fox Folks Plan Frolic

MARCH, says Douglas Tauszig, assistant to vice-president J. G. Leo over at Fox Films, will be memorable for two things this year, St. Patrick's Day and the Fox Fun Frolic and Dance, which is to be held at the McAlpin Hotel on March 11.

Mr. Tauszig's remarks were made by way of announcing that on the aforementioned March 11 the personnel of the home office and the New York exchange are going to get together and produce one of the liveliest, peppiest and most novel of blow-outs ever staged by the employees of a film producing organization.

Scheduled on the program of this night of nights for Fox folks is the rippingest bunch of entertainment that it was possible for the most ingenious of experts on matters of the kind to devise.

In the first place there is a buffet supper which will be served in conjunction with a minstrel. While the chef at the McAlpin will prepare the former, the latter will be written, staged and acted solely by Fox folks. Outsiders are barred, with one or two exceptions. Injected between the songs and wisecracks of the minstrels will be a number of burlesques on things Fox and things films which will be worth the price of admission in themselves. These also will be acted by home talent.

The committees and their personnel follow: Entertainment—Jack G. Leo, J. R. Grainger, Alexander Kempner, Douglas N. Tauszig and Harry Reinhardt; In Charge of Arrangements—Roger Ferri, Clarence Elmer, Alan Freedman and Fred Bullock; Ticket distribution—Jack Sichelman, Aaron Fox, W. E. Sennett, W. R. Hitter, Milton Harris, John Weinberg and Moe Altman; Program—William Freedman, Dan Doherty, Joe Fine, Donn McEllwaine; Publicity—Vivian Moses, Dan Doherty, Charles Cohen, Joe Fine; Music—Harry Kosner, Luke Stager; Secretarial—Deon Di Titta, Doris Berman, Ida Myckon; Wardrobe—Moe Altman, Ted Altman.

When D. W. Griffith visited Cecil B. DeMille on "The King of Kings" set recently, DeMille relinquished his megaphone to Griffith for one scene. In the background are Montagu Love, Casson Ferguson, Rudolph Schildkraut and Sam De Grasse

Wampas Ball Plans Set

THREE notables of the screen world will "engineer" activities at the sixth annual Wampas Frolic and Ball to be staged in the Ambassador auditorium, Thursday evening, February 17. Selection of the trio, on members of which will devolve the responsibility for rapid-fire action throughout the hours of the big cinema-social fete, has just been made by the Western Association of Motion Picture Advertisers—the Wampas.

Fred Niblo, whose standing as a director—cinema and otherwise—ranks second to none in the film colony, has been named as master of ceremonies and to him will fall the introduction of the cinema celebrities, including the 1927 Wampas Baby Stars, and certain of the major stage attractions on the program.

The first person to greet Jesse L. Lasky, first vice-president and production chief of Famous Players-Lasky, upon his arrival in Los Angeles was his mother, Madame Sarah Lasky. It was the first time in eight years that he had not alighted at Pasadena and motored to Hollywood

Charlie Murray, comedian par excellence, who says he has been "mastering ceremonies" for a quarter of a century, has been selected as "master of laughs," so to him will be entrusted the introduction of the comedy elements of the Wampas Frolic bill.

Lew Cody, whose suave manner and easy presence has made him much sought at big gatherings of all kinds in and about the film colony, has been chosen for a new phase of Wampas Frolic activities to be introduced this year. Lew is given the title, "master of the ladies," and everyone who knows Lew is agreeing that this title logically belongs to Cody. He is expected to make the most of it during the progress of the frolic and ball.

Gloria Hostess at Tea

GLORIA SWANSON gave a tea to the press on Wednesday afternoon in her apartment at the Park Chambers, which was attended by many of the leading writers for the fan, daily and trade papers. Lois Wilson, who is a neighbor to Gloria at the Park Chambers, was also on hand, and Conrad Veidt dropped in after a reception to the press of his own at the Marguery. Gloria was here, there and everywhere, seeing to it that everyone was provided for and happy, and she finally decided that a "scooter" would have facilitated matters.

Tom Mix welcomes his parents, Mr. and Mrs. E. E. Mix, of DuBois, Pa., on their first visit to Hollywood, where they will spend the rest of the winter with him

Captain Ariel Varges, chief cameraman of International Newsreel's Far Eastern bureau, always manages to be on hand when a war breaks out. Here he is in the trenches at Honan with General Wu Pei-fu's army, filming the Chinese revolution

Langdon's Shrewd Broadcast

HARRY LANGDON, First National comedy star, seems to have acted on a live hunch when he broadcast the Catalina Island swim for the benefit of America's sport fans recently. The stunt was a tie-up with "Long Pants," the comic's latest feature, which is scheduled for release the end of February. The surprise came with the winning of the race by George Young, whose 17 years place him right within the circle of adolescence depicted by Harry in his new picture.

Langdon, long a devout radio fan, financed the installation and operation of a huge broadcasting station aboard the steamship Avalon, official convoy of the marathon swimmers. His studio orchestra was sent aboard to provide music during the interval of broadcasting bulletins.

The portable station itself, operating on a low wave length, was heard as far east as Cincinnati. It was picked up by a station on Catalina Island, and by KNX in Hollywood, and re-broadcast over the country. The stations in turn, were picked up and re-broadcast by stations in Portland, Chicago, St. Louis, Denver and more than a dozen eastern cities.

Colonel Brady Convalescing

FRIENDS of Colonel Jasper Ewing Brady, dramatic editor of Metro-Goldwyn-Mayer, will be pleased to know he is now rapidly convalescing from his severe illness, and expects to return to work by February 1.

On December 21st last, Colonel Brady collapsed on the train while en route to his home in Bronxville, N.Y. The next day he was brought to Memorial Hospital, 106th Street and Central Park West, and the long fight began. During Christmas week, several times Colonel Brady was almost gone, but the old fighting army spirit never gave way, and gradually health returned. Three blood transfusions were necessary before the turn for the better came.

Colonel Brady has the distinction of being the Dean of Motion Picture Editors, having been four years with the old Vitagraph, one year with Universal and ten years with Metro. He also has had a distinguished military career, having served in the U.S. Marine Corps, and the U.S. Army for a number of years, filling every grade from Private to Lieut.-Colonel, which commission he now holds in the Reserve Corps, U.S. Army.

Douglas Rothacker Recovering

DOUGLAS D. ROTHACKER'S many friends will be glad to learn that he is rapidly regaining his strength and pep after a serious illness of more than four months. To complete the convalescence now well under way, he has left Chicago for two months' complete rest in the copious and well advertised sunshine of Southern California.

Just before leaving, he said that despite his forced absence for so long a period, Rothacker Industrial Films, Inc. had closed 1926 in an exceptionally prosperous condition and that with new additions to the personnel of the organization and important recent developments promising far wider circulation service for their clients, he could see nothing ahead but one whale of a year.

He did not care to enlarge on his remarks at this time however, except regarding his New York office, located at 542 Fifth Avenue, which has just been placed in charge of Howard S. Moss, a practical and thoroughly capable advertising and moving picture man.

Marcus Loew and Party En Route

MARCUS LOEW, who has completely recovered from his recent illness, left Los Angeles in a private car on the Southern Pacific railroad last week for the East. He was accompanied by his wife, his son Arthur Loew, who is in charge of M-G-M's foreign department, and Louis B. Mayer, M-G-M vice-president in charge of production, and the latter's family. Ludwig L. Lawrence of the Paris office was also a member of the party.

Mr. Mayer's next stop will be New York, where he will have a conference with Nicholas M. Schenck about plans for the production and distribution of forthcoming films. Mr. Mayer's family together with Mr. and Mrs. Marcus Loew will go to Florida for a brief holiday.

Another Famous John

WHEN the exciting news reached Hollywood that Ned Marin, a sales manager of First National Pictures, had become the proud father of a baby boy which was christened John Marin, Johnny Hines lost no time in having a placque made for the new arrival which admits him to the Society of Famous Johns along with John Bull, Johnny-Get-Your-Gun, John Barleycorn, John D., John Wanamaker, John Doe, Stage Door John and John the Barber.

A Newcomer Advances

WHEN "The Wedding March" comes to the screen at some future date, after Mr. Von Stroheim puts his final okey on it, it is expected to bring some little acclaim to a comparative newcomer who appears in it, Madlyn Lamping. Those who have seen the picture in its uncut stages are enthusiastic about the picture and about her work in it. A Hollywood society woman, born in Canada, of English and Irish descent, she brings a type of beauty to the screen not often met with.

Monty Banks Returns

MONTY BANKS, starring in feature comedies for Pathe, reached New York City on January 11 on the S.S. *Aquitania* after spending the holidays in his native Italy. He had been planning the trip for some time and was speeding up work on the current picture when he received word of his mother's death in Italy. He was unable, however, to reach there in time for the funeral services.

Keefe to Repeat Stage Role

JESS SMITH, who is producing "The Poor Nut" for First National release, has signed Cornelius Keefe, of the original Broadway cast of the play, for the same role in the screen version which he played on the stage.

Kessler Given Dinner

HUGO KESSLER, head of the Efficient Employment Exchange, and Miss Jean Lubey, formerly head of the clerical department of Famous Players, were married recently and were presented with a handsome chest of silverware by friends in the industry. A bachelor dinner, given for Mr. Kessler at the Frivolity Club, was attended by a number of well-known film personages.

Seeing "The Roxy" With Roxy

On Personally Conducted Tour, Remarkable Features of Huge "Theatre Picture" Are Revealed

BY THOMAS C. KENNEDY

As one who, during the current week, inspected the "innards" of the Roxy Theatre, in New York, the writer can add his nod of assent to the growing chorus which chants about the extraordinary beauty of color, line and form of this newest and largest of palatial motion picture houses. Moreover, there can be added the assertion that S. L. Rothafel, drawing upon a wealth of experience in the theatre and his imagination, has worked out in the minutest detail resources of equipment for picture presentations, stage "pictures" and musical renditions, that will afford him the greatest latitude for the development of his ideas in entertainment.

"What about pictures?" is a question frequently asked in the trade in connection with the Roxy. We did not get the chance to put that query before Roxy informed us that "the picture situation has adjusted itself nicely. I have positive assurances that we can draw upon the release schedules of every company, save one, in the business. And I don't think it will be long before we can also have pictures from that one.

"The situation, beyond saying that, cannot be discussed in detail at this time. As to the policy of the Roxy with regard to length of run, that cannot be definitely determined until we open the house. There is such a demand, however, that I feel sure that bills will of necessity be shown for more than a week's time.

"It is too soon," he told us "to discuss the policy of the other houses in the Roxy circuit. We will not present in those theatres the shows offered at the Roxy, but the same standard will be carried into presentations at the other theatres. This we will do by producing here all the numbers which are to be presented and the shows will be circuited as a unit."

The Roxy is Rothafel's "dream palace." On a "personally conducted tour" with Roxy, we got our first glimpse of the auditorium from the center of the stage. Peering off to the left through a crazy-quilt of scaffolding which occupied the middle portion of the auditorium, we saw a fragment of the balcony, a section of finished beauty, done in gold, and indicating the decorative scheme and the design of the whole theatre. It will be a beautifully proportioned bowl, with a warm gold as the predominating color and relieving notes of red.

A Castle in the Air

The interior is a triumph of form and proportion over sheer space. Here is a house with a seating capacity of over six thousand in which there has been preserved that intimacy which is so desirable but which, ordinarily, vanishes in the presence of space. That section of the balcony, seemingly suspended in space, seemed more like a castle in the air than anything we have ever seen outside a picture frame. Truly this showman has reached up into the clouds and brought down a castle.

The auditorium, laid corner-wise in the square formed by the walls, is in the form of a fan, with beautifully proportioned lines curving across the horizontal and vertical planes of the huge picture. From the proscenium, the outside lines of the stage converge to a point at the rear—thus working out a new principle in the theatre but yet old in acoustics, since it is simply a gigantic megaphone.

There are really two stages, with an elevating device. Back of the well in which the elevating stage is erected, is a cyclorama trough, and back of that at the point of the V which the stage forms, will be located complicated projection apparatus for producing "effects."

The orchestra pit, which will accomodate 110 musicians, in addition to three organ consoles, forms a semi-circle at the base of the fan. The pit will be equipped with an elevating floor, with separate sections for the consoles and a concert grand piano, which can be lifted above the orchestra when piano concertos are presented.

The Roxy will be illuminated by indirect lighting, auditorium and stage lights being controlled from what is the largest and perhaps the most ingenious switchboard in the world. The house will be fitted with a public address system, and will have facilities for Vitaphone presentations.

Unique Seating Plan

Though the largest theatre, the design of the Roxy brings the chairs in the farthest points of the house several feet closer to the stage than many theatres of recent design and smaller capacity. Another feature—the floor of the stage will be visible from all seats, the chairs in the lowest point of the auditorium being several inches above the level of the stage. Thus, those who take seats 'way up front, will not see a cut-off version of any dancer or performer, as is commonly the case in front rows.

The organ pipes are to be located under the stage, the orchestra pit thus serving as a sound chamber from which the organ notes will be "hurled" into the auditorium.

The inner lobby of the Roxy is circular, surmounted by a dome, done in gold and supported by large columns of green marble. A large circular staircase at the left leads to the mezzanine and on through this lobby to the right will be elevators to carry patrons to the balcony. A pipe organ is to be installed in this outer lobby.

In an industry that donned seven-league boots with its swaddling clothes, the "great events" which proverbially "cast their shadows before" tread one another's heels, streaming in endless procession across a stage that throbs with action and bewilders the spectator with its glittering "Pageant of Progress." Ordinarily the heralding shadow soon flickers out in the effulgence of the event itself, and the onlookers blink, rub their eyes and fasten their attention on another deepening outline.

As March 4—the tentative date for the opening of the new Roxy—approaches, the portentious silhouette of another extraordinary enterprise of motion picture showmanship assumes definite outline, with the public feeling the pressure of cumulative interest, generated by a personality and advance publicity, and the trade observers assuming a somewhat self-conscious attitude of puzzled curiosity, the while speculating as to what influence Roxy's new presentation ideas will have on picture entertainments generally.

All in Terms of Pictures

For it is not to be expected that what goes on inside the Roxy, in the heart of Broadway's theatrical district, and the little Roxies which are to spring up in the neighborhoods of the metropolis, will con-

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Third "Roxy" Theatre at 75th Street and Broadway, New York City

Through a three-cornered transaction entered into this week between the Chanin Construction Company, the Havemeyer Construction Company and the Roxy Circuit, Inc., a plot of 29,000 square feet of ground in New York City situated on the south side of 75th Street, with 212 feet of frontage on that street, 160 feet on Broadway and 150 feet of frontage on Amsterdam Avenue, becomes the site for Roxy's Midway, the third unit in the chain to be operated by the Roxy Circuit.

The Chanin Company secured the ground about nine months ago and sold it to the Havemeyer group which will carry out the original ideas of the Chanins for a theatre of four thousand seats and a 23-story residential and transient hotel to cost about $8,000,000. Walter W. Ahlschlager, who designed the first two Roxy theatres, will be the architect for the Midway, with the Chanins remaining as consulting engineers and builders for the Roxy interests. The house will be modeled along the lines of the Roxy.

Herbert Lubin negotiated the deal for the Roxy Circuit; the theatre will be under the general direction of Mr. Rothafel and W. E. Atkinson will be vice-president and general manager. The whole transaction involves about $10,000,000.

New St. Paul Theatre May be Nucleus of Another Northwest Circuit

WHAT may be the start of a new theatre combine in the Northwest territory is hinted at in the announcement by William A. Mustard and Oliver A. Rowe, of the construction of a theatre, costing $750,000, in St. Paul, Minn. Mr. Rowe stated there is a possibility that a new chain may be effected by combining the independent houses of the Northwest. He believes a new circuit, to include St. Paul, Minneapolis, Duluth and other cities, will be entirely practical in the near future.

The theatre to be erected will have a seating capacity of 3,000 and erection will start within 30 days. It is to be located on West Seventh Street between Sixth and St. Peters Streets and is expected to be completed by November first. It is said that the recent announcement that Publix would enter the Minneapolis field with a new theatre hastened the St. Paul project.

F. P.-L. to Concentrate on Week-Run Films

Declares Lasky; Plans Start of Production on 24 Pictures Before March Fifteenth

THAT the motion picture which can hold the attention of the public for a week is the type of production which will prove most popular in the future is the contention of Jesse L. Lasky, first vice-president of Famous Players. The production head for Paramount made this declaration in an interview given out at his New York headquarters after a trip to the Hollywood studios, where he inaugurated plans for the start of filming on twenty-four pictures of this nature, to be in work before March 15th.

While road shows are important, as the company has attested in preparing eight pictures, which come in this class, the production forces both at Long Island and Hollywood will concentrate on pictures such as are being shown at the Paramount Theatre in New York, said Mr. Lasky. When this theatre was built a new type of motion picture was established, and it was decided that the kind of picture which could stand a week's run in a 4,000-seat house would be the class of production made in the greatest number by Paramount, continued the Famous production head.

Practically every theatre which presents the weekly feature, every neighborhood playhouse which offers the picture for a day or two, has a definite relationship with the Paramount Theatre, he continued. It is this great body of theatres which forms the backbone of the industry, and pictures must be made which deserve presentation in the finest theatres in the world in order that they shall win popularity in every other theatre, stated Mr. Lasky.

"Unconsciously, almost, the standard of the weekly-change picture has been raised. Its demands are greater and more insistent. It is the bread and butter of the industry," said Mr. Lasky in conclusion.

Directors Meet in Chicago Theatre Equipm't Assoc.

THE Board of Directors of the Theatre Equipment Association held its regular meeting at the association's headquarters, 1018 South Wabash Avenue, Chicago, Illinois, at 10 A.M., Monday, January 17, with J. H. Hertner, presiding. The following directors were present: S. S. Behrends, Chicago; J. E. McAuley, Chicago; W. E. Green, New York City; Irving Samuels, Allentown, Pa., and C. D. Struble, Chicago.

Matters of private importance were discussed and it was decided that the next annual convention would be held in New York City about July 18, 1927.

The following Arrangement Committee was appointed: W. E. Green, New York City; Irving Samuels, Allentown, Pa.; J. C. Kroesen, Harrison, N.J.

Sam Lears resigned as secretary and Miss Mary M. O'Neill was appointed to succeed him. Many new members were added to the present membership list. The treasury of the association is in a very healthy condition and the directors are looking forward to the continued prosperity in the equipment line.

Raymond Evans New M. P. Head in Dep't. Agriculture

The title of "In Charge of Motion Pictures" will hereafter be borne by Raymond Evans, recently appointed chief of the office of Motion Pictures, United States Department of Agriculture, according to C. W. Warburton, director of Extension Work. Mr. Evans succeeds F. W. Perkins, who recently resigned this position. Edward Kelly, who has been film editor in the office of Motion Pictures for five years, has been elevated to the post of assistant chief of the office.

Seeing "The Roxy" with S. L. Rothafel

(*Continued from preceding page*)

tinue to be a theatrical dish served exclusively in New York.

As the showman credited with taking the motion picture out of the store-show class and making it a de luxe entertainment, S. L. Rothafel has had his imitators before, and it is not venturing into prophecy to say that there will be cinema palaces, and movie houses too, in various parts of the land where the "a la Roxy" show will be served in good, bad and indifferent fashion. There is only the question "how successful will be the efforts of the imitators, and will the type of show become stylish, with the rank and file of picturegoers demanding that kind and that kind only?"

With regard to Roxy, it is not so much a question as to what he will do, but rather how will he do it? Rothafel's ideas on motion picture entertainments are too well known to take on at this time any flavor of mystery. He—perhaps exclusively among the showmen—thinks in terms of "pictures." His shows are built with the idea of creating pictures—all pictures, but as he puts it "not all the pictures are on celluloid." His stage presentations partake mostly of the choreographic art, to which he adds music—good music—but this also has its pictorial side, a feat accomplished with lighting.

He faces the enormous task of devising shows to the scale of this extraordinary theatre with supreme confidence. "You have a job," we suggested, "a real job on your hands in sealing a show up to the point where it will get across to people luxuriating in the atmosphere of that theatre." That seemed a laugh to Roxy. "We haven't fallen down yet, and we're not going to now," he said.

Brilliant Array of Talent

He has surrounded himself with a brilliant array of talent, and he proposes to conduct the Roxy as a thoroughgoing "art theatre." Everything presented there will be worked up, designed, devised and executed in the Roxy. He has engaged Leo Staats, celebrated master of the Ballet of the National Opera of Paris, as ballet master. Four musicians of wide experience and marked accomplishment in the theatre have been signed up to conduct the orchestra. They are Erno Rapee, Frederick Stahlberg, Charles Previn and H. Maurice Jacquet. All four will be on an equal plane, and they will perform as directors of the orchestra on a rotating plan under which Roxy hopes to bring out the fullest resources of the musical organization. The director who conducts the overture this week, next week will act as relief conductor to follow the overture director to the stand on its completion. "The plan will overcome that 'let down' which is always so noticeable after the conductor has completed the overture and turns the band over to an assistant," Roxy says.

He has prepared many another innovation, small details of staging and large ideas as to showmanship. To attempt to detail them with any approach to completeness would carry us on and on through a massive volume studded with foot-notes. From where we stand, the view is sufficiently impressive to make it certain that Roxy has everything with which to work and the significance of that is great, for we have all seen how he can perform in a role in which he is an acknowledged artistic and popular success—that of showman.

Urges Lower Newspaper Rate

H. M. Newman, Publisher of the Fourth Estate, Gives Constructive Reasons for Removing Penalty

(EDITOR'S NOTE—*The following article was written by H. M. Newman, publisher of "The Fourth Estate," trade paper in the newspaper field. It gives, in concise form, the constructive reasons why newspapers should give picture theatres run-of-paper rate. It is highly significant that a trade paper of the newspapers is advocating this step. Exhibitors everywhere will be interested in what Mr. Newman has to say.*

BY H. M. NEWMAN

Publisher, The Fourth Estate

THE fact that my appeal for run-of-paper newspaper advertising rates for motion picture advertisers pleased the motion picture industry is more or less accidental.

I hold no brief for motion pictures, or their allied interests, or their man-power. I do, however, hold a brief for American newspapers. It is a part of my duty as the publisher of "The Fourth Estate," now entering its thirty-fourth year as the newspapers' foremost trade journal and advertising paper, to attempt to secure for American newspapers the highest type representation in their advertising pages possible to secure.

It is my duty to point out to advertisers a fact of common knowledge, to the effect that there is no medium in existence which can be intelligently used by the motion picture advertiser over a period of time for the protection of his investment, both in physical property and good-will, except the newspaper.

The American newspaper is a close friend of the American family. It forms opinions and furnishes topics of conversation, and is the basic educational structure of homes. It is the only advertising medium that day after day affects the consciousness of the family group seriously and importantly.

I believe the motion picture advertiser is entitled to the run-of-paper rate on the same basis as the radio, automobile, tooth paste, shaving brushes and pianos, because of its development away from the old circus methods into the importance of being the fourth industry in our country to-day.

Believing this, I feel the necessity of permitting it to grow still larger, and to defend its present growth in the advertising pages of newspapers on a parity with other commodities highly competitive in their marketing.

I am not talking of publicity, since the question of free publicity has no part in this strictly commercial discussion. Publicity must not be sought by the motion picture advertiser from the newspaper except as, if and when it has strict news value. The fact that the industry creates and purveys entertainments is no logical argument against the diminution of the amusement rate penalty.

In the early years of automobile advertising the direct appeal of automobile copy was based on entertainment, amusement and relaxation. The entertainment appeal of the radio industry to-day is even more direct, and every radio set sold is a wooden wired admission ticket to entertainment and nothing else. No other claim is made for it. Surely, motion pictures are entitled to the same treatment in the advertising of their goods. It is not a question of demanding this from the newspapers. It is a question of requesting, with reasons therefor. These reasons your industry should be more familiar with than any one else, and it certainly has demonstrated its ability to intelligently present any subject.

I have watched motion pictures grow from the old days to their present position, and I respect them for the progress they have made. I have watched newspapers grow into the strongest advertising medium in the civilized world. They have problems too, and it may be that they are unconsciously penalizing this industry for its past many mistakes. It is conceivable that they have made no more mistakes than any other industry, but possibly on account of their more rapid growth those mistakes have been more noticeable.

It is not a time for condemnation, but a time for reconstruction of opinion, and the motion picture industry can be assured that newspapers will recognize more quickly the argument of reason than any other. A great number of important newspapers now accord motion pictures the run-of-paper rate for their advertising, and the rest will follow as they understand your problems and their solution.

German Writer Sums Up Views

Sees Danger in Too High Admission Prices, Too Many Roadshows, Costly Production

By Harry Knopf

(Film-Journal, Berlin)

Harry Knopf

IN the six months that I have lived in the United States, studying the motion picture industry the mightiest in the world, I have seen much that could probably never happen in Europe. Over there we live in a different atmosphere. We have been left far behind in most things. We have had to recover from the war; and, undoubtedly, the American people will understand what that means in the way of reconstruction. Your own great South was confronted with a similar problem following the close of Civil War. With the cessation of hostilities in 1918 came the revolution which held up all work of a constructive nature for three years, so that Germany did not enter upon an active period of rehabilitation until 1922. In the five years that have intervened considerable progress has been made both politically and industrially, and at the present time the great body of Germany's population is looking forward expectantly to a time within the near future when their country will take something of her old place among the leading countries of the world. And in the general progress that has been experienced within the past half decade the German motion picture industry occupies no insignificant place. In fact, that which seemed wholly impossible but a few years ago now promises to be a reality within a very brief space of time.

However, in this article it is my intention not to discuss conditions in Germany but rather to talk about conditions in America as they impress a German observer. This is not an easy assignment to set one's self to. Things happen very quickly here; changes come with every hour. Affairs even in a single industry do not "stay put" long enough to permit of ready analysis. However, I have the advantage of viewing the problem as an "outsider." I have been sufficiently apart from the things that I am going to talk about as to be able to view the matters calmly, judiciously, and, therefore, probably with a truer perspective of the factors involved.

In the matter of theatres, Germany is far behind America both in the number of motion picture houses catering to the public and in seating capacity.

The biggest house in Berlin—the Ufa Palast am Zoo—has three thousand seats, or just about half of the seating capacity which the new "Roxy" Theatre in New York City will have when completed. The average Berlin theatre has only three performances daily. The bigger houses run a mixed program of pictures and stage presentations. As in America, there are many critics who are adverse to this arrangement, maintaining that motion picture houses should run only film attractions. My opinion after viewing the performances in New York film theatres is that the mixed program is a decidedly good thing from the box-office angle. I feel that where a mediocre feature is being shown the stage presentation has the virtue of bolstering up the entire program.

The star system so prevalent in the American film industry offers a real obstacle to foreign producers and stars desirous of making their mark on the American screen. Your star system serves to make the American public conscious of cer-

(*Continued on following page*)

Kennedy To Direct Motion Picture Course At Harvard

Joseph P. Kennedy

THE Harvard Graduate School of Business Administration announces that, beginning March 15, a series of lectures and discussions by leaders in the motion picture industry will form an integral part of its curriculum in the course of Business Policy for the second half-year. This series will be under the direction of Joseph P. Kennedy, Harvard, '12, president of Film Booking Offices of America, Inc. Among those who have already accepted invitations to lead discussions in connection with the lectures are Will Hays, president of the M.P.P.D.A.; Adolph Zukor, Marcus Loew, Jesse Lasky, Harry M. Warner, Cecil B. DeMille, Sidney R. Kent and A. H. Giannini, president of the East River National Bank of New York.

This is the first time that any of the larger American universities has so actively recognized the importance of motion pictures in business and in the life of the nation. The Business School believes that as a business school it should introduce into its regular course what has now become one of the half-dozen largest industries in the country. The number of persons engaged in it is relatively small, but the motion picture industry is now in close contact with and has an important and direct influence on a large proportion of the public in the United States.

The Harvard Business School is prompted to sponsor this series of lectures primarily for three reasons: the need and opportunity for trained business men in the industry, the influence that the films in this or any other country must have on the lives of its people, and because the motion pictures serve as an illustration of an industry which has grown so rapidly that all stages in its commercial development may be clearly traced.

The lectures, covering all phases of the industry, will be given three times a week in the course in Business Policy, a required course for all students in their second and final year in the Harvard Business School. These lectures will be given in the new Business School building of the George F. Baker Foundation, and will include the points of view of the distributor, the banker, the producer and the director.

German Writer Sums Up Views of America

(Continued from preceding page)

tain outstanding personalities almost to the complete exclusion of all other values entering into a production. The star's the thing, in most instances to the American way of thinking, and the advertising and exploitation methods pursued by American showmen encourage this public concept of picture values.

In New York I was impressed by the tremendous importance of musical synchronization for motion pictures. Of course, the Germans with such pictures as "Siegfried" have worked along this line, but for the average motion picture little is done. The orchestra and musical direction at the Capitol Theatre is the finest I have heard.

Admission prices in all American houses seem to me to be scaled much too high. Perhaps this is due to the almost unlimited prosperity of your country, but nevertheless, I think this race to see who can charge the most and get away with it will not lead to the best results for the industry. There are too many road-shows. At any rate, there are too many shows at road-show prices when actually they are puffed up for exploitation purposes. In Berlin the highest price for admission is 75 cents. All the great super-specials will play there for this price.

Even in your production, you seem to go into this race to see who can spend the most. It would be much better to encourage individuality and originality in productions and forget for a momnet the idea that a picture's value is measured only by the amount of money spent making it. I am no prophet and there is much about American production I don't know but it seems clear to me that this race to spend money is going to turn out disastrous. Some company is going to spend a monstrous sum and find itself loaded with expensive pictures that won't draw at the box-office. Some other conditions may happen to strain things and there is going to be a financial crash.

I must commend the spirit of co-operation that exists between the motion picture industry and the newspaper world. So many of the film personages are former newspapermen, and there exists a keen appreciation and a helpful attitude. I cannot truthfully leave this statement without registering my surprise that the job of a motion picture critic is often entrusted to young, sentimental girls. With all their enthusiasm and interest these girls have not the experience and critical inclination that distinguishes a mature writer. Motion picture criticism written by these girls can be of no use to the industry—unless it is as a barometer of the reactions of a certain part of the general public.

The recent spectacle of four foreign-made productions playing day and date in Broadway theatres is a significant sign of the possibilities of imported productions on the American screen in the future. America is known for its sportsmanship, for its fairness in the matter of giving credit where credit is due irrespective of creed or nationality. We have the feeling that the same spirit of fairness that manifests itself on the field of competitive sport will hold sway when it comes to a matter of judging the merit or demerit of foreign-made screen productions. The picture from the foreign studio will be taken at its entertainment value. The cordial welcome extended to foreign stars and directors recently brought to America confirms me in this opinion. Truly, as your Will Hays recently stated, the motion picture screen is destined to prove to be the greatest instrument placed in the hands of humanity to promite understanding and good fellowship between nation and nation.

For myself I want to express to Motion Picture News especially, to the American newspapers, magazines, trade-organs and the film industry, my personal appreciation for their cordiality and co-operation. I shall bring back to my German associates of the press the kindest remembrances of my journalistic associations on this side of the Atlantic. For me it is not "Good-bye" but "Auf Wiedersehen."

In and Out of Town

MORRIS SAFIER, head of Warner Bros.' Extended Run special sales department, is now en route to the Middle-West exchanges. He will visit Cleveland, Chicago, Minneapolis and on his return take in Atlanta, Ga.

HENRI ELLMAN, Columbia Pictures' representative in the Chicago and Indianapolis districts, is now in New York conferring with Columbia officials on several important matters having to do with distribution of the company's product.

EDWARD L. KLEIN, film exporter, sails for Europe, January 28, on the S.S. Majestic, in the interests of the Edward L. Klein Corporation and the International American Cinema Corporation. He will visit over a dozen of the European countries and will then return to New York by way of London. His trip is for the purpose of further cementing the relationships existing between foreign distributors and his own organization, and also for the purpose of completing the foreign distribution of the A.C.A. product.

J. LEO MEEHAN, F.B.O. director, arrived in New York this week to confer with J. P. Kennedy, J. I. Schnitzer and other executives of the F.B.O. home office. Though the length of his stay in New York is undetermined, it is known that he is here primarily to submit a few of his original and pet ideas for future productions.

What's Wrong With Our Scenario Methods?

HAS it ever occurred to you that perhaps our whole system of continuity writing may be basically wrong, and that that is at the root of many of the shortcomings and failures in production today? And that scenario writing is virtually where it was 15 years ago, while nearly every other department of production has advanced steadily?

That is the interesting contention advanced in an article, "No One Can 'Write' a Motion Picture," by L. C. Moen, a member of the News editorial staff, which starts next week.

Nothing in the industry is claiming more attention today than stories, and the continuity is the vital link between the story and the finished photoplay. The author advances the claim that the present type of continuity is an inadequate makeshift which frequently hampers more than it helps, and that that is the reason why so many of our pictures are virtually made in the cutting room. The present continuity, he points out, is a thing wholly of words—literary and uncinematic—and the director, the actor and the cutter must transmute it into pictured motion. In pointing out why this is wrong, the author says:

"No man has yet 'written' a motion picture, and no man ever will. No sculptor ever 'carved' a sonata, and no musician ever 'composed' a bas-relief. . . . As though any great picture had ever needed any more story than could be written on the director's cuff—and as though a literary artist, trained in the beauty and force of words, were any more likely to be able to create such a story than any other human being. . . . The fault lies not with the scenarists. They are perhaps the most intelligent and hard working group in the industry, but they are facing an impossible task. The fault lies in the method furnished them—in the fundamentally wrong basic thought underlying production today. . . . The solution is so obvious that no one has thought of it, except here and there in scattered flashes. . . . The director could accomplish more were he expected to accomplish less."

These few quotations will illustrate some of the vital points touched upon. The article is daringly frank—it will arouse discussion and possibly strong disagreement—but it will make you think about motion pictures in a different light than you have perhaps thought of them before.

Mother of Whitehurst Bros., Balt. Theatre Men, Dead

After an illness of two months, Mrs. Anna L. Whitehurst Taylor, mother of the late Charles E. Whitehurst and Dr. J. Herbert Whitehurst, president of the Whitehurst theatrical interests of Baltimore, died Sunday night, January 23rd, at her home in Baltimore. Two other sons, who are engaged in the theatrical business in Baltimore, are Dr. Milton Whitehurst and William H. Whitehurst. The body will be interred in Loudon Park Cemetery.

Executives Stress Need For Better Stories

Showmanship Vital Point, Rowland and Schnitzer Declare; Mere Literary Writers Won't Do

J. I. Schnitzer

Richard A. Rowland

EXECUTIVES of two important production and distribution companies this week voiced the crying need for more stories and better stories with distinct showmanship angles. Richard A. Rowland, general manager of First National, said:

"There are rarely more than six or eight stories written a year that can be transferred in their entirety to the screen.

"There are seldom more than half a dozen great themes worked out each twelve-month, but the yearly output of motion pictures must continue and competition grows more keen as the industry advances.

"Film fans have been educated to good entertainment, and they expect the sort of amusement they are rightly entitled to for their support of the industry.

"Entertainment does not necessarily mean lavishness, for simple, interesting stories are just as important as spectacles.

"Now, then, writers should be encouraged.

"But beautifully chiseled words are not sufficient for a screen story.

"The story must be combined with showmanship; in other words, it must have a running theme, novelty or fantasy, perhaps, or even plain sordidness, but it must have more action!"

"The showman-writer," according to J. I. Schnitzer, senior vice-president of F.B.O., "will be a development of the swiftly changing motion picture scene."

"What the industry requires right now," says the F.B.O. executive, "are showmen-writers rather than merely literary writers. The writer who can write from the angle of the practical showman, and at the same time put across character and plot effectively in the terms of motion pictures, will prove a most helpful factor in the season to come.

"The crying need of the business, as I see it to-day, is showmanship. We must have showmen-directors, showmen-writers, showmen-producers, showmen-distributors. The beginning and end of our business is showmanship.

"We are interested, of course, in certain art phases of the motion picture, but in our efforts to achieve perfection in the technical forms, we cannot afford to overlook the all-vital angles of showmanship on which this fascinating business is built.

"The new season will be marked by more spirited competition than ever before. And it will be the competition of practical showmanship in which the exhibitor will be chiefly interested."

Mother of Sydney Abel Passes Away

Mrs. J. Abel, mother of Sydney Abel, formerly in charge of the foreign department of Fox Films, and now associated with United Artists, died yesterday at the Abel home, 5242 Hyde Park Boulevard, Chicago. The deceased had been an invalid for several years.

U. A. Purchases 60 Acres in Culver City, Calif., for New Studio

JOHN W. CONSIDINE, president of Feature Productions, Inc., a producing unit for United Artists, announced this week the purchase of 60 acres of land in Culver City, Calif., on which will be erected a new studio to help take care of the expansion in U. A. production. The new site is at the south-east intersection of Jefferson Boulevard and Overland Avenue; $750,000 has been appropriated for construction and erection will be started immediately.

In addition to the new studio the present plant is being enlarged and three more permanent stages are being constructed. The administration offices of most of the producers, stars and directors will be housed in the old studio. Mr. Considine estimates that the combined cost of enlarging the old studio and building the new will be almost $3,500,000.

M. P. Bills Prepared in 20 States

Censorship, Sunday Closing and Taxation Measures Are Included in Proposed Measures

LEGISLATIVE measures affecting the industry have been prepared in twenty States. These include censorship, Sunday closing, taxation, admission of minors and other forms of regulation. Following is the list:

Alabama—Censorship, 10 per cent admission tax, bill prohibiting children under 16 unless accompanied by parent or guardian, Sunday closing.

Arkansas—Two tax bills.

Colorado—Censorship, prohibiting children under 19 years of age unless accompanied by parent or guardian.

Connecticut—Ten per cent per reel tax repeal.

Indiana—Censorship.

Iowa—Board of Censors to prohibit the acting in pictures of notorious characters, etc.

Kansas—Local option permitting Sunday shows, repeal of present censor law.

Michigan—Censorship, 10 per cent admission tax.

Minnesota—Repeal of free show law protecting exhibitors from non-theatrical competition, limiting number of tickets to be sold to number of seats available, reel tax.

Missouri—Ten per cent admission tax.

Montana—Censorship and bill prohibiting children under 16 unless accompanied by parent or guardian.

Nebraska—Sunday closing.

New York—Censorship repeal, three theatre regulatory measures.

New Jersey—Local option on Sunday shows.

North Dakota—Sunday opening, censorship and 10 per cent tax.

Oklahoma—Bill prohibiting midnight previews of pictures and censorship.

Oregon—Censorship.

South Carolina—Repeal of present existing 10 per cent tax.

Tennessee—Censorship, 10 per cent tax, Sunday closing, prohibiting children from attendance in theatres except with parent or guardian.

Utah—Sunday closing, bill to regulate Ward houses using pictures.

Berman to Make Continental & Internat. Films

ABE BERMAN, until recently foreign representative for United Artists, sailed Friday, January 28, on the Majestic bound for Europe. Mr. Berman will go to Germany and, on his arrival there, organize a producing company with the object of making pictures, some for Continental consumption and others with an international theme which will be marketed both in this country and throughout Europe.

Mr. Berman is making this move because he feels the need of closer cooperation between the American and German film industries, and believes that his knowledge of both may be of value in bringing this about.

Ambassador, Washington, D.C., Robbed of $2,000

Washington, D.C., experienced the methods of modern banditry January 23, when an unmasked man entered the office of Robert Etris, manager of the Ambassador Theatre, one of the Stanley-Crandall chain there, and relieved that official of some $2,000, comprising the receipts of the Saturday and Sunday performances. He has not been captured.

The robber, a well-dressed young man, paid his way into the theatre shortly before the box office closed for the evening. He went to the manager's office, adjoining the auditorium, where he backed Mr. Etris, Donald E. Gerow, his assistant, and two ushers up against the wall. He then gathered up the receipts, which were being checked up, and left, warning his victims to give him ten minutes leeway or he would begin shooting and start a panic among the audience.

Ray L. Hall, new editor of Pathe News

Berton E. Moisant Producing Manager of Castle Films

Eugene W. Castle, producer of Castle Films Novelties, Short Shots, etc., has appointed Berton E. Moisant as production manager, in complete charge of all production activities on the series of Castle Novelties and the editing of the Castle Short Shots. Mr. Moisant is now en route to New York to assume his new duties.

During the war, Moisant, his camera and personnel were responsible for the photography of the Signal Corps war subjects of the Official War Review. Upon his return from the service he became assistant editor and chief cameraman of the Pacific Coast editions of Fox News, and later the staff representative of International News in southern California.

Eugene W. Castle plans to increase his production activities in the East, beginning February 15th. He will devote his entire time to the exploitation and distribution of Castle product.

Ground Broken for New Publix Theatre in Seattle

THE first step toward the making of the Seattle, the new Publix house planned for Seattle, Wash., was taken the other day when ground was broken for the new cinema palace which will boast of a seating capacity of over 3,000, and which will be part of a nine-story commercial and studio apartment building. It is expected that early next winter will see the new theatre in readiness for operation.

C. W. and George L. Rapp have prepared the plans for the structure, which will be similar in character to the Paramount in New York. The architecture is of the French Renaissance type and among its outstanding features will be a grand hall of palatial proportions. The policy of the house calls for feature pictures coupled with the Publix presentations.

Propose Que. Comm'n Regulate Film Business

A COMMISSION form of government for all phases of the motion picture business in Quebec has been proposed by Ernest W. Sayer, member of the Quebec Legislature for the Constituency of St. Lawrence, Montreal, and is likely to be adopted by that legislative body.

The proposal provides for the appointment of five persons, representing different departments of the film and theatre worlds, who would absorb the present Quebec Board of Moving Picture Censors and would also have direct control of all phases of theatre control, including poster censorship.

The new commission would be answerable to the Attorney-General's Department of the Quebec Provincial Government and the new body would be authorized to issue any orders deemed necessary and have the power to see that the orders are obeyed to the letter.

The Quebec Commission regulations would be the law in its entirety to film exchanges, exhibitors and the theatre-going public, according to Mr. Sayer. The only opponent so far to the plan is Mayor Mederic Martin of Montreal who has declared that the commission takes away some of the powers and revenue of the City of Montreal.

Appointments in Ranks of Tiffany's Personnel

Two appointments in the ranks of the workers of the Tiffany organization were made public this week by M. J. Hoffman, Tiffany vice-president. William P. Schramm has become manager of the contract and sales departments while Harry Goldstein, of Boston, was given the post of special representative of the Tiffany company. Schramm came to the Hoffman organization from Fox Films to manage a sales promotion department and non-theatrical branch, in which capacities he had previously acted for Fox Films. Goldstein has already assumed his new duties and has left for Cincinnati, where he will assist the local Tiffany branch office in that territory.

The announcement further states that Marcel Mekelburg has joined the Boston Tiffany exchange with headquarters in Boston.

Broad-Front Realty Acquires Property in Trenton, N.J.

The Broad-Front Realty Company has acquired, through its president, Sidney S. Cohen of New York, the entire property consisting of a five-story business building at the northeast corner of South Bend and Front streets, Trenton, N.J., and has leased the corner store and upper floors to Gimbel Stores, Inc., to house a department store for a long period of time at an aggregrate rental of $1,600,000. The dimensions of the property are 50 x 150. Gimbel Stores have occupied the property for the past twenty years.

The company has also leased the store premises at 34 South Broad Street to the New York Cotton Stores, Inc., for a term of 30 years at an aggregate rental of about $600,000. The property is now undergoing extensive structural improvements.

Quimby Joins Hal Roach

To Handle Comedy Distribution Throughout the World; Leaves For Europe Shortly

Fred C. Quimby

FRED C. QUIMBY, short-subject sales manager for Fox Films, for the past two years, and prior to that, general sales manager on the board of directors of Pathe, has signed a five-year contract with Hal Roach to handle the world-wide distribution of the Roach product. He arrived in New York this week from the Pacific Coast and will sail next week for Europe on a two or three months' trip in the interest of his new association.

Mr. Quimby's present connection is the result of previous long acquaintanceship with Mr. Roach, as, except during the period of his connection with Fox, he has been associated with the comedy producer ever since he became identified with motion pictures.

"For some time," Mr. Quimby explains, "Mr. Roach and I have been discussing the need and importance to the trade of high-class, two-reel comedies, which are cast with real box office stars. We have been in agreement that such product would be a valuable asset to theatres—tangible, business-building factors instead of the mere fillers which most short subjects are now considered to be.

"After many informal discussions covering an extended period, we have worked out a definite detailed plan, and feel that the time is ripe for putting the project into practical operation. I had told Mr. Roach that if our plans materialized I would like to handle distribution for his studio, and now that he is ready, I have signed a five-year contract with him.

"I was extremely happy in my connection with Fox and would not have considered making a change except on a basis giving me wider opportunities and product, especially adapted to meet the requirements of the market, as my experience has shown them to be."

N. Y. Censorship Costly

Last Report of Commission Show Receipts of Over Million With Half Million Revenue

THE latest and last report of the New York State Motion Picture Commission, presented to Governor Alfred E. Smith, contains, among other data, the fact that censorship in New York has cost producers $1,027,751.38, and, less expenditures of $463,821.86, leaves a revenue to the State of $563,929.52. These figures cover a period running from August 1, 1921, to January 1, 1927; during the past year the Commission brought a revenue to the State of $83,870.64.

The work of the Commission for the past year, according to the report, shows a total of 1,277 eliminations were made from pictures, and that 507 of these eliminations were due to the fact that scenes portrayed tended, in the censors' opinions, to incite to crime. There were 442 eliminations on the grounds that scenes portrayed were inhuman, while alleged indecency resulted in 152 cuts and 141 were due to scenes alleging a tendency to corrupt morals. Alleged sacrilegious scenes caused thirty-five eliminations.

The Commission approved a total of 2,250 pictures. Nine features were condemned in their entirety. Only sixteen appeals were taken during the year by producers from decisions and eliminations made by the Commission.

There is one paragraph of particular interest to the producers of newsreels. It appears that when newsreels were exempted in New York State from inspection by the censoring commission that a complaint was lodged with the Commission to the effect that objectionable pictures would creep into the business under the guise of newsreels. The Commission states in its report that such prediction failed to come true, and not a single criticism of a news or current event film has been filed with the Commission.

The Motion Picture Commission was abolished January 1st of this year, and the censoring of pictures is now being taken care of by a one-man commission, under the direction of the State Educational Department.

Madan, of Calcutta, Sailing for London on Majestic

J. J. Madan, of Calcutta, India, who has spent several months in this country buying the product of American producing concerns for India, is sailing for London to close several important deals, after which he will embark for home. Mr. Madan reports that film conditions in India are very satisfactory. With his new offerings he expects to make American productions more popular than ever in India.

"U" Will Continue to Distribute International News Reel

CARL LAEMMLE this week wired from Universal City a denial of the report that the International News Reel will be distributed by another company next year. "Universal will distribute the International News Reel next year, it will distribute it the following year, and so far as I know, for many years following that," read the Laemmle wire. This supplements the declaration of E. H. Goldstein, Universal treasurer, that Universal's contract for distribution of the reel has several years to run.

E. B. Hatrick, vice-president of the International News Reel Corporation, now in Miami, Florida, wired the following statement:

"Universal Pictures Corporation has been distributing International News Reel for several years past and has a contract to distribute this newsreel for several years more. Stories that this newsreel will be handled by any other company are without foundation."

Alabama Theatre Survey Shows 27 Circuits

Birmingham Claims Seat Record With 51,000 for 327,000 Population; $5,000,000 Payroll

A RECENT survey of the theatre situation in Alabama discloses the fact that there are 243 houses in the State, of which all but eight have a straight motion picture policy; Birmingham, with a population of 327,000 within a radius of 25 miles, claims the theatre seating record for the country with a total capacity of 51,000; this includes suburbs.

According to the survey there are at present 27 theatre circuits (two or three theatres under one management). In forty towns in the State theatres do not run every day, but from one to four nights weekly. There is considerable turn-over in theatre ownership, approximately 40 houses changing hands each year.

Theatre operators in Birmingham and surrounding suburbs and their total holdings are: Publix, three, Birmingham; Inter-State Amusement, three, Birmingham; A. Brown-Parkes, one, Birmingham; Joe Steed Amusement Co., four, Birmingham; two, Ensley; two, Wylam; two, Fairfield. Marvin Wise Circuit has eight in Birmingham; R. B. Wilby, two, Birmingham, one, Ensley; Loew's, two, Birmingham; E. S. Haynes, one, Pratt City, one, Central Park; Haynes and Stanley, one, Tarrant City; C. H. Marin, one, Liberty, one, Avondale.

John A. Snider and Sons, three, Bessemer: John Merritt, one, Bessemer; J. A. Johnson, one, Republic, one, Adamsville, one, Sayre; A. Haon, one, Quinton; Joe Dailey, one, Empire; M. W. Gravelee, one, Empire; Buck Sigrest, one, Red Star; R. P. Higginbotham, one, Leeds; Henry Skipper, one, Acmar; T. G. Amberson, one, Margaret.

Colored theatres and their operators are: Birmingham—Dunbar, J. P. Savage; Frolic and Champion, Henry Hury; Famous and New Famous, P. A. Engler; Dixie, Smith-McDavid-Parkee; New, Smith-Parkee. Ensley—Palace, Ben Jaffe. Bessemer—Frolic, Ben Jaffe.

In addition, a 2,500-seat house for pictures and Pantages' vaudeville at Birmingham and neighborhood houses at Edgemont, Hollywood and Powderly are planned. There are 12 non-theatrical institutions showing pictures in the district, while in Birmingham there is the Municipal Auditorium, seating 6,000, and presenting concerts, and the Little, seating 600, and presenting drama.

Theatre circuits and their total holdings throughout the State, including Birmingham, are as follows: Publix, ten; The Crescent Amusement Company, ten; R. B. Wilby and Company, ten; the Si-Non Circuit, six; Marshall County Enterprises, three; Marvin Wise Circuit, eight (all in Birmingham); Inter-State Amusement Company, three; Joe Steed Amusement Company, ten (all in Birmingham); E. S. Haynes, three; A. Brown-Parkee, three; J. & J. Johnson, four; William J. Hurn, two; Will B. Wood, two; R. P. Higginbotham, two; Randolph St. John and F. Wheeler Smith, two.

W. T. and Mrs. Thornton operate two; C. B. Hendon and W. J. Boshell, two; Lester Neeley, three; J. A. Johnson, two; Victor C. Hicks, two; Earl Collins, two; C. W. Wade, three; Sam Sulzpacher, W. A. Doster and associates have three; Marguerite Luckel, two.

Florida M. P. Association Formed at Fort Myers

The report comes from Fort Myers of the formation there of a State screen association to be known as the Florida Motion Picture Association. The plans of the association are to foster and develop the establishment of the motion picture industry in Florida. They also plan to have representatives in every county in the State and to form a liaison with the Florida State Chamber of Commerce and the State Federation of Women's Clubs.

Eight Theatre Incorporations in New York During Week

Newly incorporated motion picture companies filing the necessary papers with the Secretary of State's office during the past week included the following: Carrick Productions, Inc., capitalization not specified, Mildred S. Reisman, Cecilia Auerbach, Rose F. Herman, New York City; Betty Theatre Corporation, $3,000, Abner and Nathaniel Weiss, Maurice M. Cohn, New York City; The Filmplay Company of America, a corporation, capitalization not specified, M. V. Kress, I. Bresslier, H. Drusbach, Brooklyn; Rolu Theatres Corporation, capitalization, Nathan Robbins, Barney Lumberg, Edward M. Brown, Utica; Tower Film Export Corporation, $10,000, Morris, Samuel and Harry Meyers, New York City; 201 Bleecker Corporation $250,000, Edward M. Brown, Woodward W. Guile, Hobart L. Morris, Utica; The Film Products Export Corporation, capitalization not specified, Mollie Shackman, Dorothy Karpel, Philip Abrahams, New York City; Rosenwald Amusement Corporation, $5,000, Louis I. Rosenzweig, Bessie Goldfarb, Benjamin Waldman, Brooklyn.

Maxwell, Wardour Chairman, Joins British National

John Maxwell, chairman for four years of Wardour Films, Ltd., has joined the board of British National Pictures, Ltd. He will also continue with Wardour. The British National Board now includes George T. Eaton, chairman; Frank J. Farrell, J. M. H. Wilson, I. W. Schlesinger, N. J. Hill and John Maxwell.

As the first step in the reorganization of British National, George T. Eaton, N. J. Hill and Mr. Maxwell have been named by the board as a managing committee pending more definite arrangements. Through the floating of a new issue of shares, which are to be underwritten by I. W. Schlesinger and Wardour, the capital of the company is to be increased. The company's production plans have been changed so as to provide for a number of pictures especially designed for the British empire market, these in addition to those intended for the American market. Their distribution has already been arranged for with a prominent American company.

Publix-Saenger Affiliate with Piedmont Co.

H. F. KINCEY, general manager of Piedmont Theatres, Inc., with headquarters in Greensboro, N.C., announces in the Greensboro "Daily News" of Jan. 21, that Publix-Saenger Theatres, Inc., has purchased a fifty per cent. interest in the Piedmont Theatres holdings in North Carolina. The new combination will be known as the Publix-Saenger Theatres of North Carolina. Negotiations, which terminated with the above affiliation, have been in progress some two or three months.

The prime factors in Piedmont Theatres, Inc., are R. B. Wilby and Arthur Lucas, both of Atlanta, and H. F. Kincey. Holdings of Piedmont Theatres, Inc., are as follows: Four theatres in Greensboro, four in Durham, two in Fayetteville, and two in Raleigh.

Beno Rubel, Sec. Stern Corp., Laemmle's Asst.

BENO RUBEL, former prominent New York business man, and for the last year secretary of the Stern Film Corporation, has been appointed as personal assistant to Carl Laemmle, President of Universal Pictures. Laemmle's increasing duties as head of Universal and the fact that he has bought the Beverly Hills Ince estate, where he will henceforth spend much of his time, prompted the addition to his personal staff.

Julius Bernheim, who has been associated with Universal in various executive positions during the last five or six years, has been appointed business manager of "Uncle Tom's Cabin."

Double Badger's Technical Staff for "Trail of '98"

The technical staff that will aid Clarence Badger to produce "The Trail of '98" for Metro-Goldwyn-Mayer, which he will begin shortly, has been doubled with the result that no less than a dozen cameras will be assigned to the picture. Charles Dorian will assist the director in the production and at the same time will have a number of assistants working under his direct supervision. The battery of cameras will be under the command of John Seitz, who recently returned from Rex Ingram's studio at Nice, France. Merril Pye will work as art director under Cedric Gibbons, head of the studio art department, and he too, will have a number of assistants. Charles Stallings and Clarence Bricker will be the two unit managers. Several assistant technical directors and supervisors are yet to be selected.

Sutherland will Direct New Paramount Comedy Team

Edward Sutherland, director of the comedy team of Wallace Beery and Raymond Hatton, has been summoned from Paramount's Long Island studio to the West Coast studio to carry out that organization's newest comedy plans which concern a brand new comedy team, of the Beery-Hatton variety, which is to carry on through a series of special feature length comedies. Jesse L. Lasky, who went into conference with B. P. Schulberg, West Coast executive, shortly after his arrival from New York, has stated that negotiations are now under way for the services of stage and screen comedians as possible members of the team. Sutherland will be made aquainted with the details of the new assignment upon his arrival at the Eastern plant.

La Plante to Star in "Thanks for the Buggy Ride"

Laura La Plante's next Universal Jewel will be "Thanks for the Buggy Ride," now being adapted from an original by Byron Morgan, writer of magazine and screen comedies and thrillers. The picture, however, will not go into work until late in the spring, as Miss La Plante is scheduled to enjoy a European honeymoon trip as soon as she completes "Beware of Widows," her current picture.

Another U. A. House in Northwest, Report

Rumor Majestic, Portland, Taken Over; Stanley Building Near Phila.; Other Deals

A REPORT was received in Seattle, Wash., this week to the effect that the United Artists Corporation have closed a deal with Harry C. Arthur, Jr., president of Pacific Northwest Theatres, Inc., whereby the Majestic Theatre in Portland, Ore., will become the second United Artists Theatre in the Northwest. Confirmation or denial of the report was not made by either of the parties interested.

The United Artists Theatre in Seattle, formerly the Liberty, is now in operation, and is owned jointly by U. A. and Pacific Northwest, the latter group handling the active management of the house.

Norwood, within the immediate vicinity of Philadelphia, will soon have a theatre costing half a million dollars. Announcement of this fact was made yesterday by John J. McGuirk, president of the Stanley Company of America, who made known at the same time that actual construction work will begin soon and that the house will be completed as rapidly as possible. It will be known as the Manor Theatre, and will be under the direction of the Stanley organization.

Harry Somerville, of Daytona Beach, Fla., formerly associated with Publix Theatres Corporation as city manager of their houses in the Florida resort, announced this week the formation of the Halifax Amusement Company of Daytona Beach, headed by himself.

Associated with Mr. Somerville in the new company are several prominent business men of Daytona Beach. The Halifax Amusement Company will operate a chain of theatres throughout the southern section of Florida, Mr. Somerville states. The first theatre in the proposed circuit will be the New Kingston Theatre, located in a suburb of Daytona Beach of the same name. It will seat 500, and be what is known as "the band-box" type theatre.

It is understood that the Connecticut circuit, composed of the Cameo at Bridgeport, Palace at Norwich, Grand and Capitol at Middletown has been purchased by Harold Eldredge and W. J. Levinson from Alfred Gottesman, and that Mr. Gottesman retains his interest in the other theatres which he has operated.

Five theatres were added to the chain of moving picture houses in the city of Montreal operated by United Amusement Corp., Ltd., during the past year, making the total number thirteen. The regular dividend of 8 per cent was paid on preferred stock and 2 per cent on common. The board of directors was re-elected without change for 1927. These include N. L. Nathanson and J. P. Bickell, of Famous Players Canadian Corp., Toronto.

Dates of W. Pa. and W. Va.

Exhibitor Bodies Will Meet Latter Part of April at Pittsburgh, Pa.; Committees Named

THE Motion Picture Theatre Owners of Western Pennsylvania and West Virginia will hold their Seventh Annual Convention at the William Penn Hotel, Pittsburgh, Pa., on April 24-25-26, 1927. The names of the members of the various committees follow:

General Committee—M. A. Rosenberg, Pittsburgh, Chairman; N. Friedberg, Pitts-McGowan, Blairsville; J. Richman, Pittsburgh; T. J. Hickes, Saxton; Joseph Gelman, Swissvale; Andy Battiston, Yukon; N. Braverman, Pittsburgh; N. Rosen, Pittsburgh; P. Parros, Erie; N. Natopolos, Altoona; S. Morausis, New Castle; B. Cupler, Washington; A. Farkas, Johnstown; J. Hauer, Erie; Gilbert Gelman, Duquesne; J. Silverman, Altoona; H. E. Hammond, Union City; A. Weiland, Pittsburgh; Nick Schuler, Ellwood City; M. A. Sybert, Moundsville, W. Va.; Frank Zeppas, Wheeling, W. Va. All except the last two are of Pennsylvania. The following members are of Pennsylvania also:

Entertainment Committee—H. · Hendel, Pittsburgh, Chairman; Wm. Finkel, Pittsburgh; H. Goldberg, Pittsburgh; John M. Alderdice, Pittsburgh; N. Friedberg, Pittsburgh.

Speakers Committee—Morris Roth, Duquesne, Chairman; A. P. Way, DuBois; Wm. R. Wheat, Sewickley; Anthon P. Jim, Kittanning; Archie Fineman, Pittsburgh.

Credentials Committee—L. M. Jones, Vandergrift, Chairman; Bart Dattola, New Kensington; M. Rosenbloom, Charleroi.

Legislative Committee—N. Friedberg, Pittsburgh, Chairman; A. P. Way, DuBois; Morris Finkel, Pittsburgh.

Ways and Means Committee—H. A. Rosenberg, Pittsburgh, Chairman; B. Nadler, Ambridge, P. Atonopolos, East Pittsburgh; H. B. Kester, Pittsburgh; Chris Vollmer, Pittsburgh; C. M. McCloskey, Uniontown; Saul Silverman, Pittsburgh.

Resolutions Committee—D. A. Harris, Pittsburgh, Chairman; John M. Alderdice, Pittsburgh; Morris Finkel, Pittsburgh; John M. Newman, New Castle; Ed Harvey, Woodlawn.

Grievance Committee—John Newman, New Castle, Chairman; M. Rosenbloom, Charleroi; Walter Silverberg, Greenville.

Colonial Theatre, Philadelphia, Robbed of $940

Just prior to closing at 10.45 P.M., Morris Gerson, owner, and Bennie Fertle, manager, of the Colonial Theatre, 11th and Moyamensing Avenue, Philadelphia, were held up by two bandits and robbed of $800 in cash and $140 in check form.

P.D.C. Production at Peak

Shooting Final Scenes for "King of Kings"; De Mille and Metropolitan Studios Running Full Force

BOTH the De Mille and Metropolitan studios have reached the peak in production following the holiday season, and there is no longer any let-up in the filming of pictures for the producers' distributing program. Cecil B. De Mille is filming the last scenes for "The King of Kings," and within a week will be engaged in editing the story.

William De Mille has started work on "The Little Adventuress," a screen version of "The Dover Road," by A. A. Milne; Vera Reynolds is starred. "Turkish Delight," Irvin Cobb's first original screen story, starts this week with Julia Faye in the leading feminine role. Paul Sloane is directing, from an adaptation by Albert Shelby Le Vino. Leatrice Joy is about to start on "Vanity," in which she will play a heavy dramatic role under direction of Donald Crisp; Douglas Z. Doty wrote the script.

Marie Prevost is at present hard at work in "The Night Bride," with Harrison Ford in the leading masculine role, and Franklin Pangborn in another important part; E. Mason Hopper is directing. Joseph Schildkraut is now at the Metropolitan studios working in "The Heart Thief," a screen version of "The Highwayman," a stage play in which he appeared; Lya de Putti has the leading feminine role. William K. Howard has finished direction of "White Gold," Jetta Goudal's latest starring picture, and is now editing and assembling in collaboration with C. Gardner Sullivan.

Bertram Milhauser and Beulah Marie Dix are preparing the script for "The Country Doctor," which is scheduled to go into production in six weeks. "The Yankee Clipper," Rupert Julian's production of the sea; "Rubber Tires," Alan Hale's production of the auto camps, and "No Control," which Scott Sidney directed with Harrison Ford and Phyllis Haver co-featured, have passed the final previews and are scheduled for early releases.

Twelve in Work at Paramount W. C. Studio

THERE has been no decrease in the production activities at the Paramount Hollywood studio where twelve pictures are now in work and several others in preparation.

Clara Bow's vehicle, "Rough House Rosie," was started last week under Frank Strayer's direction. This week the two European stars, Pola Negri and Emil Jannings, began their respective productions, the former in a screen adaptation, as yet untitled, of an Ernest Vajda play under the guidance of Mauritz Stiller, and the latter in "The Man Who Forgot God," his first American-made vehicle which Victor Fleming is directing.

Other films in work on the lot are "Wings," whose company has just returned from location at San Antonio, Texas; "Special Delivery," Eddie Cantor's next effort; "Evening Clothes," starring Adolphe Menjou; "Afraid to Love," featuring Florence Vidor; a new film with Wallace Beery in the stellar role; "Ritzy," the Elinor Glyn story starring Betty Bronson; "Too Many Crooks," co-featuring Mildred Davies and Lloyd Hughes; Raymond Griffith's new picture and "Fashions for Women" Esther Ralston's first stellar vehicle.

Gary Cooper's first Paramount picture, "Arizona Bound," and "Soundings," with Lois Moran and Douglas Gilmore in the leads, are scheduled to start within a few days. "Children of Divorce," "A Kiss in a Taxi" and "The Mysterious Rider" have just been finished.

Barbara Bedford Signed for New Chadwick Picture

Barbara Bedford was this week engaged for the leading role in "The Life of an Actress," which goes into production some time next week. Miss Bedford was recently starred in "Sunshine of Paradise Alley," a Chadwick production, which was directed by Jack Nelson. Nelson will also direct "The Life of an Actress," which was adapted for the screen by Harvey Gates from the Langdon McCormick stage production. Nelson and Jesse J. Goldburg, supervising director of Chadwick pictures, are now selecting the rest of the cast, which will be announced next week.

L. Barrymore, G. K. Arthur Sign M-G-M Contracts

Metro-Goldwyn-Mayer last week signed Lionel Barrymore and George K. Arthur to contracts whereby their services will be kept exclusively with Metro-Goldwyn-Mayer. Barrymore recently completed a featured role in John Gilbert's starring vehicle, "The Show," and will portray one of the leads in "The Branding Iron," which Reginald Barker will produce. George K. Arthur, British stage and screen actor, has just finished an important role in Marion Davies' "Tillie the Toiler."

Four Players Complete Cast of New Vidor Picture

Now that Lucy Beaumont, Daniel Tomlinson, Del Henderson and Freddie Fredericks have joined the cast of King Vidor's newest Metro-Goldwyn-Mayer picture, the list of players is now complete. Production got under way two weeks ago. The director and cast may come East next month for some of the sequences, it is said. No definite title has been assigned the new Vidor film as yet.

Channing Pollock Editing and Titling "Metropolis"

Channing Pollock, author of the theatrical successes "The Fool" and "The Enemy," is working at the Paramount Long Island studio on the editing and titling of "Metropolis," the Ufa production to be released in this country through Paramount.

"U" to Establish Exchanges in Germany

MATADOR EXCHANGES, a new exchange system in Germany inaugurated by Universal and by means of which that company will have a general office in Berlin with branches in Leipsig, Frankfort, Munich, Dusseldorf and Hamburg, has been formed by the Laemmle organization whose export manager, N. L. Manheim, left for Europe several days ago aboard the S.S. Albert Ballin for the purpose of setting the distribution wheels of the system in motion.

All of the new Universal branches are ready to open; they are awaiting Manheim's arrival.

L. Nossler Supervising Film Editor at Universal City

Lloyd Nossler, a well-known figure in the film business, has been assigned the post of supervising film editor at Universal City. Nossler has been connected with various Hollywood studios since 1911 and first came to Universal in 1915 as film cutter. He served in several different departments, leaving at the time of this country's entrance into the war. He has had completed editing supervision on such pictures as "Ben-Hur," "The Temptress" and "Flesh and the Devil."

Nossler was married on New Year's Day, but he will cut his honeymoon short in order to assume his new duties the first of the week.

Victor Potel Signed to Direct Universal Comedy Series

Victor Potel, writer, gag man and director, has been signed by Carl Laemmle, Universal Pictures' president, to direct a series of 26 one-reel comedies. Half of this number will feature Arthur Lake, youthful Universal contract player. Production on these is scheduled to start early in February.

The star for the other 13 comedies has not been selected. Universal states that the making of these comedies series is in line with the company's policy of a complete program embracing every classification for exhibitors.

Fleming to Direct Jannings' First Paramount Vehicle

"The Man who Forgot God," Emil Jannings's first American-made motion picture, is to be directed by Victor Fleming, one of the directors of the Paramount staff. Fleming won the assignment, it is said, because of his work on "The Rough Riders," which is now in its final stages of production. Jules Furthman is finishing the screen play with the assistance of Lajos Biro. Lil Dagover, Paramount contract player, imported from Ufa in Berlin, will head the cast supporting Jannings.

Elmer Clifton Added to Staff of Paramount Astoria Studio

Elmer Clifton, producer of "Down to the Sea in Ships," "Six Cylinder Love" and other pictures, has joined the scenario staff of the Long Island studio of Paramount. He is now working with John Oliver in the preparation of Richard Dix's next picture.

Six R. Talmadge Films Under Way for Univ.

RICHARD TALMADGE is to make six feature action dramas for Universal release. They will be of extra quality, far in advance of his former attractions, Universal says. Universal will release the first, "The Speed Boy," on March 13. This story, by Rex Taylor and Henry Lehrman, is in production under the direction of George T. Melford. All of the subsequent Talmadge releases will reach exhibitors at six-week intervals. They will be among Universal's principal offerings for the late spring and fall.

First Nat'l Acquires Irwin and Wilson Stories

Contracts were closed this week for two more stories as additions to the stock of manuscripts available for production by First National. The stories, both short, are ''American Beauty,'' by Wallace Irwin, and ''Body and Soul,'' by Carey Wilson, unit manager at First National's West Coast studio. Plans are being considered for the production of the Irwin story (which appeared in a recent issue of the Saturday Evening Post), by Richard A. Rowland, production manager, and John McCormick, manager of West Coast production, both of whom are at the Burbank plant.

Kane to Produce "Broadway Nights" for First National

''Broadway Nights,'' Norman Houston's original story of theatre and cabaret life in New York, is now being adapted by Forest Halsey preparatory to its production by Robert Kane for release through First National. No director has been named as yet by Kane, who is now assembling the principal members of the cast.

Following the Houston story Kane is scheduled to produce ''French Dressing,'' the screen name for May Edginton's ''A Child In Their Midst,'' for which Adelaide Heilbron has been brought from the Coast to do the continuity.

Only Eight Characters in "The Little Adventuress"

In ''The Little Adventuress,'' Vera Reynolds' new starring vehicle in production at the De Mille studio, there are but eight characters and not one single extra. But though the cast has been minimized with the idea of intensifying the drama, not so with economy; there has been no stinting on sets. In the picture, an adaptation by Clara Beranger of A. A. Milne's ''The Dover Road,'' are, in addition to Miss Reynolds, Victor Varconi, Phyllis Haver, Robert Ober, Theodore Kosloff, a chauffeur, a butler and a minister.

May Allison Signed for "The Telephone Girl"

An important role in Herbert Brenon's Paramount picture, ''The Telephone Girl,'' has been given May Allison, whose recent pictures have been ''Mismates,'' ''Men of Steel'' and ''The Greater Glory.'' Madge Bellamy, borrowed from Fox Films, is also in the cast.

Four Feb. Fox Features

Month's Line-up Includes "Marriage," "The Monkey Talks," "Ankles Preferred," "The War Horse"

THOUGH it has only four features scheduled for February, the Fox Films Corporation claims that what it lacks in quantity it makes up in quality.

Scheduled for release on the 13th is ''Marriage,'' based on the novel of the same name by H. G. Wells. It was only after long negotiations that the author agreed to the proposition submitted to him by Fox Films to picturize his story. Gertrude Orr did the adaptation job on the Wells novel, and R. William Neil the directorial supervision. Virginia Valli and Alan Durant have the leads, while supporting roles are contributed by Edward Davis, Billie Bennett, Gladys McConnell, Frank Kunn, Lawford Davidson, Donald Stuart and James Marcus.

Following ''Marriage'' in importance is ''The Monkey Talks,'' the Rene Fanchois play, which is set for release on the 27th. Raoul Walsh directed Olive Borden starred, Don Alvarado and Jacques Lerner in this production. Lerner, who impersonates the title role, was brought directly from France especially for the screen portrayal. Other players are Raymond Hitchcock, Ted McNamara, Malcolm White, Jane Winton and August Tollaire.

Heading the cast of ''Ankles Preferred,'' an original story by James Hamilton, released February 20th, are Madge Bellamy and Lawrence Gray. J. Farrell MacDonald, Barry Norton, Allan Forrest, Marjorie Beebe, Joyce Compton, William Stranss, Lillian Elliot and Mary Foy. J. G. Blystone directed.

Fox Films will release ''The War Horse,'' described as ''an up-an'-at-'em Western,'' on February 6th. Buck Jones is starred in this, the idea for which is his own. Lambert Hillyer is responsible for its writing, adaptation and direction. Lola Todd has the feminine lead. Additional players in the cast are Lloyd Whitlock, Stanley Taylor, Yola D'Avril and James Gordon.

Seven M-G-M's in Feb.

Schedule Includes "Fire Brigade," "Understanding Heart" and "The Demi Bride"

METRO-GOLDWYN-MAYER will release seven productions during this month including ''The Fire Brigade,'' now playing an extended engagement at the Central Theatre, New York City; ''The Understanding Heart,'' a Cosmopolitan production directed by Jack Conway, and ''The Demi Bride,'' a new Norma Shearer starring vehicle.

''The Fire Brigade,'' Will Nigh's first directorial effort for M-G-M, will be released on February 12; two pictures are scheduled for the week of the fifth, ''The Taxi Dancer,'' featuring Joan Crawford and Owen Moore under Harry Millarde's direction, and ''Altars of Desire,'' in which Mae Murray has the stellar role under the direction of Christy Cabanne, with Conway Tearle in the male lead.

''Women Love Diamonds,'' with Pauline Starke, Owen Moore and Lionel Barrymore in featured roles, will be released on the twelfth; it is an original story by Edmund Goulding, who also handled direction. ''The Demi Bride,'' the release for February 19, was directed by Robert Z. Leonard, from the story by F. Hugh Herbert and Florence Ryerson of the M-G-M scenario department. Lew Cody plays opposite Norma Shearer and Carmel Myers and Lionel Belmore have featured roles.

Another picture for the nineteenth is ''The Valley of Hell,'' a Western production with Francis McDonald in the leading role, Edna Murphy opposite and William Steele and Anita Garvin making up the featured members of the cast. Cliff Smith directed. ''The Understanding Heart'' is the last release of the month, being scheduled for the twenty-sixth. It is a screen version of the Peter B. Kyne story, and the cast comprises Joan Crawford, Carmel Myers, Ralph Bushman and Rockcliffe Fellowes.

All F.B.O. 1927-28 Product Will Be Exploitable

FOLLOWING a series of production conferences at the F.B.O. home office, at which were present President J. P. Kennedy, Production Chief E. C. King, Vice-president J. I. Schnitzer and other F.B.O. executives, announcement has been made of the early launching of production on the 1927-28 program. It was emphasized that the forthcoming material, melodramas, feature comedies, Westerns and short subjects, would all carry a definitely exploitable title and theme, especially so as regards the Gold Bond features. "The Windjammers of Gloucester," probably the foremost of the coming Gold Bonds, is already being exploited throughout the world in cooperation with the New England fishing industries and F.B.O. promises an exploitation campaign that will be both unique and effective.

Society dramas with no outstanding exploitation angle will be taboo, reads the announcement. Indications are said to point to a considerable expansion of the F.B.O. production budget and that the ne wseason's program will be the most impressive ever offered by the company.

New First National Contract for Jack Mulhall

As a reward for his work in recent First National productions, Jack Mulhall has been signed by First National several months before the expiration of the company option on his services. The actor is now working on scenes of ''See You In Jail,'' a Ray Rockett production which Joseph Henaberry is directing.

"Convoy" to Be Issued Soon as Special First National

"Convoy," Robert Kane's production for First National, is at last ready for pre-view following the completion of the assembling of several scenes of the Battle of Jutland, including the sinking of a portion of the German fleet, which pictures of the actual battle were borrowed from the German and British Navy Departments, while the United States Navy Department co-operated by lending several reels of the American battle squadron in action during the war.

Kane's production, which tells the dramatic story of "The Bridge of Ships" across which two million American doughboys were ushered to France during the war, required the appearance in several sequences of about fifty senior and junior American officers from the Brooklyn Navy Yard, and more than 1,000 enlisted men, stationed on various dreadnoughts. "Convoy" will be the first special released by First National in 1927.

Charles Reed Jones Quits Chadwick Pictures

Charles Reed Jones, Chadwick Pictures' director of advertising and publicity for the last two years, has announced his resignation, to take effect in about two weeks. Jones did not give any reason for this move, nor did he make any announcement of his future plans. He will continue in his present position until such work as had been started at the time of resignation has been completed.

Jones formerly edited the fan magazines, Photo-Play and Film Play. Before his association with Chadwick he was a free lance press agent and has represented, among others, Rod La Roque, Virginia Valli, Alice Brady, Raymond Hatton and Alice Joyce.

Joseph Jefferson O'Neil Writing for F.B.O.

Having completed the adaptation of two novels which are to be converted into feature films on the coming season's F.B.O. program, Joseph Jefferson O'Neil, who for a time handled F.B.O. publicity, is now nearing the completion of an original story which will also be a special on the new F. B. O. line-up.

Two from Warner Bros. During February

"HILLS OF KENTUCKY" and "The Gay Old Bird" are the two Warner Bros. productions scheduled for release during February. Howard Bretherton is directing from the scenario by Edward Clark. Supporting the canine star are Jason Robards, Dorothy Dwan, Tom Santschi, Billy Schaeffer, Rin-Tin-Tin, Jr., and Nannette. Frank Kesson is taking care of the cameras.

The other February release is Louise Fazenda's second starring vehicle. Supporting her are John T. Murray, Ed. Kennedy, John Steppling, Francis Raymond, Jane Winton and William Demarest. Herman Raymaker directed from the story by Virginia Dale and the continuity by Edward Clarke. Virgil Miller is responsible for the camera work.

Gloria Swanson to Continue Own Production

THE rumor that Gloria Swanson intended to leave the independent producing field following the completion of one other film to follow "The Love of Sunya" for release through United Artists, to join another producing organization, has met with an emphatic denial from Miss Swanson, who states that she is happy in her work as producer and actress, and has consequently not even considered a change since her new contract went into effect.

Miss Swanson declares that she will continue in the field of independent production under her United Artists contract, by which she became an owner-member of United Artists and a contributing producer in that distribution organization.

Vitaphone Installed in Circle Theatre, Dallas, Texas

The Vitaphone will be installed in the Circle Theatre, Dallas, Texas, immediately after "The Big Parade" has ended its run, which will be February 1. The equipment and installation will cost about $35,000, according to E. H. Hulsey, lessee of the theatre, and thenceforth the Circle will be a Vitaphone house. Work will begin at once placing the sound boards and acoustics in the house to perfect the synchronization, as the house expects to re-open on February 20th along with "Don Juan," which will be followed immediately with "The Better 'Ole."

The Vitaphone is used in Wm. Eppstein's Aztec Theatre in San Antonio, and the installation of the new device in the Circle, here, makes the second synchronization device in the State. Others are scheduled to follow within a short period of time, it is announced.

Jeanne Morgan, Embryo Star, Under Contract to F.B.O.

Jeanne Morgan, winner of the "Boston Post" contest conducted in 1925 for the best qualified young lady in New England to enter the movies, was recently placed under contract by F.B.O., whose executives feel that she has all the earmarks of a future star. Miss Morgan was the only aspirant chosen from almost 40,000 entrants and was awarded the prize—a free course in motion picture acting.

Miss Morgan was born, 1908, in Trinidad, West Indies, of a French-German father and an English-Irish mother. After a thorough continental education she came, in 1921, to the United States, where she resided at Springfield, Mass. As a resident of that town she entered the "Boston Post" contest, subsequently coming to the notice of F.B.O.

Tiffany's Production, "The Tiger," Retitled "Cheaters"

The Tiffany production, heretofore known as "The Tiger," has been finally christened "Cheaters." In its cast are Pat O'Malley, Helen Ferguson, George Hackathorne, Lawford Davidson, Claire McDowell, Helen Lynch, Heinie Conklin, Alphonze Ethier, Max Davidson, Edward Cecil and William O'Brube. Oscar Apfel directed.

Catalina Swim Background for Sennett Pathecomedy

The recent Catalina Classic, the swimming of the San Pedro Channel, is the background of a forthcoming Pathe comedy which Earl Rodney is directing for Mack Sennett with Madeline Hurlock, Eddie Quillan and Andy Clyde in the cast, in which are also five of the Sennett bathing beauties, who participated in the arduous swim. Phil Whitman and Jeff Moffitt wrote the story for this one. Arrangements for the entry of the Sennett girls were concluded between H. L. Hugnin, production manager of the Sennett studio, and Oscar Richow, manager of the feminine entries in the contest. The girls were Vallery Schramm, Loretta Rush, Marjorie Williamson, Thelma Parr and Mary Mabery; all of them are said to hold amateur and professional swimming records. Sennett furnished his ship the "Ding," which escorted them during the grind and from which scenes were taken to supply the "atmosphere" for the forthcoming film.

Henri Menjou, Adolphe's brother, makes Screen Debut

Henri Menjou, younger brother of the more famous Adolphe, will make his screen debut in an important role in "Pleasure Before Business," a Columbia production. This is not exactly his first appearance in films, but rather a comeback, as years ago both he and his brother gave up the stage and appeared in films as extras. But Henri soon gave up acting to become Adolphe's manager.

In appearance, Henri resembles his brother. He has a mustache, dark hair and eyes. But there the likeness is dissembled because Henri, being the heavier of the two, looks like a prosperous business man.

Engage Ben Grimm to Edit "U" Official Sales Organ

Ben Grimm, motion picture advertising and publicity man, will edit the official sales organ of Universal Pictures. He will be directly under Lou B. Metzger, general sales manager of the Laemmle organization. Grimm was assistant advertising manager for Universal several years ago, and has also occupied important executive positions with other companies.

Babe Ruth Signed for Lead in First National

BABE RUTH, the King of Swat, will be leading man in First National's film version of Gerald Beaumont's story, "Said with Soap," which appeared in the "Saturday Evening Post" of recent date and in which the Babe, a great pill swatter in the story, plays opposite Anna Q. Nilsson, cast as a laundry maid.

The agreement calls for Ruth to start in his film assignment early in February. He is expected to finish his camera work in about one month, thus allowing him plenty of time to resume his baseball practice at St. Petersburg, Fla., in the spring. The baseball celebrity, when offered the screen contract by John McCormick, First National's West Coast production manager, was on a vaudeville tour of California.

HAL ROACH *presents*

CHARLEY CHASE COMEDIES

TWO REELS

How to Get $5,000.00 More a Week

One big Circuit has found, by testing in one of their best houses, that a Hal Roach produced comedy actually increases their gross *$5,000.00 a week.*

Isn't it worth while to play such comedies, and *advertise* them?

The Chase comedies are just as well cast, directed and produced as the best features. Don't take our word for it. Judge for yourself.

Laughs add dollars to your business. They add *many,*—if you play the Chase comedies.

F. Richard Jones
Supervising Director

IF THEY'RE LAUGHING WHEN THEY LEAVE, THEY'LL COME BACK!

Pathécomedy

"ON with Cullen

A Military Mystery Story

To many exhibitors Patheserials actually represent the profit in their show. They *know* it. They've found out. They know that a Patheserial, as produced during the past three years, is just as good a production as most features,—story, cast, dramatic interest. And unlike

Produced by
Schuyler Grey
Productions, Inc.

GUARD!"

Landis

by Robert P. Glassburn, Major, U.S.A.

features they pull business for *ten* weeks, not just for one.

If you have a regular clientele, and not a patronage mostly transient, you'll learn some facts that will be a pleasant surrise,—if you play a Patheserial.

Pathéserial

Mack Sennett
presents

Ben Turpin Comedies

TWO REELS

If ALL THE LAUGHS that have been laughed at Turpin were laughed at once, the noise would shake down the skyscrapers.

If all the dollars that Turpin has brought to the box office were laid edge to edge, they would go around the world, with some left over.

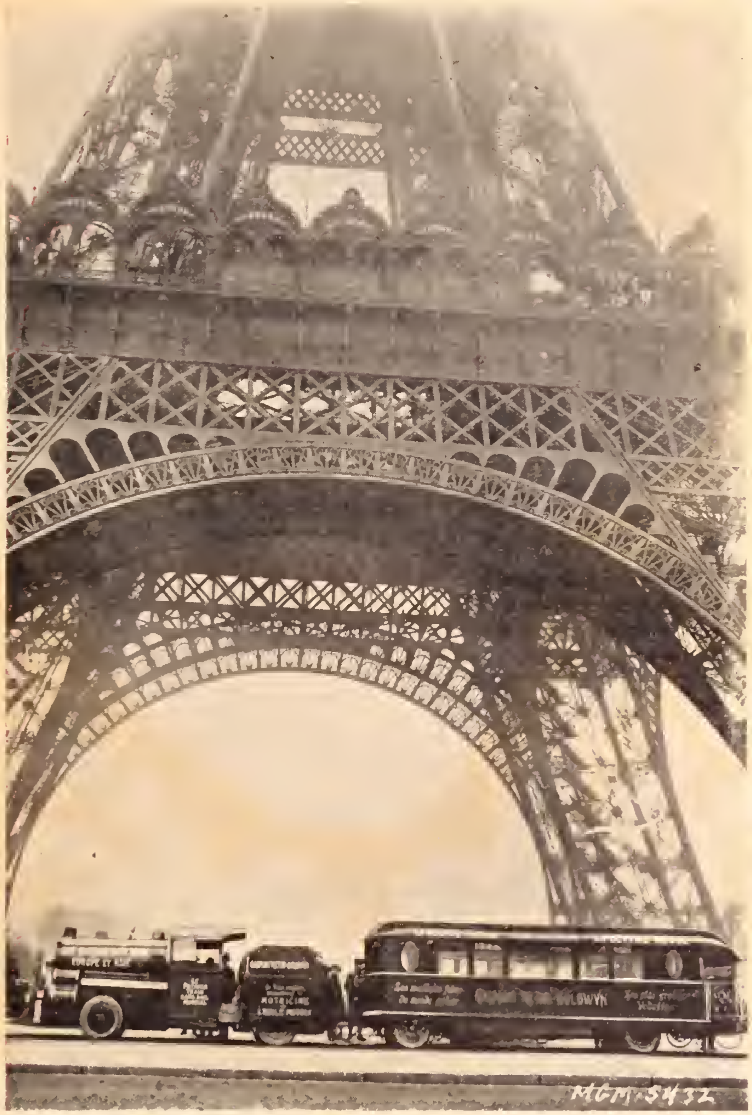
Turpin means laughs and better business.

Current releases; "A Hollywood Hero" and "The Jolly Jilter."

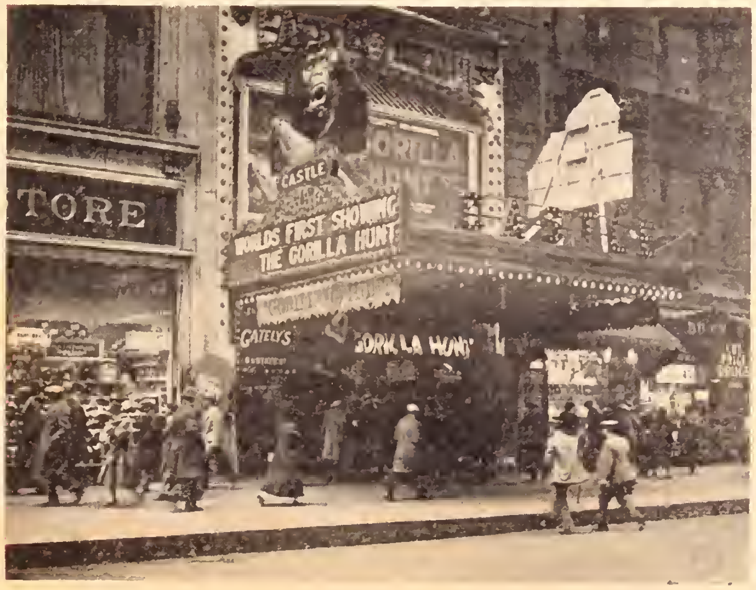
Pathécomedy

TRADE MARK

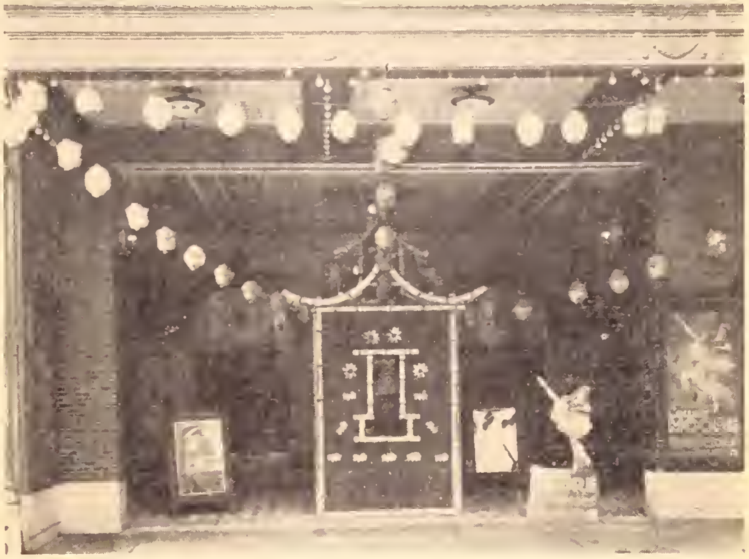
Exhibitors Service Bureau



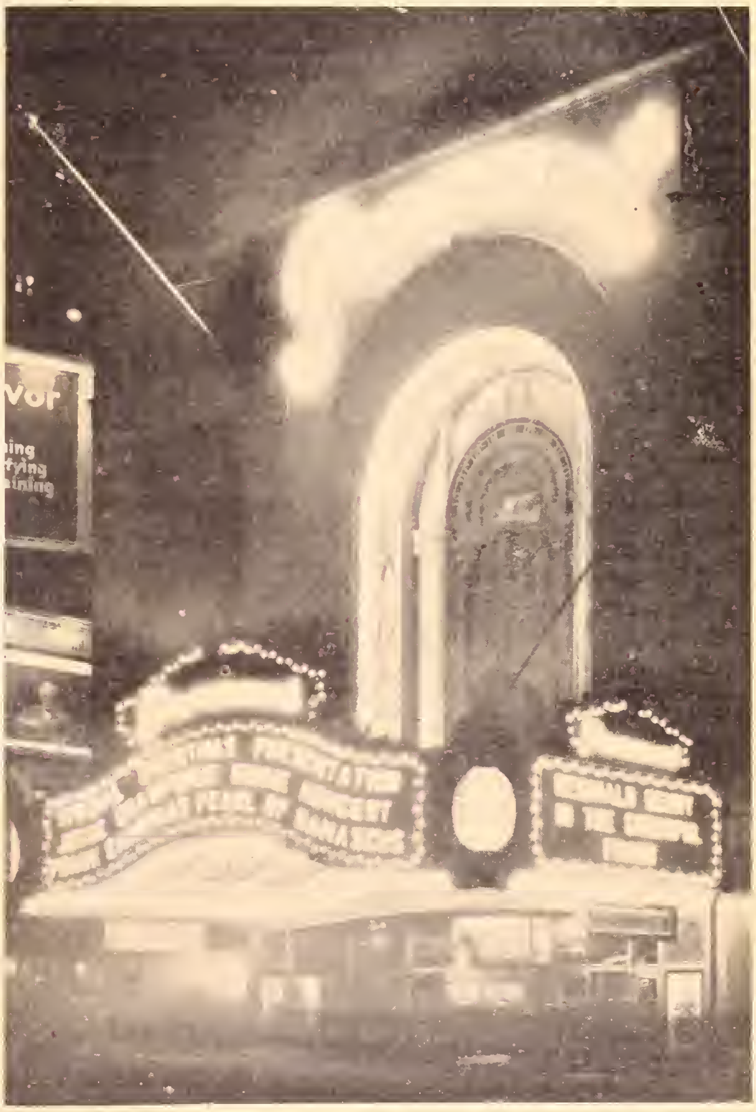
Metro-Goldwyn-Mayer's Trackless Train, now famed in Europe as well as America, thrilled Paris on its arrival there some time ago. Photo above shows the celebrated ballyhoo posing for its picture under that most picturesque of picture frames, the Eiffel Tower



A combination of lights and cut-outs gave the Castle Theatre, Chicago, a flashing and attractive frontal display to exploit the presentation there of "The Gorilla Hunt," the F.B.O. release made by Ben Burbridge in Africa



Oriental atmosphere enriched the attraction value of the frontal display of the Kentucky Theatre, Lexington, Ky., when First National's "Twinkletoes" played there. Photo shows the tasteful and compelling display designed by Earle Hall Paine, manager of the Kentucky, for this presentation



An interesting photo showing the electrical billing on the front of the Paramount Theatre, New York, taken during the run of "The Cheerful Fraud," Reginald Denny's Universal vehicle. The huge bronze marquee provides ample space for titles and star credits

Studio Briefs

Ralph Forbes and T. Roy Barnes are the two latest additions to the cast of "The Branding Iron," Kathlyn Newlin Burt's story of the Swiss Alps, which Reginald Barker will direct for Metro-Goldwyn-Mayer. Forbes is now playing the romantic lead in Lon Chaney's "Mr. Wu," and with the completion of his role he will immediately start work with Lionel Barrymore and Aileen Pringle in this production.

General Manager Sistrom of the Metropolitan studio has signed Samuel Morris Pike to write the continuity for "The Heart Thief" on which production will start within the fortnight. Meanwhile a strong supporting cast is being assembled. Walter Woods will supervise production.

Another comedy constructor has been signed by First National in the person of Howard J. Green. Prior to coming to the West Coast Green produced several vaudeville sketches and tabloid musical comedies, many of which he wrote himself. He also did several numbers for various Broadway revues. Green recently resigned from the Harold Lloyd organization and will work on a picture starring Richard Barthelmess, which Al Rockett will produce for First National.

With the addition of Sylvia Ashton and Billy Freney the cast of principals for Sterling's new production of "Red Signals," from William Wallace Cook's railroad story, is practically complete. Those featured are Eva Novak, Wallace MacDonald and Earle Williams. The picture has been put into work under the supervision of Joe Rock with John P. McGowan directing.

Production on "Old Heidelberg" will be elaborate and lavish, according to Metro-Goldwyn-Mayer. The complete cast will number more than 26 principals, while about 2,000 extras will supply the human element to the background. With the exception of the principals none of these extras will appear in more than one episode, it is said. A street scene was filmed recently in which more than 700 extras were pressed into service, most of them portraying the reception committee to honor Philip De Lacey, the young prince.

John Oliver, playwright, has been signed by Paramount as a member of the East Coast writing department. He is now preparing a story for Richard Dix, which will follow that star's "Knockout Reilly."

Reginald Barker, now directing "The Branding Iron" for Metro-Goldwyn-Mayer, has been assigned the directorship of Jackie Coogan's first starring vehicle for Metro-Goldwyn-Mayer under the juvenile's new contract.

Fox Films has selected Louise Fazenda to play the lead in "The Cradle Snatchers," a forthcoming screen version of the stage success of that name. Howard Hawks will direct a cast to date composed of Ethel Wales, Dione Ellis, Sammy Cohen and Nick Prata. As soon as the entire cast is filled production will be started.

Work on "The Poor Nut," which Jess Smith was to have started on January 15, has been postponed to early February, according to Smith, who is making this production for First National. Smith is now in Hollywood completing arrangements for the start of the production, which will be made at the Tech Art Western studio.

Fox Films' version of "The Cradle Snatchers," the Broadway domestic comedy, has been put into production at the West Coast studio under the direction of Howard Hawks. The screen version of the Russell Medcraft and Norma Mitchell play is by Sarah Y. Mason. The cast includes Louise Fazenda, Dione Ellis, Joseph Striker, Nick Prata, Arthur Lake, Sammy Cohen, Ethel Wales, Phillip Smalley and others.

Two additions have been made to the cast of "The Grey Hat," which Harry Millarde will soon direct for Metro-Goldwyn-Mayer, in the persons of Dorothy Sebastian and Roy D'Arcy.

"Poor Girls," another Columbia feature to be directed by William Craft, will go into production as soon as casting is completed. The cast thus far contains Dorothy Revier and Edmund Burns in the leads and Ruth Stonehouse and Lloyd Whitlock. Craft handled "The Wreck" and "Birds of Prey" for Columbia.

With "His Rise to Fame" scheduled for release within a fortnight or so by Excellent Pictures, George Walsh started on "The Broadway Drifter" this week. The new picture is the fifth of the Walsh vehicles for Excellent. It is expected that the original contract for six pictures will be extended.

Ralph Sipperly has joined the cast of "Carmen," the Raoul Walsh production, which gets under way soon at the Fox Films' West Coast studio. Holmes Herbert and Robert Agnew have been cast in "The Heart of Salome," a Victor Schertzinger production, starring Alma Rubens, which will be launched in the immediate future.

William Davidson and Doris Lloyd have been added to the cast of "The Secret Studio," now in production at the Fox Films' West Coast studio, under the direction of Harry Beaumont. Olive Borden, Margaret Livingston, Earle Foxe and Kenneth Harlan have the featured roles in this production.

Edward Sedgwick, director, has been placed under a new long-term contract by Metro-Goldwyn-Mayer. Henry Sharp, cameraman, for the past few months a member of the staff at the Metro-Goldwyn-Mayer studio, has also been placed under a long-term contract, which will keep his services exclusively with that company.

Monte Brice, who has just completed "Casey at the Bat," his first directorial assignment, will direct the "youth" picture, which Paramount will release during 1927. The leading roles will be portrayed by the younger and lesser known of the Paramount contract players. Charles Rogers and Richard Arlen will play the male principals. No other players have been chosen as yet. Production is scheduled to begin about February 15.

Renee Adoree is French again in "The Grey Hat" of Metro-Goldwyn-Mayer. After playing several widely-separated nationalities, such as an Irish girl, a London actress and a Budapest Salome dancer, she is enacting the role of a Parisian vampire.

Ben Lyon arrived at First National's studio at Burbank this week to act the leading male in John McCormick's production, "The Tender Hour." Billie Dove is the other featured player in this original by Carey Wilson, which George Fitzmaurice is directing.

The cast of "Matinee Ladies," the Warner Bros. feature which Byron Haskins is directing, has been augmented by the addition of Lincoln Plummer, who has been appearing in short reel comedies. Charles Lane also occupies an important berth in the cast. Edward Clark and Harry Dittmar did the adaption from an original story.

Responding to the insistent summons of Paramount Long Island studio officials, Lawrence Gray has left Hollywood for New York, where he will find a busy period ahead of him. With Warner Baxter he will portray one of the two masculine leads in Herbert Brenon's, "The Telephone Girl." Gray will then engage in an important role in "Rubber Heels," Ed Wynn's first starring comedy vehicle.

Production on Metro-Goldwyn-Mayer's "Old Heidelberg" is going forward rapidly. The shots of the review of the royal guards, taken last week, required several hundred specially trained men. Large groups were also used in the village scene, court functions and other high spots.

Ernest Torrence is the only player thus far selected to support John Gilbert in "Twelve Miles Out," the screen version of the play which Director Jack Conway will start in the near future.

Madge Bellamy left Los Angeles for New York this week to play the principal feminine role in Herbert Brenon's new Paramount production, which is to be made at the Astoria studio. She was borrowed from Fox Films for the role.

Arthur Morrison, character actor, has joined the list of players for "Bayo-Nuts," the war comedy, which Frank Griffin is producing for First National. Del Lord directs. Two more players have also been added to the cast of "See You in Jail," which Ray Rockett is producing. The two are Burr McIntosh and William Orlamond. Joseph Henaberry is directing.

W. S. Van Dyke, director of Tim McCoy's first two Metro-Goldwyn-Mayer historical Westerns, has signed a new long-term M-G-M contract. He will begin working soon on a new McCoy vehicle, the story for which was written by Peter B. Kyne.

Iris Stuart, a 1927 Wampus Baby Star, has been cast for an important role in Raymond Griffith's next comedy for Paramount. Hallam Cooley is another member of the cast.

THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."
The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Canadian, The	—	3	10	—	63	7,753 Ft.
Everybody's Acting	—	2	9	1	62	6,139 Ft.
God Gave Me Twenty Cents	—	—	5	—	70	6,532 Ft.
Lady of the Harem	1	5	13	—	59	5,717 Ft.
Love 'Em and Leave 'Em	—	2	3	—	58	6,075 Ft.
Man of the Forest	—	1	3	1	70	5,187 Ft.
Popular Sin, The	—	2	8	—	58	6,244 Ft.
We're in the Navy Now	—	—	12	12	89	5,519 Ft.
FILM BOOKING OFFICE						
Adorable Deceiver, The	1	1	5	—	59	4,879 Ft.
FIRST NATIONAL						
Blonde Saint, The	—	2	3	—	58	6,800 Ft.
Forever After	—	—	7	4	81	6,330 Ft.
Midnight Lovers	—	2	3	—	58	6,100 Ft.
Silent Lover, The	—	1	5	1	70	6,500 Ft.
Stepping Along	—	—	5	—	70	7,035 Ft.
Twinkletoes	—	1	5	—	65	7,833 Ft.
Unknown Cavalier, The	—	2	4	—	60	6,595 Ft.
FOX						
Canyon of Light	—	2	3	2	70	5,399 Ft.
City, The	—	2	3	—	58	5,508 Ft.
Return of Peter Grimm, The	—	2	5	—	61	6,961 Ft.
Wings of the Storm	—	—	4	1	76	5,374 Ft.
METRO-GOLDWYN-MAYER						
Bardelys the Magnificent	—	—	4	4	85	8,536 Ft.
Flaming Forest, The	—	—	4	1	76	6,567 Ft.
Love's Blindness	1	3	3	1	56	6,023 Ft.
There You Are	—	—	5	—	70	5,652 Ft.
Tin Hats	—	—	8	3	78	6,598 Ft.
Upstage	—	2	7	1	67	6,048 Ft.
Valencia	—	—	4	1	76	5,580 Ft.
PROD. DIST. CORP.						
Nervous Wreck, The	—	2	3	—	58	6,730 Ft.
UNITED ARTISTS						
Winning of Barbara Worth, The	—	1	4	—	64	8,560 Ft.
UNIVERSAL						
Buckaroo Kid, The	—	—	7	—	70	6,167 Ft.
Her Big Night	—	—	6	1	74	7,306 Ft.
Lazy Lightning	3	1	2	—	40	4,572 Ft.
Midnight Sun, The	—	5	11	2	65	8,767 Ft.
Oh! Baby	—	1	5	—	64	7,152 Ft.
Prisoners of the Storm	1	1	3	—	54	6,102 Ft.
Whole Town's Talking, The	—	—	5	—	70	6,662 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,...

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage.. Theatre..

Population of Town.. City.. State..........................

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

TECHNICAL EXPERT: Cutting, editing, thorough experience in all photographic departments; 15 years. Best of references. Box 145, Motion Picture News, New York City.

MOTION PICTURE PHOTOGRAPHER: At liberty. Desires position. Will go anywhere. Have my own camera. Write or wire. J. H. D., 38 Fulton Street, Newark, N.J.

MANAGER—for theatre, thoroughly experienced. Highest references. Box 160, Motion Picture News. New York City.

AT LIBERTY: A live wire theatre manager, motion picture, vaudeville and combination houses. Has had plenty of real experience as manager, exploitation and publicity. Is not afraid of hard work. Let me hear from you if you are interested in someone who will work for the interest of his employer who is ambitious to forge ahead and who will add stimulation to the box office. Write Box 150, Motion Picture News, New York City. The South preferred.

ORGANIST: Young married man desires permanent position in moderate sized picture house. Experienced. Large library and conscientious worker. Cues pictures accurately; makes own organ repairs. Best of references. Prefer Middle West. Come on short notice. Stanley Cady, 1705 E. Michigan Avenue, Lansing, Mich.

THEATRE WANTED: I want to rent a movie theatre fully equipped in town or city or will buy half interest in going proposition. Address A. E. Read, 23 Francis St., Annapolis, Maryland.

WANTED: Violinist who can cue and play for pictures. Must be A-1 man. Steady position, short hours, in high class theatre, northern New York State. Box 155, Motion Picture News, New York City.

JUST RETURNED from South America. Complete knowledge of business. College graduate. Open for any proposition. Box 170. Motion Picture News, New York City.

Equipment For Sale

FOR SALE: The Granada Theatre, La Jolla, Cal. Must sacrifice at once, only theatre in La Jolla, near San Diego. New 811 seats, first-run house, 10 year lease and equipment at a bargain. Worth $40,000, will take $30,000. Only $20,000 cash down will handle this beautiful Class A house. Balance easy terms or will sell with the building and real estate with 7 stores, 1 bank, 15 office rooms on 2nd floor. Good income. Address Dr. L. N. Isaacs, c/o F. C. Thompson, Trust Officer, Union Trust Co., San Diego, Calif.

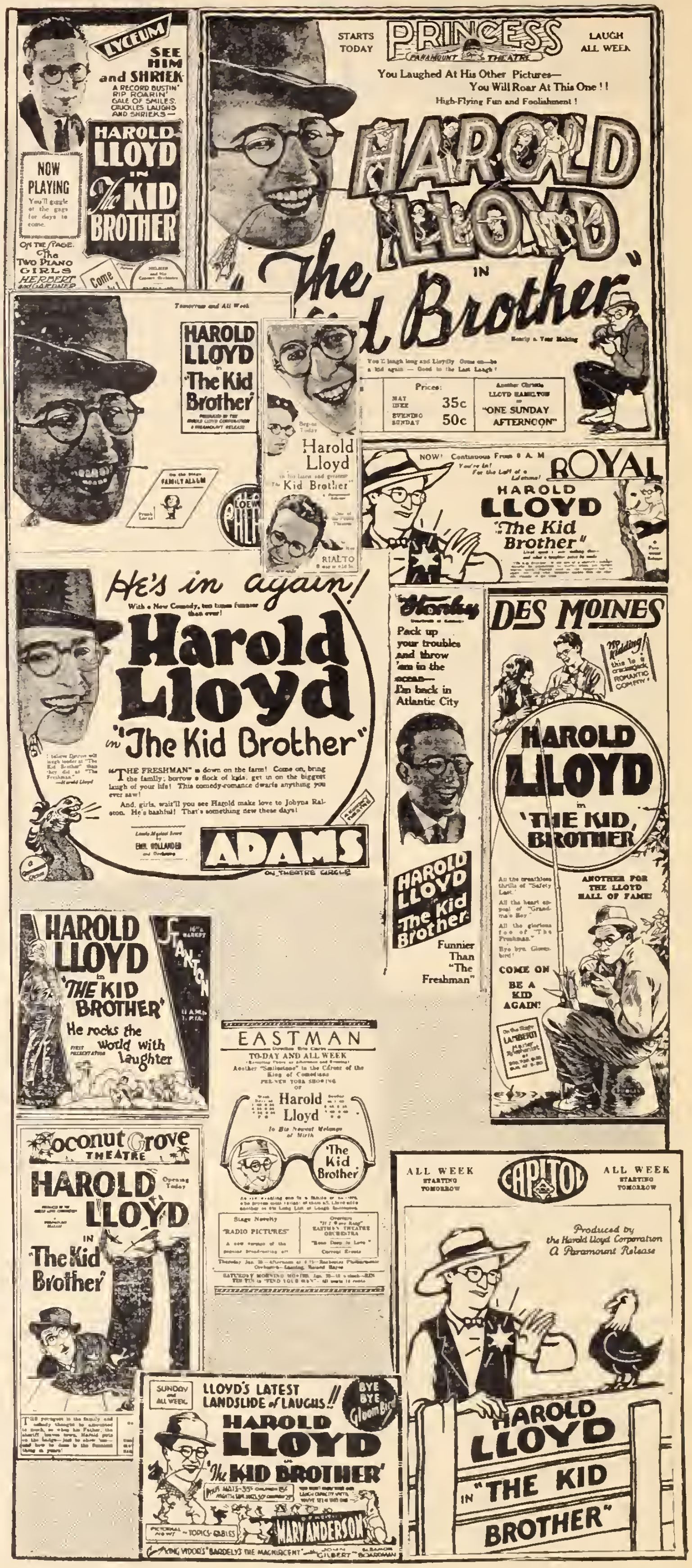
MAILING LISTS: 21,000 moving picture theatres giving name, address, population and seating capacity $75.00 or $7.50 per M. by States. Film Exchanges, Studios, and Supply Dealers. Ask for itemized price list. Trade Circular Co., Inc., 166 W. Adams St., Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE: First-class neighborhood theatre in New England town, 140,000 population, 600 seats, one floor, no opposition, good all year business; 3-year lease; rental $100.00 monthly; building six years old. Cash $4,000; terms. Address Box 135, Motion Picture News, New York City.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensares, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.


LYCEUM
SEE HIM and SHRIEK
HAROLD LLOYD in The KID BROTHER
NOW PLAYING
PRINCESS PARAMOUNT THEATRE
STARTS TODAY
LAUGH ALL WEEK
You Laughed At His Other Pictures—You Will Roar At This One!!
High-Flying Fun and Foolishment!
HAROLD LLOYD in "The Kid Brother"
HAROLD LLOYD in The Kid Brother
Harold Lloyd in "Kid Brother"
RIALTO
ROYAL
HAROLD LLOYD "The Kid Brother"
He's in again!
Harold Lloyd in "The Kid Brother"
ADAMS
Stanley
Pack up your troubles and throw 'em in the ocean—I'm back in Atlantic City
HAROLD LLOYD "The Kid Brother"
Funnier Than "The Freshman"
DES MOINES
HAROLD LLOYD in "THE KID BROTHER"
ANOTHER FOR THE LLOYD HALL OF FAME!
COME ON BE A KID AGAIN!
HAROLD LLOYD "THE KID BROTHER"
He rocks the world with laughter
STANTON
EASTMAN
TO-DAY AND ALL WEEK
Harold Lloyd
The Kid Brother
Cocoanut Grove THEATRE
HAROLD LLOYD IN The Kid Brother
LLOYD'S LATEST LANDSLIDE of LAUGHS!
HAROLD LLOYD "The KID BROTHER"
MARY ANDERSON
CAPITOL
ALL WEEK STARTING TOMORROW
Produced by the Harold Lloyd Corporation A Paramount Release
HAROLD LLOYD IN "THE KID BROTHER"

First run houses are turning loose all the advertising punch they can muster in their newspaper campaigns on Paramount's new Harold Lloyd comedy, "The Kid Brother." Displays were used by the following theatres: Stanley, Atlantic City; Adams, Detroit; Capitol, Arkansas; Mary Anderson, Louisville; Stanton, Philadelphia; Lyceum, Duluth; Eastman, Rochester; Rialto, N. Y.; Royal, K.C.; Cocoanut Grove, Miami; Loew's Palace, Memphis; Des Moines, Des Moines; Princess, Toledo

Short Subjects and Serials

Westland, Production Head for Bill Cody, Pathe Star

Ben Westland, a former Los Angeles newspaperman, is now filling the position of production manager for Bill Cody, Pathe Western star. He has just placed in production the first of a new series of outdoor feature-comedy films in which Cody appears in the stellar role. "Laddie Be Good," the title of the new film, is being produced at the California studio under the direction of Ben Cohn, assisted by Joe Murphy. Art Reeve is in charge of all camera activities and he is being aided by David Smith. Cody's supporting cast is headed by Rose Blossom, the feminine lead, Henry Herbert, George Bunny, Ethel Laidlaw, Frank Gambold, Al Hallett, Finish Smiles, Scott Matthews, C. B. Steele and Jack Underhille.

Circus Performer to Do Two Mermaids for Educational

"Poodles" Hanneford, comedy bareback rider and circus funster, has been signed by Jack White to make two Mermaid comedies for Educational. The circus star, accompanied by his wife and daughter, only recently arrived in Hollywood, where he will start working in about two weeks at the Educational studio on the first of his pictures, a circus comedy in which the bareback clown will execute several of his featured acts in the Sells-Floto circus. This will be Hanneford's second appearance in pictures, as about two years ago he made four Tuxedo comedies for Educational. At the expiration of his contract the circus artist expects to return to New York to begin rehearsals for "The Circus Princess" production.

Four Shorts Are Latest Castle Films Releases

"HELLO, HOLLYWOOD," a late Castle Films release, is a one-reel novelty depicting the work of the technical men in the movie capital. The many different effects that go into the production of a modern motion picture play are set forth in an interesting fashion.

Another Castle issue, released February 12, is "Golf and How," showing in regular and "slow" motion the correct and incorrect methods of playing the game. Prominent exponents of golf and "trick shot" artists are pictured in action. "Short Shots, No. 11," a February 19 release, is a varied series of short novelties garnered by Castle staff cameramen throughout the world.

"Speed," the title of the Castle novelty for February 26, is classed by Castle Films as one of the outstanding releases on its 1926-27 schedule. It has been in production for the past four months and takes its audience on a whirlwind tour. Every modern camera device known has been utilized to insure "Speed" fast and thrilling, it is said.

Comical situations in the Tuxedo comedy, "Wedding Yells," released by Educational

Pathe's Feb. 6 Releases

Variety of Short Subjects Offered; List Includes Chase Comedy and "On Guard" Chapter

PATHE offers a diversified list of product for the week of February 6th, including a Mack Sennett comedy, starring Charley Chase, the second chapter of the Patheserial, "On Guard," a Grantland Rice Sportlight, Pathe Review No. 6, and Aesop's Fables, Topics of the Day No. 6, and the usual two issues of Pathe News.

"Are Brunettes Safe?" is the title of the Chase comedy in which the star is supported by Lorraine Eason, Will R. Walling, Kate Bruce, Buddy Post, and Polly Moran, under the direction of James Parrott. Charley is editor of a "helping hand" column on a small town paper; he proceeds to impersonate one of his contributors by going home to his "mother," with many difficulties arising until the real son arrives.

"Smith's Customer," another of the "Smith Family" comedies produced by Mack Sennett, is another tale of the trials and tribulations experienced by newlyweds and their first baby. Lloyd Bacon directed under the supervision of J. A. Waldron, and the cast is composed of Ruth Hiatt, Raymond McKee, John Burke and Mary Ann Jackson.

"Deception" is the title of the second chapter of the army serial, "On Guard," in which Cullen Landis is starred with a supporting cast including Muriel Kingston, Louise DuPre, Walter P. Lewis, Tom Blake, Edward Burns, Hal Forde, Gus De Wilde and Tom Poland. Paul Fairfax Fuller made the screen adaptation from Major Robert Glassburn's story, and Arch Heath directed.

"Crowd Bait" is the title of the Grantland Rice Sportlight, portraying the high lights on various fields of sport, the quick change of fortune, the element of chance, tense moments in the dying minutes of contests. The games and competition that keep the turnstiles turning in the world of sport.

Pathe Review No. 6 offers "Camera Interviews with American Painters"; Helen Winslow Durkee sketching in her garden; "Nature's Teacup: Crater Lake in Oregon," one of nature's rarest scenic gems; "Chungking, the Unknown City"; here a population as large as that of New Orleans struggles on the river banks for barely enough to eat. Not one among twenty of these hordes so much as knows there is a United States.

"In the Rough" is the animated cartoon comedy release of the Aesop Film Fables Series, and Pathe News, issues numbers 14 and 15, present last-minute world events, which complete this schedule.

Five Fox Shorts for Feb.

Three Comedies and Two Varieties Form Short Subject Release Schedule for Month

THE Fox Films February short subject releases include three two-reel comedies, two one-reel Varieties and the usual issues of Fox News.

The comedies are "Slippery Silks," an Imperial set for February 13th; "Roses and Ruses," an O. Henry; another February 13th release; and "A Society Architect," a Van Bibber comedy, which also comes to the exhibitor on February 13th. The February Varieties are "The Sky Sentinel" and "Portugal To-day." They are released the 6th and 20th of the month, respectively.

Jules White directed "Slippery Silks" from a story and scenario by Phil Whitman and Henry Johnson. Lige Conley and Carol Lincoln portray the leads with assistance from Frank Coleman, Babe London and John Kolb. Miss Lincoln is also the feminine principal in "Roses and Ruses," but in this one her leading man is Leslie Fenton, borrowed from the feature lot for the production. Jess Robins directed from a scenario by Mr. Whitman and Andrew Benison. Character roles in this O. Henry are played by Marcella Daly, Ralph Sipperly and Grace Goodall. Robert P. Kerr directed Earle Foxe in "A Society Architect," wherein he continues as Van Bibber, with main support as usual from Florence Gilbert and Frank Beal. In the cast are J. Clifford Rice, Fred Walton, Alice Howell and Arthur Morrison.

"The Sky Sentinel" is based on the ascent of Mr. Robson, British Columbia, Canada. "Portugal Today" shows the remarkable progress of this country since the revolution.

Resume of Current News Weeklies

KINOGRAMS, NO. 5259: Paris—1,100 start in annual cross-country race through the Bois de Boulogne; Los Angeles—George Young, Canadian boy winner of Catalina swim, gets his $25,000 prize check; San Diego, Cal.—Marine air force practices on aerial targets towed by aeroplanes; Englewood, N.J.—Hamid Bey, Egyptian fakir, baffles doctors by staying buried for three hours without harm; New Bedford, Mass.—Mother Goose story proves to be true when pet lamb actually follows girl to school; Massachusetts Bay—Uncle Sam's scout cruiser *Detroit* in trial run shows speed of thirty-eight miles an hour.

KINOGRAMS, NO. 5260: Miami—Girl swimmers smash two world's records and big crowd sees championship diving by Helen Meany; Austin, Texas—"Ma" Ferguson steps out and Dan Moody steps into the governorship as inauguration ceremonies are held; San Francisco—Huge electric ferry takes its first dip, but cameraman brings it back to shore again; Niantic, Conn.—Tuberculosis youngsters are kept nude every day in the year and give exhibition of exercises in snow-filled playground; Seattle—Prince Higashikuni, uncle of present Emperor, leaves for Japan to attend Mikado's funeral in February; New York—Charles Chaplin poses for a picture in apartment of his counsel after recovering from nervous breakdown; Waltham, Mass.—Record cold keeps ice cutters busy and motor ice saws are brought into action; Los Angeles—Tilden meets Babe Ruth on the tennis courts and shows him a few points; San Pedro, Cal.—Pacific Coast battle fleet gives thrilling demonstration of force firing at annual maneuvers.

FOX NEWS, VOL. 8, NO. 33: Catalina Island—George Young, boy of 17, is only one to finish California race; London—Duke and Duchess of York leave home for six months' visit and journey of 34,000 miles. Miami, Fla.—Fifteen thousand fans in summer garb shout, "They're off," as racing season starts at Hialeah; Hollywood, Cal.—The "Wampas," a body of motion picture publicity men, pick 13 "baby stars" to shine in 1927; Cary, Ill.—Champion ski-jumpers of all countries gather to vie for honors in 20th International Meet; Manhattan Beach, N.Y.—Human polar bears, not bothered by stiff breeze, and a zero temperature, take dip in icy surf; Macon, Ga.—Balmy days in Sunny South start circus performers and animal trainers on new stunts; Germany—Latest type motor boats, fastest in Central Europe, race 60 miles an hour on river course at Potsdam.

FOX NEWS, VOL. 8, NO. 34: New York City—Race to reach clouds goes on apace as more tall buildings are added to ever-changing skyline; Manitowoc, Wis.—3,000-ton lake steamer christened with bottle of milk, is launched into river filled with ice; Harrisburg, Pa.—Thousands see new state executive, John S. Fisher, take oath of office before Capitol; Devall's Bluff, Ark.—New million-dollar span over White River is opened, only lift bridge of its type in the world; Washington, D.C.—The senate, by vote of 48—33, refuses to seat Col. Frank L. Smith, of Illinois, senator-elect; Paris—Twelve hundred youths take part in picturesque cross-country marathon along Bois de Boulogne; Seattle, Wash.—Jazz music is utilized to teach rhythm to new members of champion University of Washington crew; Niagara Falls—The wild pheasants that make home on Goat Island are driven by cold to beg for their food; How toe dancers are prepared for the ballet; Yellowstone Park—Heaviest snowstorm of winter transforms lofty Stevens Pass into fairyland of great beauty; Montevideo—Thousands of citizens of Republic of Uruguay seek relief on beach from record heat wave; Flushing, L.I.—Bowling on ice is newest of Winter sports, introduced by skaters in lake in Kissena Park; In the Pacific—Big guns of U.S. Fleet bark at imaginary foe in dreadnaught maneuvers off coast of California.

INTERNATIONAL NEWSREEL, NO. 8: Off Sundsvall, Sweden—Relief ships cut way to imprisoned liners; Alwar, India—India acts to save vanishing antelope; Meteora, Greece—Monks happy in home amid the clouds; Montgomery, Ala.—Bibb Graves inaugurated as governor of Alabama; Seattle, Wash.—Washington crews in year's first practice; Cleveland, O.—Scores of ice boats in thrilling regatta; Harrisburg, Pa.—Brilliant inauguration for Governor Fisher; Los Angeles, Cal.—George Young, conqueror of the Catalina Channel, collects $25,000 from William Wrigley, Jr.; Washigton, D.C.—Senator-elect Frank L. Smith, of Illinois, arrives in Capitol as battle opens to bar him because of campaign fund scandal; Oakland, Cal.—Mrs. Horatio Bonestcll claims her pet doggie is biggest in world; Bunyoro, Africa—Jungle's spryest dancers strut for their king; Vancouver, B.C.—Australian Premier views Canada's scenic beauties; Prais, France—1,100 French boys race for Paris speed title; Miami Beach, Fla.—Mile-a-minute sea sleds latest kind of taxis.

INTERNATIONAL NEWSREEL, NO. 9: Paris, France—Here's the world's youngest parachute jumper; Island Falls, Me.—Huge steam log haulers keep lumber mills busy; Coral Gables, Fla.—World's swimming record broken in women's meet; Urbana, Ill.—Cattle raised by students displayed at stock show; Pittsburgh, Pa.—City streets flooded when river overflows banks; Austin, Texas—Youngest Governor rules biggest state as Dan Moody, 37, takes office in Texas; Burbank, Cal.—"Big Bill" Tilden tries to teach "Babe" Ruth something about net game; Washington, D.C.—Nicaragua's new Minister, Don Alcsandro Cesar, calls at White House; Austin, Texas—Dan Moody inaugurated as Governor of Texas; Pukow, China—Anti-red army wins new victory in Chinese war; New York City—Angel of winged folks save crippled birdies; Claremont, N.H.—School children parade in big winter carnival; Hialeah, Fla.—Sad life for bre'er rabbit; New York City—Annual Pekingese exhibition shows some doggies are built of "beauty" rather than speed; Off San Pedro, Cal.—Big guns roar as fleet rehearses for war game.

PATHE NEWS, No. 8: Catalina Island, Cal.—George Young, 17 years old, wins Catalina marathon swim; Guatemala City—Guatemalans give warm welcome to U.S. Army fliers; Quebec, Canada—You don't have to be a world-beater athlete to frolic with the snowbirds; Portsmouth, England—Duke of York sails on tour of Empire; San Diego, Cal.—Marines mobilize emergency force; Sonepore, India—Native throngs celebrate in "holy" Ganges River; Langley Field, Va.—Four rookie parachute jumpers take first plunge together; Edinburg, Texas—Open new gateway to lower Rio Grande Valley; Topeka, Kans.—1927 State Legislature opens.

PATHE NEWS, NO. 9: Paris, France—Young athletes of France vie in cross-country run; Norfolk, Va.—Giant Navy seaplanes depart for winter maneuvers; Moscow, Russia—Great popular demonstration marks funeral of Soviet leader; Washington, D.C.—Fight to deny seat to Illinois Senatorial appointee; Washington, D.C.—Nicaraguan "Liberals" representative here; Massachusetts Bay—New scout cruiser sets fast pace in final acceptance test; New York City—Allied Artists of America award prizes; St. Simon Island, Ga.—Break ground for $15,000,000 golf course and hotel: New Orleans, La.—Successful radio announcer at 11; Rainier National Park—Hardy hikers brave Rainier's deepest snows; Los Angeles, Cal.—Fame and fortune beckons to Catalina Channel swim hero; Tai-Yuan, China—"Model Governor" remains neutral in nation's chaos; Santa Monica, Cal.—Daring Gladys Ingle goes aloft with Pilot Frank Clark to get new thrills from sky stunts; Cincinnati, O.—Blind bowlers prove experts on the alleys; Biloxi, Miss.—Dedicate great bridge; Montgomery, Ala.—Colonel Bibb Graves inaugurated Governor.

PATHE NEWS, NO. 10: Miami, Fla.—Baby daredevil dives 45 feet from elephant's head; Paris, France—Famous Parisian thoroughfare completed after 70 years; Tokio, Japan—Japan prepares to bury late Emperor amid regal pomp; Washington, D.C.—Osage braves and squaws visit Big White Chief; Mexico City, Mexico—Mexicans throng to shrine of nation's patron saint; Tampa, Fla.—Suzanne turns motorboat fan; Johannesburg, So. Africa—South Arfica honors hero dead: Austin, Tex.—Change Governors in Texas; Los Angeles, Cal.—Babe Ruth plays Bill Tilden; Guatamala City—Pan-American flagship, New York, crashes; Fort Brady, Mich.—Army regulars train of skis; Cincinnati, O.—Broadcast radio concert from sidewalk; Asheville, N.C.—Organize boy safety patrols in Asheville Public Schools.

"Sailor Beware," New Billy Dooley Comedy, Completed

"Sailor Beware," Billy Dooley's new Educational comedy scheduled for February release, has been completed.

Opinions on Current Productions

"Dear Season"

(Educational-Cameo Comedy—Two Reels)

(Reviewed by Paul Thompson)

POSSIBLY a bit unseasonable because it deals with camping when movie-patrons are sitting in the warmth of ornate theatres is "Dear Season." Yet, on the other hand it may gain in appeal from that very circumstance. Certainly, enough trouble is experienced by the campers to make the average person glad that he is not mixed up in the affairs of the Smith brothers or the girl campers on whom they are calling. For a proper overture the Smiths and their excess baggage, which includes their respective wives, and much camping impedimenta, have the sort of experiences with their Ford which might be expected. Then on their arrival at the camp, trouble continues in full measure. This includes various immersions in the lake, a tramp stealing food, the pursuit by a goat wearing a property bull's head which an artist has been using for a model, an actual honest-to-god bear, the usual scrawny chaperone being disclosed in a state of innocuous nudity in her tent, etc.

Nate Watt directed the piece in which Bud Duncan, Robert Burns and "Toy" Gallagher are the mentioned players in what is a mildly amusing comedy.

Miniatures — Crater Lake — China's Unknown City

(Pathe Review No. 6)

HELEN WINSLOW DURKEE painting one of her famous miniatures is one of the series of "Camera Interviews with American Painters." She is shown at work outdoors doing an attractive sitter. How she works with the start and finish of the picture is shown by the cameraman. If the series includes the famous artists of the country it cannot fail to appeal. This first is decidedly effective.

"Nature's Teacup" is the Pathe designation of Crater Lake in Oregon. Shown in Pathecolor, it fills one with the wanderlust. Once the crater of a volcano—hence its name—it has today become one of the most beautiful places in the Northwest visited by tourists. Full advantage of its pictorial beauties have been taken by the man with the camera.

"Chungking the Unknown" is a city in southwest China, 800 miles from the mouth of the Yangtze River. Practically unknown to the average traveler familiar with Peking and other more accessible and more widely exploited cities, it is possessed of a fascination on that score alone. Emphasis is placed on the fact that the inhabitants still cling to the most primitive methods of coal mining, etc. It is a worthy inclusion in the February 6th Pathe Review release.—PAUL THOMPSON.

"Youth and Beauty"

(Universal-Gump Comedy—Two Reels)

(Reviewed by Paul Thompson)

TWO names in the title that would hardly seem to apply to "Andy Gump" (Joe Murphy) and his cartoon-inspired movie wife "Min." But that is due to the fountain at the resort the battling Gumps are visiting that is supposed to have Ponce de Leon properties. Min falls in and loses her clothes. These are put on by a child so that when Andy comes upon his wife he things she has returned physically (mentally there is no question) to childhood. A toupee blown onto Andy's head makes him think the spring water has grown hair on his bald dome and he attempts to vamp the flappers. No use; the wig blows off. When the real parents of the child whom Andy has picked up and is coddling under the belief that it is his shrunken wife claim their offspring he refuses to surrender the same. Min, arriving in the meantime with a policeman, takes over the punishment the others wish to inflict, so Andy is made to realize his mistake.

Has the merit, at least, of a somewhat novel idea. Probably will please Sydney Smith fans and others. Earle Fenton directed. Released February 7.

Start of "Wisecrackers"

First Three of Witwer's Series Filmed

(Reviewed by Paul Thompson)

MUCH has been whispered in the motion picture world about a forthcoming series of two-reel comedies by H. C. Witwer, to be produced by Film Booking Offices. The work that has already been done for the screen by this writer of popular, slangy stories naturally has aroused a great amount of interest in the series. Now they can be judged and the decision, as far as this reviewer is concerned, is decidedly favorable. They should score and make money for everybody concerned. Practically the same characters figure in each episode, a complete story in itself, but naturally more interesting if you have followed the career of the characters. These are Lorraine Eason and Thelma Hill as two wise ex-actresses, shop-girl telephone operators in the hotel that serves as a locale for all the stories; Kit Guard and Albert Cooke, featured as a hotel detective and bell hop respectively, and Danny O'Shea, a college graduate "on his own" because his father or he (it doesn't matter much which) have lost their money. Danny gets a job, first as waiter, then clerk, etc. Always with a strong right arm and the ability to use it. Other characters naturally appear in the various episodes, but the foregoing quintet are omnipresent. Del Andrews does the directing, James Wilkinson the supervising, Al Boasberg the titling (which is most important because of the "wisecracks"), Philip Tannura the photography.

"The Artist's Brawl," is the first. O'Shea as a waiter licks Almerin Gowing, who is rich and giving a dance in his rooms. The philanderer makes the mistake of getting fresh with Gladys Murgatroyd (Lorraine Eason)—and I do not blame him. He pretends to be a lightweight champion but Danny O'Shea, who happens to be in love with Lorraine, shows him he knows darned little about the manly art of what Bill McGeehan calls "modified murder."

Released January 30th.

Number two is "Turkish Howls." A phony sultan arrives at the hotel. He attempts to ravish the brunette telephone girl. Again Danny to the rescue. In the meantime, or since last week, he has become desk clerk. He trims the Turk as easily as he did Gowing the week of January 30th. Released February 13th. Gino Corrad as the "guest player" is the Turk.

"Love at First Fight" is number three of the "Wisecrackers," released February 27th. Here O'Shea really comes into his own pugilistically. He takes the place of a defaulting prize-fighter and for his mother's sake (she needs five hundred for an operation) doesn't make the Catalina Island swim but beats up the pug who, among other offences, has been flirting with Gladys. A smashing good three-round fight makes an excellent climax.

As said before, unless I am all wrong or wet, "Wisecrackers," because of originality of story, amusing situations and titling, convincing acting and intelligent directing, will go over big. They are among the best short features I have seen.

"Smith's Customer"

(Pathe-Sennett—Two Reels)

(Reviewed by Paul Thompson)

AGAIN the Smith family, impersonated by Ruth Hiatt, Raymond McKee and Mary Ann Jackson, supplemented by Johnny Burke as a book-agent, entertained as an archangel, unawares. The Smiths had one mix-up when Raymond brought a corpulent customer home and Ruth spilled the beans because dinner was not ready. They lost the customer; so Raymond decided he would run the house and let Ruth operate the office. They do. She brings home a book-agent, thinking he is a wealthy customer of the same name. Then the trouble begins. The book-agent does not know what it is all about but senses an opportunity to philander with the charming Ruth. This is not so good with Raymond, playing butler to his wife and her guest. Nor does it help matters much for Ruth to find on Raymond's back flour finger-marks, evidently left by the maid. Moral—Do not attempt to bake a cake and make love to the boss at one and the same time.

Ultimately all is straightened out, but not until the identity of the book-agent is revealed and the pent-up feelings of Raymond find vent in catapulting Johnny and his samples out on the sidewalk.

One worthwhile quality about this series is that all three of the leading characters are so delightfully real. The things that happen to them might and probably do—with certain reservations—happen to your neighbors and mine. It is this human note that often carries them over. This one is no exception.

Lloyd Bacon directed under the supervision of J. A. Waldron. Released February 6.

"In the Rough"

(Pathe-Fables—One Reel)

IN the same program by Pathe extolling—in Grantland Rice's Sportlight—the game of golf is this animated cartoon poking fun at golf addicts. And think of anything so heretical as the supposed moral, "You don't have to be crazy to play golf but it helps." Al abandons the game because he realizes it is beyond him, but the virus has gotten into the cattle and the mice and with a nice sense of direction all their shots seem to land—not on the green—but on Al's head. That is bad enough, but a loaded ball, driven with unerring aim, explodes and wrecks the old family manse. But that does not end Al's temporary troubles, for homeless, the mice make life even more miserable for him until a merciful fade-out ends the agony.—PAUL THOMPSON.

"Crowd-Bait"

(Pathe-Sportlight—One Reel)

UNLIKE "man-bait," as illustrated by Marie Prevost, the title to Grantland Rice's release is directed at the sports which serve to attract the biggest crowds of sport-lovers. Baseball, football, rowing, golf, tennis, etc., with their big galleries are featured. Then in football how the sudden change in fortune may throw a crowd into a frenzy. But always the dominant thing in this one of the *Herald-Tribune* sports' authority is the mob that the various sports attract. It is amazing how in the past twenty years sport has drawn an ever-increasing number of followers and the end is not yet.

As always, careful selection of shots and illuminating explanatory titles help to make the Sportlight interesting and appealing.—PAUL THOMPSON.

"The Peaceful City"

(Educational-Life Cartoon—One Reel)

THIS will not keep visitors from out of town away from New York, but it does accentuate just how hectic life in the metropolis is. Tong wars in the neighborhood in which Mike and Little Nibbins live, burglaries, hold-ups galore and all the other daily happenings which make life in this city one continuous thrill are shown in this Life animated cartoon. It has a plot, too. Mike gets a job on the police force only because a welt on the head from a blackjack gives him the requisite height for joining the police force. But it is Little Nibbins who is the real hero, because he captures a bunch of safe crackers and lays them out. Mike gets part of the credit by convoying the crooks to police headquarters.

The scenarist has done his job well. There are times, of course, when your sense of plausibility is violated, but you forgive that for the sake of the action. The casting director, Robert Sherund, showed rare acumen in placing Mike and Little Nibbins for the leading roles. They have done unusually good work in the shading of the characters entrusted to their capable histrionic hands.—PAUL THOMPSON.

"Roses and Ruses"

(Fox-O. Henry Comedy—Two Reels)

(Reviewed by Paul Thompson)

ALL generalizations are dangerous and that is what this picture version of an O. Henry story proves. "To make a girl's affection greater make her jealous" is the foolish advice given by Ralph Sipperly. Leslie Fenton accepts his advice but makes the mistake of getting Ralph's choleric wife, instead of the vamp, to whom Ralph had directed him. That's all you need to know to imagine the mix-up that took place at the cabaret or night club where the characters foregathered.

Sidney Porter, were he alive, would not recognize his hand-work serving as the basis for the scenario by Andrew Bennison and Phil Whitman, but then even living writers have the same experience when they see their prized novel or play really staged. Enough that there are many quite amusing situations in the two reels. And these are played by a quite capable quintet of actors.

The cast: Carol Lincoln, Leslie Fenton, Marcella Daly, Ralph Sipperly, Grace Goodall. Director, Jesse Robbins. Supervisor, George E. Marshall. Scenario by Andrew Bennison and Phil Whitman. Cameraman, George Meehan. Released February 13.

"Break Away"

(Educational-Christie Comedy—Two Reels)

(Reviewed by Paul Thompson)

NEAL BURNS is the star in this farce-comedy by those past masters at this sort of thing, the Christie brothers. They have provided the star and director, Harold Beaudine, with an unusual idea—for which many thanks. Neal is a stage producer. His father-in-law (in fact or to-be—it does not matter much which), Jack Duffy hates the stage and anything connected with it. When he puts in an unexpected appearance, the necessity arises for creating a house that is non-existent yet of which Neal has boasted. The stage set from the theatre next door where Neal's play is being performed before two possible purchasers is shifted and set up on the vacant lot. Keeping father from discovering that it is a stage-set and not a real house takes up the entire action of the piece. Finally the secret is out when it becomes necessary to shift the scenery back to the stage. But does Neal lose his fiancee, Natalie Joyce? He does not, or you do not know your movies. His play is sold and that fact more than mollifies the old man.

It is an ingenious twist to a comedy and well done. Should go over everywhere.

"Highlights"

(Educational-Curiosities—One Reel)

THIS one of the Movie side-show series is like its predecessors in its infinite variety. A small Florida church where the parishioners use rocking chairs starts the reel. A land-skiff, which is really a miniature auto with bicycle wheels, upsets the streets of Munich, Germany. Capturing a moray, the half-fish, half-snake, by a diver is next shown. The interesting natural history phase that this teaches is that this weird fish, to thwart the captor, commits suicide, turning and biting itself and thus injecting back into its own system deadly poison.

Amusing incidents from "Snookum's Playmate," one of the Stern Bros. "Newlyweds and Their Baby" comedies released by Universal

Humorous moments from "The Old Flame," one of the "Helen and Warren" stories produced and released by Fox Films

Entertaining his barnyard friends with a phonograph is the whim of a farmer—somewhere. Next, a close-up of some ugly young owls. Monkeys on an island, off the Florida Coast (not at the resorts), follow. And for a finale, grasshoppers buried for centuries under a glacier in Montana. What more diversity could any movie patron ask?—PAUL THOMPSON.

"A Cluster of Kings"

(Educational-Hodge-Podge—One Reel)

THIS Lyman Howe offering is the usual combination of drawings and photographic shots. For an introduction a pack of cards is shown with the four kings singled out. Then the sporting king of Europe, Alfonso of the Asturias and sometimes Madrid, is thrown on the screen. That justifies, seemingly, views of people and places in his kingdom. Water scenes follow a drawing of King Neptune (I do not remember after many years of poker playing ever finding him in the pack). Then in rapid succession the King of Clubs (a juggler), King Gustav of Sweden with a number of Swedish scenes, King of Poultry, King Winter and King of Climbers (in a circus). But why not the King of Spades—for instance, the grave-digger from Hamlet?

It is a curious melange of drawings and camera shots that has in the past found a clientele and probably will in the future. Much thought and labor go into the making of these Hodge-Podge offerings and they should score. —PAUL THOMPSON.

The Potters

Fairly Interesting Film of Family Hokum

(Reviewed by Laurence Reid)

WHEN J. P. McAvoy wrote "The Potters," he just about dashed off the best piece of family hokum as it concerns middle-class life that has come along in many a day. It was natural that the play would become a picture—even though much of its pointed incident would miss the mark with the dialogue silenced. Upon the screen, the piece has a tendency to go burlesque—which is natural when one considers W. C. Fields as the star.

It isn't much of a picture to keep the onlooker at strict attention, probably because it doesn't offer enough variation. Fields is limited in his work, though he has more chance to shadow his role than heretofore. For one thing, he is not so dependent upon his stage gags.

And so it builds around Pa Potter sinking his savings—the family fortune—into an oil investment, with Ma Potter telling him where to get off, in terms of facial and vocal fury. Pa comes out all right as he sells his stock for a tidy profit. Fields is splendid in those moments where he begins to dream of success. There is a slight love story woven into the theme—which has its purpose in enlivening the plot with a youthful touch. There are some chuckles in it.

The Cast: W. C. Fields, Mary Alden, Ivy Harris, Jack Egan, Richard "Skeets" Gallagher, Joseph Smiley, Bradley Barker. Director, Fred Newmeyer.

THEME: Comedy-drama presenting hen-pecked husband investing family fortune in wild-cat scheme only to profit by it when events looked disastrous.

PRODUCTION HIGHLIGHTS: The acting by star. The conflict in family with Mary Alden putting over good performance. Incident concerning Pa Potter "putting on the dog."

EXPLOITATION ANGLES: Bill as film version of successful play. Play up as life-like story of middle-class family, typical of America. Play up Fields.

DRAWING POWER: For neighborhood and downtown houses. Needs strong support in big houses.

Produced and distributed by Famous Players.
Length, 6,680 feet. Released January, 1927.

A quartet of stills from "Perch of the Devil," a Universal production

Scenes from "The Music Master," a screen version by Fox Films of the John Golden stage success which starred David Warfield

Man Bait

Like "The Mounted," Marie Gets Her Man

(Reviewed by Paul Thompson)

MARIE PREVOST herself is justified in stellar honors in a picture titled "Man Bait," for isn't she herself? Norman Houston, best remembered for his "Red Light Annie," is author of the piece which Douglas Doty adapted. Supporting the ex-bathing beauty (she dons a most becoming bathing costume in one sequence to show presumably she has not fallen off in looks or lines) are Kenneth Thompson and Douglas Fairbanks, Jr. It is a Donald Crisp production.

Marie, working as a hostess at a cheap dance hall (she has previously been fired from the hero's department store for smashing a masher), meets a philandering younger brother (Douglas Fairbanks, Jr.). He becomes engaged to the girl. She is installed in the brother's (Kenneth Thompson's) home for a mental, social and sartorial education. What more likely—in pictures—than for the older brother to fall in love with the ward? The younger brother tiring of the ex-shop girl the rest is easy. She is installed as mistress of the manse and the scoffing rotters, composing the social set of the two brothers, are put out of doors.

It is a role that admirably fits Marie Prevost, this of the slangy, sophisticated girl of the department store and dance hall.

The Cast: Marie Prevost, Kenneth Thompson, Douglas Fairbanks, Jr., Louis Natheaux, Eddie Gribbon, Betty Francisco, Adda Gleason, Sally Rand, Fritzi Ridgeway. Director, Donald Crisp. Story from stage play by Norman Houston. Adaptor Douglas Z. Doty. Comeraman, Hal Rosson.

THEME: Shop girl's story of her engagement to younger brother and final marriage to older brother in an entirely different social sphere.

PRODUCTION HIGHLIGHTS: Department store and dance hall scenes. Prevost's rescue of Thompson from drowning.

EXPLOITATION ANGLES: Romance of poor girl and rich man always appealing. Human interest of characters. Humor.

DRAWING POWER: Good.

Produced by Metropolitan (John C. Flinn) Pictures Corp.
Length, 5,947 feet. Released December 27 by P.D.C.

The Music Master

Heart Interest Drama Has Its Appeal

(Reviewed by Laurence Reid)

UPON the stage—long before the sex era—the play from which this picture is adapted was considered the prize of all heart-tuggers. It established David Warfield as one of our foremost emotional actors. Upon the screen the role of the beloved music master is portrayed with true feeling and sympathy by Alec Francis, than whom no better choice could have been made. The film lives again in celluloid even if it looks somewhat antiquated in plot. Those who would scoff might direct attention to its "mauve decade" atmosphere and to a theme which has often been used as screen material.

Take it by and large, "The Music Master" is first-rate picture fare. It doesn't offer any pretentious, but tells its pathetic little story with a true flair of emotion. No departure has been made from the original. The old music master, whose wife separated herself and their child from any contact with him when the youngster was a mere infant, comes back into the lives of his family to enact a great sacrifice. This is the strong point of the picture as it was of the play. And Mr. Francis touches it with fine pathos. The picture might be called a character study—a study in the pent-up suffering of the heart.

The Cast: Alec Francis, Lois Moran, Neil Hamilton, Norman Trevor, Charles Lane, William T. Tilden, Helen Chandler, Marcia Harris, Kathleen Kerrigan, Howard Cull, Armand Cortez, Dore Davidson. Director, Allan Dwan.

THEME: Heart interest drama based upon a father's great sacrifice for love of his daughter.

PRODUCTION HIGHLIGHTS: The separation. The music lessons. The recognition. The feeling in the scenes between father and daughter. The excellent acting by Alec Francis and entire cast. The settings.

EXPLOITATION ANGLES: Bill as one of greatest stage successes which Warfield made famous. Bill as faithful adaptation. Play up Francis and go after the older generation of picture fans.

DRAWING POWER: Should draw with its title. O.K. anywhere.

Produced and distributed by Fox Films.
Length, seven reels. Released January, 1927.

A group of scenes from the Producers Distributing Corporation release, "Man Bait"

Highlights from "The Potters," Paramount's screen translation of the cartoon strip and play of the same name

The Perch of the Devil

Gertrude Atherton's Novel a Great Melodrama

(Reviewed by Paul Thompson)

GERTRUDE ATHERTON, the novelist from California, writes novels that are essentially melodramatic. Their moving picture possibilities are obviously great. So with "The Perch of the Devil," the designation for a section of mountainside in Montana, and also the source of hell for Pat O'Malley and Mae Busch in their movie married life. This is good melodrama with a smashing finale to keep the interest sustained to the end. Pat O'Malley, owner of inherited mine property from which he is certain to take pay ore, marries Mae Busch, the uncouth, uneducated daughter of a washwoman. She gets bored with poverty and accepts an invitation to go to Europe with Jane Winton, a fashionable woman, seeking divorce abroad.

Pat strikes pay ore and buys his wife a mansion. Mae returns still in love with her husband, though the latter, through the machinations of Jane, who wants to marry him herself, thinks Mae is interested only in his money. Mae discovers she is being double crossed by the other woman and pursues her into a deserted mine shaft. This is flooded and the two women indulge in a life and death struggle in the onrushing waters. It is one of the most effective and melodramatic climaxes to a picture that one can well conceive and is mighty well done.

The Cast: Mae Busch, Pat O'Malley, Jane Winton, Theodore Von Eltz, Mario Carillo, Lincoln Steadman, Gertrude Oakman, Martha Franklin, George Kuwa. Director, King Baggot. Author, Gertrude Atherton. Adaptor, Mary O'Hara. Cameraman, Charles Stumar.

THEME: Conflict between two women of different social stations for affections and name of newly become wealthy mine owner.

PRODUCTION HIGHLIGHTS: The duel between the two women in the flooded mine.

EXPLOITATION ANGLES: Melodrama of the best. Gertrude Atherton's popularity.

DRAWING POWER: Should be excellent.

Length, 6,807 feet. Released March 6.
Produced and distributed by Universal.

The Kid Brother

Lloyd, as Usual, Rings the Bell

(Reviewed by Laurence Reid)

WHENEVER Harold Lloyd bobs up on the screen he always puts the critics to work dusting off the superlatives and the exhibitors to the job of dusting off the S.R.O. sign. The comedian injects so much entertainment into his films that one always anticipates a great show. "The Kid Brother," the latest to grace the screen, is typically Lloyd in its contents and highlights. Which is to say that it is crammed with high-pressure gags, timely incident, compact and spontaneous humor—without a let-down in any part of the glittering array of scenes.

The piece has a deal in common with "Grandma's Boy," though there is no similarity of theme. It compares with the above-mentioned in its play of pathos—for Harold suffers much humiliation and embarrassment in his study of the kid brother. He extracts sympathy because he is kicked and cuffed around and not taken seriously. Playing the youngest son of a small town sheriff he has to think fast to be himself. He swipes his dad's badge and signs a permit for a medicine show to appear on the village lot.

Harold asserts his personality in a fast, amusing and exciting sequence in which he overpowers a particularly vicious bad man. Of course, he wins recognition from his intolerant relatives and the daughter of the medicine man gives him her heart. A great picture.

The Cast: Harold Lloyd, Jobyna Ralston, Walter James, Leo Willis, Olin Francis, Constantine Romanoff, Eddie Boland, Frank Lanning, Ralph Yearsley. Director, Ted Wilde.

THEME: Comedy-drama of much-abused kid brother who overcomes his inferiority complex and wins recognition and love.

PRODUCTION HIGHLIGHTS: The rich assortment of gags. .The meeting with the girl. The scene with the showmen. The incident with the barker. The romantic episodes. The chase and fights on the boat. The climax. The titles. The performance by star.

EXPLOITATION ANGLES: Go the limit. Star's name will guarantee a sell-out.

DRAWING POWER: Will pack the house anywhere.

Produced by Harold Lloyd. Distributed by Famous Players. Length, 7,654 feet.. Released January, 1927.

Excellent camera shots disclosing the lavishness of these scenes from "The Night of Love," a United Artists release

Action stills from "Play Safe," a Pathecomedy of feature length

Slums of Berlin

Story from Life, Should Get Over

(Reviewed by Harold Flavin)

THIS picture should do business in any type of house, large or small, with a cosmopolitan or rural audience, provided the advertising announcements sell it from the true angle—the gruesomeness of the story, the sordidness of its locale—make a bid for the sympathy of your patrons for the central character. The film has no so-called "production values" so don't dress your lobby with stills from the bedroom sequences or show photographs of the feminine leads—play up the prison stills, the scenes with actual types cast in the picture—and don't forget to book a better than average comedy to make the contrast more effective.

The story is taken from the notes of Professor Heinrich Zille, a philanthropist who has spent most of his life in that section of Berlin represented in the picture. It deals with a man of the upper class who, serving a term in prison to cover his fiancee, is released and goes home. His father disowns him, he finds it impossible to get work, tries to commit suicide but is saved by a prostitute. She helps him until he finds a position and then his rise in life is rapid. The story is morbid but the telling is more so as the acting of the principals and the setting tend at all times to produce a most depressing effect.

Bernard Goetzke, as the ex-jail-bird, contributes a good if somewhat stilted performance which may be owing to too much direction; the character, Steve, is good as is the girl who plays the prostitute.

The Cast: Bernard Goetzke, Paul Bildt, Margaret Kupfer, Aud Egede Nissen, Arthur Bergen, Mady Christians, Christians Bunnerstedt, Eduard Rothauser, Frigga Braut, Georg John. Directed by Gerhard Lamprecht.

PRODUCTION HIGHLIGHTS: The story and the settings.

EXPLOITATION ANGLES: Sell it as it is.

DRAWING POWER: Should do business anywhere if sold properly in the advertising.

Length, about five reels.
Produced by the National Film A-G Corp., Berlin.
Distributed by Imported Pictures Corp.

The Night of Love

Adventure and Romance Handsomely Presented

(Reviewed by Laurence Reid)

THERE'S a fine costume love story on view in "The Night of Love," which presents Ronald Colman and Vilma Banky again in the best film they've appeared since "The Dark Angel." Marked with fine photography, gorgeous settings and compact and stirring action it is certain to move any spectator, no matter how hard-boiled, to remark: "Here's a picture!" It has been staged with a lavish hand but its expenditure is perfectly in keeping with its story of rich adventure in old Spain. This is one instance where the background doesn't run away with the plot.

There are such tales as this—and a few have served as themes to attract light opera lovers. What is sauce for the stage is also sauce for the screen. What really matters is that it tells its story without making heavy footprints around Robin Hood's barn and tells it with moving scenes and gripping suspense. There is a lecherous duke who kidnaps a gypsy's bride on her wedding night. She kills herself to escape him, whereupon the rogue of the open road vows vengeance. He exacts it by stealing the duke's newest spouse and winning her love.

That's all there is to it, but before the ending arrives the spectator is in for a display of rich scenes and much excitement.

The Cast: Ronald Colman, Vilma Banky, Montagu Love, Natalie Kingston, Laska Winter, Sally Rand, John George. Director, George Fitzmaurice.

THEME: Romantic drama of old Spain with gypsy exacting vengeance by kidnaping wife of lecherous duke when latter causes the former's bride to kill herself.

PRODUCTION HIGHLIGHTS: The sets. The orgy scenes.. The kidnaping and the rescue. The romantic episodes. The adaptability of stars for their roles and their fine acting. The miracle at the finish. The conflict between duke and gypsy.

EXPLOITATION ANGLES: Use superlatives in your ads. Play up Colman and Banky. Exploit the title. Bill as rich with romance and adventure. Use dignified prologue.

DRAWING POWER: Stars and title and quality of film will draw them.

Produced by Samuel Goldwyn. Distributed by United Artists. Length, seven reels. Released, January, 1927.

Atmospheric shots to be found in "The Slums of Berlin," an Imported Pictures Corporation release

Some idea of the tense situations that are mixed with the comedy in Paramount's "The Kid Brother" may be gained from these scenes from the film

Play Safe

Monte Banks Climbs a Runaway Freight

(Reviewed by Paul Thompson)

HERE is a simple little story of the girl owner of a factory who runs away to escape a distasteful marriage to the son of her crooked trustee. She encounters the hero, one of her unimportant employees, who succors her in her distress. She is recaptured by the villain who attempts to disillusion her by making the discharged employee boy-friend appear as the chief of a band of rough-neck kidnappers. She refuses to be fooled and then follows a series of hand-to-hand fights that end with the characters on a run-away freight train. This part really takes up most of the picture. Monte, for of course he is the poor boy hero, goes through innumerable narrow escapes on the train.

There are some good angles to "Play Safe." The introduction of the boy rescuing the girl from a hold-up thug in a rainstorm and his sheltering her is particularly effective. In his lodging house he provides her with a suit of his own clothes before he buys a new dress for her and gets her meals, seeking refuge elsewhere that she may have the room to herself. Then on a flivver ride for her entertainment he ruins the car, but escapes the penalty of damages for the same. The train sequence, while possibly a bit too long, is ingenious with the hero dodging on over and under the fast-moving train. His imminent danger of being dislodged is a suspense quite well maintained. The piece should win additional admirers for the star.

The Cast: Monte Banks, Virginia Lee Corbin, Charles L. Mailes, Charles Gerard, Bud Jamieson, Rosa Gore, Syd Crossley, Max Ascher, Fatty Alexander. Director, Joseph Henaberry. Story, Monte Banks. Scenario, Charles Horan, Harry Sweet. Supervisor, Howard Estabrook. Cameraman, Blake Wagner.

THEME: Romance, poor little rich girl and poor boy.

PRODUCTION HIGHLIGHTS: Opening slum scenes and runaway train sequence.

EXPLOITATION ANGLES: Comedy - drama with many thrills. Play up train phases.

DRAWING POWER: Good.

Length, 4,915 feet. Released January 30.

Produced by Monte Banks Company. Distributed by Pathe.

Regional News from Correspondents

Central Penn.

MRS. ARTHUR H. JAMES, of Wilkes-Barre, wife of the new Lieutenant-Governor of Pennsylvania—the latter a prominent motion picture theatre owner and business associate of M. E. Comerford, of Scranton, head of the big chain of Comerford theatres—shared social honors with Miss Mary Fisher, daughter of Governor John S. Fisher, at the festivities which marked the inauguration of the latter as Governor of Pennsylvania, at the Capitol in Harrisburg, on January 18.

Dr. H. J. Schad, of Reading, former head of the Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware, has been elected president of the Horticultural and Agricultural Association of Berks County, which conducts the annual affair at Reading. He succeeds Abner S. Deysher.

Mrs. Florence Ackley Ley, head of the Community Service Bureau maintained in Harrisburg by the Wilmer & Vincent theatre interests, underwent an operation in the Joseph Price Hospital in Philadelphia, on January 18. At this writing she is rapidly regaining her strength.

The Franklin Theatre, Allentown, has been sold by A. C. Werner to Stanley Wiligorski and Lewis Magners, who are now operating the house. This was the last of the theatre holdings of Mr. Werner, who formerly controlled a chain of picture houses in Allentown and Reading.

The North George Street Business Men's Association, of York, has elected C. C. Pippin, manager of the Strand motion picture theatre in that city, one of the chain operated by the Nathan Appell Amusement Enterprises, as president for the ensuing fiscal year.

Martin J. O'Toole, of Scranton, former head of the Motion Picture Theatre Owners of America, was one of the prominent visitors in Harrisburg on the occasion of the inauguration of Governor John S. Fisher, on January 18. Mr. O'Toole was accompanied to Harrisburg by one of the cameramen of the Comerford chain of theatres, who shot pictures of the inaugural parade.

A plot, 75 by 90 feet, at Lee and Dix Courts, Scranton, has been bought by the Meco Realty Company of that city, in which the principal financial interest is said to be held by M. E. Comerford, head of the big Comerford chain of theatres. The property is centrally located near the Hotel Casey, and the price is said to have been $100,000. No plans for the immediate development of the plot have been announced, but there are rumors it will ultimately be used as part of the site of a new legitimate theatre.

John S. Fisher, the new Governor of Pennsylvania, at this writing had given no intimation of whether there will be any change in the personnel of the membership of the Pennsylvania Board of Motion Picture Censors. While very few changes have as yet been announced in the personnel of any of the departments of State government, the Governor has let it be known that he does not contemplate any very sweeping changes among departmental employes. The Censorship Board of three members is a bureau of the State Department of Public Instruction.

The Garden Theatre, Frackville, is to be enlarged in the coming spring, when a number of improvements will be made to the building. The seating capacity will be increased to 900. The plans are being prepared by J. B. Thompson, architect, of Philadelphia.

William G. Smith, formerly Independent motion picture producer and distributor and now manager of the Pittsburgh branch of Tiffany Productions, will be married to Miss Roslyn Becker on February 27, 1927.

Salt Lake City

THE new film building which is being erected on East First South Street of this city, and is to be occupied by F.B.O., Warner Brothers, Columbia Pictures, and United Artists, is expected to be ready for occupancy by April 1st.

The American Theatre here is undergoing preparations for the opening performance of the Vitaphone and "Don Juan," which will take place January 29th. Walter Mueller, engineer for the Vitaphone Corporation, is in this city in charge of the installation. A new screen is also being purchased in this connection:

Walter S. Rand, manager in this city for United Artists, has left here for Butte, Mont., and will make all of the important cities in that State before he returns.

M. J. Weisfeldt, Western Sales Manager for F.B.O., is visiting the Salt Lake exchange.

L. F. Brown, owner of the Isis and Oak theatres at Preston, Ida., is among exhibitor visitors here this week.

L. T. Tidler, manager of the local Columbia office, is making a trip of several weeks' duration into the Idaho country.

W. K. Millar, recently of Portland, Ore., has made connections with the Columbia Exchange in this city and is making his initial trip this week throughout the southern section of Utah.

S. B. Steck, of the Lyceum Theatre, Ogden, Utah, is in this city looking over the new season's product.

Paul Burger, assistant general manager for Metro-Goldwyn-Mayer, left here for Los Angeles after having spent several days at the local exchange.

Otto Schmidt, owner of the Colonial Theatre at Idaho Falls, Ida., is spending several days in this city.

Mr. and Mrs. S. M. Guggins of the Casino Theatre, Gunnison, Utah, are also visiting here for a few days.

All of the exchanges along Film Row here had a fire drill this week with the Salt Lake Fire Department.

C. J. Hamal, salesman out of the Pathe office, had his car turned over recently while on a trip in Southern Utah, but, fortunately, was not hurt seriously.

D. S. Mitchell, division manager for Universal, came to this city from San Francisco to spend a few days at the local exchange. Mitchell and Branch Manager W. J. Heineman made a trip out of the local exchange.

Commissioner Harmon and Lou Peery, of the Egyptian and Ogden theatres at Ogden, Utah, were in town, lining up their new pictures for last week.

E. K. Dodge, operating Dodge Hall at Challis, Ida., is in this city, booking the new season's product. Dodge is here in the interest of the Challis Commercial Club, in an attempt to induce motion picture producers to become interested in the scenic value of that country.

Special Home Office Representative Ben F. Rosenberg is again visiting the local Fox Exchange.

B. F. Winzeler, owner of the Liberty Theatre at Tremonton, Utah, is among exhibitors conferring with local exchange managers here, as is S. R. Johnson, of the Rex Theatre at Castle Dale, Utah.

J. E. Ryan is in this city in the interest of his Liberty Theatre, at Brigham City, Utah.

Miss Nell Schrieber, owner of the Rialto Theatre, at St. Anthony, Ida., has returned after spending a few days here.

John Rugar, of the Orpheum, American, and new Egyptian theatres, at Park City, Utah, is a visitor here this week.

Division Manager L. W. Weir is expected to arrive at the Producers Distributing Corporation office here this week.

San Francisco

BRUCE CHESTER of the Veterans Film Service, New York and Chicago, was in this city January 15th to 22nd and conferred with Manager C. L. Theuerkauf of the Cameo Theatre.

Plans are being prepared for a $750,000 Class A theatre, hotel and store building for Ackerman & Harris and G. A. Oppenheimer. It is to be erected on Mission Street near 19th and will be 124 ft. wide.

Recently Mrs. L. E. Kennedy, wife of the branch manager of the local Pathe Exchange, was hostess to the ladies of the exchange in her home.

John Peters, Lyric Theatre, San Jose, has completed the installation of new Simplex Projectors.

R. C. Barthel, who has conducted theatre supply stores in the North, has been appointed branch manager in San Francisco for National Theatre Supply Company.

E. A. Smith of the Granada has announced that this theatre he manages installed new Simplex equipment.

Eugene W. Castle of the Castle Films was a local visitor recently.

S. Barusch, formerly with Warner Bros., is now connected with the Imported Pictures Corporation of this city.

W. W. Kofeldt, president of Imported Pictures Corporation, has returned from a trip North.

Ellis J. Arkush, who now owns five theatres in the Peninsula section, adjacent to San Francisco, has decided to construct two more. One in Palo Alto will cost $250,000 and one in Redwood City will cost $300,000.

Henry Pincus, manager of the Casino Theatre, was presented with an engraved pencil the first of the year, not because it was the beginning of a New Year, but as part recognition of his work.

Cleveland

ARTHUR EHRLICH has been appointed manager of the Metro-Goldwyn-Mayer branch office in Cleveland. He succeeds Harris P. Wolfberg, who has been advanced to district manager. Ehrlich has been with the Cleveland Metro - Goldwyn-Mayer exchange for seven successive years. He started out as salesman under C. E. Almy. From salesman-at-large, he was made city salesman and office manager, a position which he has held for five years.

Mrs. Georgia Moffett, secretary of the Cleveland Film Board of Trade, is recovering from an operation that, fortunately, didn't prove to be as serious as was forecast. The whole Film Building was in a state of excitement over her illness, for Mrs. Moffett's popularity rests upon her personality as well as upon her equitable management of the Board of Trade.

Francis X. Bushman (himself) was a visitor in the Film Building one day last week. Without any heralding he walked into the First National and Universal exchanges and exchanged greetings with friends.

A general toss-up in the Metro-Goldwyn-Mayer division managers' affairs has resulted in the following changes: Harris P. Wolfberg, who has been promoted from manager of the Cleveland exchange to division manager, has been given the Western division, succeeding Jack Flynn, who comes out here as Eastern Central division manager; while George Hickey, who covered the Eastern Central division, will have the Coast division.

Had Hull, F.B.O. exchange manager in Indianapolis, is hereby extended the sympathy of his Cleveland film friends. Hull's nine-year-old boy was drowned last week while coasting in the park. He lost control of his sled and it shot into the icy waters of the park's lake. A seventeen-year-old boy dove after the child and lost his own life in the vain attempt to rescue him. Mrs. Hull is a sister of Norman Moray, manager of the Cleveland exchange for Warner Brothers.

J. V. Wolcott, prominent Cleveland exhibitor, was owner of the Main Theatre, Scoville Avenue and East 25th Street, only a very short while. He bought the house in the fall, and last week sold it to J. E. Evans. Wolcott still has the Standard.

An investigation is on foot to discover whether it's a germ indigenous to the local Paramount Exchange, or whether it's something brought in from the outside, but the fact remains that with the exception of only two, every girl in the exchange at the present time is engaged to be married. Marie Gordier, in command of the switchboard, is the latest to succumb. She met her Waterloo out of the film trade. Paul Rauch is the name of the lucky man.

H. C. Purcell, First National Home Office representative, is spending the week as a working guest of the local First National exchange.

The Film Building register doesn't get much use on days of impassable roads, when driving is bad. However, a few out-of-town exhibitors were signed up, among them being Oscar Smith, Apollo Theatre, Oberlin; Harry Trifelos, Liberty, Canton; M. Moran, Lincoln, Youngstown; H. T. Palmer, Lyric, Fairport Harbor, and A. H. Abrams, Mozart, Canton.

Fred Desberg, general manager of Loew's Ohio theatres, was in New York all of last week.

E. J. Higley has come out of Toledo to become assistant manager at Loew's Park Theatre, Cleveland. William Gilliam is house manager.

Lowell Cash, manager of the New Broadway Theatre, one of the largest houses in the Universal-Brody Circuit, was elected first vice-president of the 30th Ward Better Business Men's Club, at a meeting held last Friday. After the meeting Cash took the officers of the club in a body to the Imperial, the latest link in the U.-B. chain.

Harry Charnas has notified the home office of the Standard Film Service Company that he and his party, consisting of the missis and the boy, have arrived on the Coast and have started to work on their six weeks' vacation. Harry's Western address for the six weeks' period will be the Warner Brothers' Studio in Los Angeles.

M. R. (Duke) Clark, special representative from the Paramount home office, had a fine opportunity last week to see Ohio at its worst. He and Local Exchange Manager E. H. Brauer took a trip around the State to pay their personal respects to some of the exhibitors and in order to do so they had to battle with man-high snow drifts, and icy sidewalks. Otherwise, the trip was a complete success.

The Broadvue, located at State and Broadview roads, is Cleveland's newest photoplay house. B. Z. Levine and Ernest Schwartz, the owners, held an invitational opening last Friday evening, at which all of the 2,000 seats were occupied. A special program of prereleases was secured for the occasion. Refreshments were served at the conclusion of the program. The Broadvue is complete in every detail. Its equipment is composed of the best and latest materials. Nothing has been spared to make the house artistically and physically comfortable. The tendency in Cleveland, at this time, is to build large and commodious neighborhood houses. The small neighborhood house is passing. These new houses are built to compete with the large downtown houses, and are designed to keep neighborhood folks in the neighborhood. Combination programs are offered at popular prices. This program will also prevail at the Broadvue.

Tim Roberts of the White Way in Mansfield made that rare thing, a New Year's resolution, a resolution which he is keeping. He resolved to play bigger pictures at his theatre during 1927 than ever before. And so far he has done it. The first of the pictures of this type he played was "Three Bad Men" and the results were so satisfactory that he's sure his resolution was sound.

J. J. Mellert, a motion picture exhibitor of Cleveland from the beginning of motion picture history, has sold his Clark National Theatre and at the present writing is out of the exhibition field. If he follows in the footsteps of others who think they've had enough of the theatre business, he'll be back in the fold within a few months. Joseph Bakoski is the new owner of the Clark National.

Bert Botzum, who owns and operates the Orpheum, Canton and the Strand, Canton, was in New York last week. It is said he went east to negotiate for the Warner specials and for Vitaphone for Akron and Canton.

Messrs. Felter and Frederick, new managers of the Linwood Square Theatre at Norwalk, who took the house over from John Stool about six weeks ago, were in town last week on their first booking expedition.

Harry Dodge, central division manager for Famous Players-Lasky, was in Cleveland over the week-end preparatory to holding a division managers' meeting here on Monday. Cleveland, Pittsburgh, Columbus and Cincinnati were represented at the gathering.

Ross McVoy, who came out of Geneva, N.Y., a few months ago and took over the almost extinct Marvin Theatre in Findley, has proven that the old adage, "while there's life there's hope," applies to theatres as well as to humans. He first redecorated the house. Next he installed a first-class orchestra. Then he mapped out a combination vaudeville and motion picture policy with two changes a week at popular prices. And after that he went out and told the world all about it. He has exploited a good share of his pictures. He bills all the surrounding territory. And now the theatre looks so healthy that you'd never know that only a few months back the motion picture theatre diagnosticians gave up all hope for its recovery.

Meyer Fischer, president of the Fischer Film exchange, independent distributor, wants the exhibitors of Ohio and Kentucky to know that he will have prints of the one-reel Edgar Guest pictures ready for distribution the beginning of February.

Des Moines

J. L. BROOKER is now running the Paramount Theatre at Winterset. He bought the house from Bean and Prussia.

Another change of houses is that of the house at Monroe. G. A. DeHoet, who has had the theatre for some time, has sold out to Jas. McChesney. Mr. McChesney is lining up pictures for the new season.

The two theatres at Monticello have been consolidated. E. T. Landis owned the Princess there, and A. O. Lambert the Opera House. The houses will now be run in partnership, Mr. Landis announced.

Rube Wagel, booker for Producers Distributors, has just left the hospital and will soon be back at work. He has been ill for some time with stomach trouble.

C. L. Niles of the Eastern Iowa Theatres Company was a visitor in Film Row. This company is negotiating for several more theatres.

C. D. Hill, district manager for Producers Distributors, has been visiting the Des Moines office.

Several Iowa theatre men have been burned out recently. The Home Theatre at Eddyville was destroyed by fire and the Dreamland Theatre at Carson, Ia., is temporarily closed because of damage done by fire.

The offices of Tiffany in Des Moines are now in charge of P. Wintroub who comes from the Omaha office. William Wintroub, his brother, is manager of the Omaha exchange.

The Orpheum Theatre at Oelwein was recently purchased by the Eastern Iowa Theatres Company. The theatre was bought from L. E. Van Dollen.

The Royal Theatre at Charter Oak, which was owned by J. C. Jordan, has been sold. Leonard Bramson is the new owner. He plans to make a few changes in the theatre.

A bunch of tongue twisters was collected on the document which recorded the sale of the Empress Theatre at Chelsea from Kupka, Harback and McNall to C. C. Twisel. The deal was recently transacted.

Milwaukee

THE Parkway Theatre on Lisbon Avenue, Milwaukee, Wis., one of Milwaukee's finest outskirt theatres, has been sold to the United Theatre Circuit.

The Parkway was formerly owned and has been operated for the past five years by the Parkway Amusement Company, E. W. VanNorman being the manager and part owner.

E. W. VanNorman has no plans for the immediate future, but will doubtless re-enter the exhibiting field. He is at present president of the Motion Picture Theatre Owners of Wisconsin and a member of the Milwaukee Censorship Board.

The Lorraine Theatre, which was recently opened by M. Stuck, is now under the management of Walter F. Rourke.

R. K. Mosiman, who manages the Rex Theatre at Oshkosh, was a recent Milwaukee visitor.

Fred Knispel, district representative of P.D.C., is spending a few days in the Milwaukee exchange.

Paul Bushong, owner of the Community Theatre, Gladstone, paid his first visit to Film Row during the week. Mr. Bushong has assumed active management of the theatre and came in to straighten out his bookings with various exchanges.

The Radio Theatre has again changed hands. It was recently taken over by Goetz Bros. and last week was signed over to I. Dexter.

Dick Honeck has been appointed manager of Saxe's new South Side theatre, the Plaza, which is to open in a week or two. Mr. Honeck was formerly assistant manager of the State in Racine.

The three-cornered fight among the Mikado, Capitol and Strand theatres at Manitowoc it is reported, will narrow down to two theatres in the near future.

Emil R. Franke has been made manager of the State Theatre to succeed S. P. Kennedy. Mr. Franke was formerly assistant manager of the Palace-Orpheum, after which he was associated with the State-Lake Theatre in Chicago as assistant manager.

Paul Conley, manager of the Majestic at Reedsburg, visited various exchanges along the Row during the past week.

Cecil Maberry, district manager of P.D.C., stopped in the city on Wednesday on his way to Minneapolis.

The opening of the new Saxe Oshkosh Theatre at Oshkosh is scheduled for February 5th. The new Saxe Ambassador at North and Farwell is being rushed to completion and is expected to open in the spring.

Dan Kelliher of the Princess at Elkhorn and the Majestic at Lake Geneva, made his regular visit to Film Row on schedule this week.

M. J. Weisfeldt, well known to local exhibitors as the district manager for F.B.O., has been transferred to the Pacific Coast, where he will assume his duties as sales manager. Cleve Adams, who visited the local F.B.O. exchange on Thursday, has been appointed to succeed Mr. Weisfeldt as Mid-West sales manager.

The opening of the new Fischer Theatre in Portage has been delayed a few weeks by the cold weather.

Carl Beglinger and son, Carl, of the Majestic Theatre at Appleton, were in the city and called at the various local exchanges.

Ed. White, cashier at the Pathe exchange, has just purchased a new Whippet.

Frank Hensler, manager of the Omaha M-G-M branch, who was visiting the local exchange, has returned to Omaha.

Another new suburban theatre for Milwaukee is planned in the Layton Park district, in opposition to Charles Washachek's Layton Park.

William Ainsworth, manager of the Orpheum at Fond du Lac, was a recent Milwaukee visitor.

Progress office, not to be outdone by the Milwaukee Auto Show, is staging a little auto exhibit of its own in the form of a smart little (very little) roadster, fully equipped, which graces one corner of the office.

J. Vander Vaart, manager of the Vander Vaart Theatre at Sheboygan, and his son, were in Milwaukee to visit the Auto Show, and incidentally visited Film Row.

Al Dobbs recently completed a new front and new canopy on his Mirimar Theatre.

P. M. Cain of the Falls Theatre, Sheboygan Falls, was among out-of-town exhibitors in the city this week who attended the Auto Show.

The steel structure of Charles Pylet's new $100,000 Shorewood Theatre in Shorewood, Milwaukee's northern suburb, is being erected.

George Kohn, field representative of F.B.O., has just returned from a trip to the Michigan peninsula. He reports the weather cold and the snow deep.

The foundation has been laid for the new Universal Theatre in Kenosha and a crew is active on the structure of the old Rhode Theatre, where, it is reported, Saxe will build a new house..

Al Picker, manager of the Rex and Rialto at Ironwood, is happy again these days, having settled his legal difficulties with the Goetz Bros. who are now confining their principal activities to their new theatres in Milwaukee. Al says he is planning to build a beautiful new theatre in the spring.

Several important developments are looked for in the spring on the upper peninsula. Several of the more important towns are slated for improvements in the way of modern theatres.

Jack Hayes, former famous columnist on the *Kansas City Star*, special writer for the Chicago *Herald-Examiner*, and late of the Universal organization, has joined forces, pro tem, with M-G-M as exploitation representative for Wisconsin and Upper Michigan.

Otto Bell, of the Bell Theatre at Sparta, was a recent Film Row visitor.

Elmer Huhnke, salesman for First National, has returned from an extensive trip through the Michigan peninsula, and reports roads in Michigan to be in very good shape. Snow plows and scrapers, road wide, keep the highways open and level for fast driving. Every city and county on the peninsula is accessible to the motorist despite the unusually heavy snow, according to Mr. Huhnke.

P. Peterson, manager of the new Club Theatre at Niagara, spent a few days in the city this week. The Club Theatre, which was opened about the first of the year, is a model civic recreational center. In addition to the theatre, which has a capacity of about 500, the new building houses club and lodge rooms available to local fraternal orders, a dance floor, general lounge, women's lounge and rest rooms, showers for men, women and boys, bowling alleys, billiard room, a refectory and candy kitchen. The lobby of the theatre is luxuriously furnished. A new Orthophonic Victrola and a radio have been installed to make the foyer even more attractive. The Club is considered a model community center, equipped to satisfy the needs of a far larger town than Niagara in a most competent way.

Out-of-town exhibitors in the city this week included Frank Nowacheck, who manages the Adams Theatre at Adams; Francis Kadow of the Mikado Theatre at Manitowoc; R. Leach of the Opera House, Hartford; L. Thurwachter of the Park at Waukesha; Jack Hickey, manager of the Grand at New Lisbon; and Ray Zerbel, manager of the Delft at Marquette, Mich.

Indianapolis

WITH the acquisition of the Howard and Arcade theatres, the Goulden-Feldman Theatres, Inc., now control eight theatres in Indianapolis territory.

The Goulden-Feldman Theatres, Inc., one of the fastest growing circuits in Indiana, was organized March 1st, 1926, when the Capitol Theatre was acquired.

The Capitol is a downtown theatre which formerly was operated by the Columbia Burlesque Wheel, and also by the Shuberts. After some remodeling and decorating the theatre was opened at an admission of 15c with pictures, continuous from 9 A.M. to 11 P.M.

The Emerald, Laurel, Jewel, Illinois of Indianapolis, and Alhambra at Terre Haute, Ind., soon followed and now the Howard and Arcade of Indianapolis, Ind.

Louis B. Goulden, president and general manager of Goulden-Feldman Theatres, Inc., is an old-timer. In 1908 he opened his first theatre at Jefferson, Wis., and later branched out to Milwaukee, where he operated the Cozy, Hippodrome and Owl theatres, later becoming president and general manager of the Northern Feature Film Co., and the Federal Feature Film Supply Corp. of Chicago. For the past eleven years he was manager of the Indianapolis office of Celebrated Players Film Corp., which position he held until he resigned to devote his entire time to the theatre circuit.

F. E. Hammer and Donald Hammer, owners of the Colonial Theatre at Peru, have taken over the Grand picture house, through a lease from Bruce Carr. Policy will be continued.

Donald Hammer, son of F. E. Hammer, local manager, is employed by Metro-Goldwyn-Mayer Pictures Corp.

The proposed 1,800-seat capacity Fountain Square Theatre to be included in a building at Shelby and Prospect Streets, has been leased by Fred Sanders, theatre operator, for ten years.

Peerless Realty will erect the structure this spring. The fireproof building will be surrounded by business houses. Frank B. Hunter and Bennett Kay are architects.

The $450,000 building will make the second modern South Side theatre to be erected in the next few months.

A group associated with Fitzpatrick and McElroy, Chicago promoters, has obtained a ninety-nine-year lease on a site for a new $400,000 structure at Woodlawn and Virginia avenues. Seating capacity will be 1,850. Both will be movie houses.

A resolution of regret on the death of State Recording Secretary, Mrs. James W. Salsberry, was adopted by Indiana Photoplay Indorsers.

W. J. Price, formerly connected with Fox and First National in the East, has succeeded Joe D. Levy, who has been transferred, as manager of the Indianapolis exchange of United Artists, 408 N. Illinois Street.

Milton Caplon, of New York, formerly connected with the home offices of Warner Brothers Film Classics, and Metro-Goldwyn-Mayer Distributing Corporation, has been temporarily assigned to the Indianapolis branch of Renown Pictures, Incorporated.

Caplon, who is in charge of reorganizing the Indianapolis exchange, succeeds R. W. Abbott, who resigned.

Miss Marion McCullough, manager of the Indianapolis Film Board of Trade, returned last week from Chicago and Milwaukee where she attended meetings of the Film boards.

Atlanta

ERNEST EMERLING, manager of Loew's Temple Theatre in Birmingham, came over to Atlanta for several days this week. Mr. Emerling, who was accompanied by Mrs. Emerling, paid Mr. and Mrs. Thomas H. James a mutually enjoyable visit Wednesday during which much pertaining to Loew theatres, Metro-Goldwyn-Mayer product and general conditions in the amusement worlds of Atlanta and Birmingham was discussed. Mr. James is manager of Loew's Grand Theatre in Atlanta.

Mack Jackson, owner and manager of the Strand Theatre, Alexander City, Ala., visited Atlanta last week on a business trip.

Before he adopted Alabama for his home, Mr. Jackson lived in Atlanta for many years. Seven years ago he established his home and his business in Alexander City, where he operates the Strand.

Harry G. Ballance, district manager for Famous Players-Lasky, with headquarters in Atlanta, left the latter part of the week for a brief business trip to Nashville, Tenn.

F. L. Alig, auditor in the Atlanta office of National Theatre Supply Company, who was operated on last week for appendicitis, was reported this week as convalescing nicely. He is at St. Joseph's Infirmary.

George Chester, of the Enterprise Film Corporation, was in Atlanta this week, having arrived from Charlotte. While here, he conferred with Major John W. Quillan, president of the company, whose headquarters are in Atlanta.

L. B. Remy, of Dallas, Tex., who is in charge of affairs in the South for William Fox, stopped over in Atlanta last Wednesday while on a business trip through the territory. After a conference here with George Allison, head of the Fox local branch, Mr. Remy left for Oklahoma.

Earle E. Griggs, exploiteer for Universal, left last Sunday for Birmingham, Ala., where he assisted at the opening of the Empire Theatre, the new house operated by the Marvin Wise Enterprises.

John W. Mangham, Jr., branch manager of Arthur C. Bromberg Attractions, with headquarters in Atlanta, after a trip the early part of the week to Rome, Ga., left Wednesday for a brief tour of the Tennessee territory.

Bruce Snyder, of Bessemer, Ala., who operates two theatres there, was a visitor on Film Row this week.

J. T. ("Jimmy") Monnier, general manager of the Si-Non Circuit, with theatres at Demopolis, Marion, Uniontown, Eutaw, York and Greensboro, was a Birmingham visitor last week.

Manager C. R. Everett, of the Palace, Jacksonville, Ala., has installed a heating plant in his theatre, which greatly adds to the comfort of his patrons.

Hugh Smart, formerly manager of the Noble, Anniston, has been transferred to the Strand, Montgomery, where he will be under that genial showman, Hoxie C. Farley. His successor at Anniston is Thomas Y. Walker, a young live wire, who has worked his way up through the ranks from usher to house manager and is one of the most conscientious and hardest workers in Alabama.

F. T. Banks, of the Lyric Theatre, Anniston, paid Atlanta a flying visit last week.

One of the most successful exhibitors in Alabama is Mrs. A. H. Watson, who operates the Strand, at Montevallo, the seat of Alabama Women's College. Mrs. Watson has been in the show business for about ten years, and is respected and loved by all residents of the town and vicinity. She has been signally honored in always having the trust of the college heads, who are very careful to see that their charges are under proper chaperonage, which Mrs. Watson provides at her theatre, as well as selecting the best in motion pictures for their delectation.

J. M. Vernon, of Brownville, Ala., is soon to open up a modern motion picture theatre seating about 500. The house will have up-to-date equipment of high standard. January 20 is the tentative date for the opening.

Grover Wise has taken over the Cameo Theatre in Avondale, here in Birmingham, and will spend several thousand dollars redecorating and improving the house.

Louis Rosenbaum, of Muscle Shoals Theatres, Inc., operating the Princess and Majestic, of Florence, Ala., the Palace at Sheffield, and the Strand at Tuscumbia, visited Atlanta last week.

C. B. Hendon, of the Lyric Theatre, Townley, was in Birmingham recently.

It is reported that C. T. Bobo, of the Dreamland Theatre, Scottsboro, Ala., will build a new house this Spring to seat 800.

Tony Sudekum, head of the Crescent Amusement Company, Nashville, Tenn., and prime factor, likewise, in chain theatre enterprises of Alabama, paid a flying visit to Huntsville, Ala., recently, to look over his latest acquisitions, the Grand and Jefferson theatres.

Ernest F. Ingram, of Ingram's Theatre, Ashland, Ala., paid his respects to Atlanta's Film Row last week.

J. W. Cramer, operating the Rainbow Theatre at Opelika, Ala., has sold out his interest in the Liberty Theatre at Roanoke, Ala. Mr. Cramer has been in ill health and therefore unable to give both houses the necessary personal attention.

Atlanta exchanges were well represented in Birmingham during the past week. Among representatives calling on Birmingham exhibitors were, A. R. McRae, of F.B.O.; Matt Whitham, of Fox; Bill Specht, of Liberty-Specialty; O. K. Bourgeois, of Pathe, and J. W. Greenleaf, of Universal.

The Casino Theatre at Tuscaloosa, Ala., is scheduled to open the latter part of the week. A stock company will occupy the house for a time, but it is understood that pictures will be included in the policy. Manager Stallworth, who has been ill for some time, is now up and about looking after details incidental to the opening of his new house.

Baltimore

THE State Theatre, which is being built here at Monument and Castle streets, is expected to open some time in March, according to the present plans. The bowling alleys, which are a part of the theatrical enterprise and housed in the same building, have been opened to the public. Frank Durkee is back of the project. He is head of the theatre companies operating the Palace, Belnord, Grand and Forest theatres in Baltimore.

Frank Braden, who has been acting as publicity representative for Loew's Incorporated, here, controlling the Century, Valencia and Parkway theatres, has resigned to go to St. Louis to join a winter circus as its publicity man. Charles L. Winston has succeeded Mr. Braden from Loew's State, Boston.

A letter mailed 30 years ago from Asbury Park, N.J., by Mrs. J. M. Shellman, wife of the motion picture editor of the Baltimore Sun, was received by her mother, Mrs. Randolph Winslow, wife of the famous surgeon, on Sunday, January 23, when an old mail box in the vestibule of their home at 1900 Mt. Royal Terrace was taken down. The letter had become wedged in the bottom of the box and had remained there for 30 years.

It is expected that the new Universal Exchange Building, Washington, D.C., will be opened about February 15. A party will be given by M. Van Praag and the Universal Boosters' Club as the opening event for exhibitors and other exchange men in the Capitol City. The new building is located next to the former Universal exchange building, New Jersey Avenue and K Street.

The Washington, D.C., offices of Gotham and Columbia Pictures have combined and hereafter productions of Gotham and Lumas and Columbia will be handled out of the Columbia exchange. In charge of the sales and distribution forces will be William P. Dutton, who has managed the Columbia exchange there for some time. Maryland, Virginia and the District of Columbia will be included in the territory covered by that exchange.

Due to her father being ill in Little Rock, Ark., Lily Plummer, formerly employed at the Washington, D.C., Pathe office, has returned to her home there.

An operation on the throat on J. S. Wolf, representative of Producers Distributing Corporation, Washington, D.C., was performed recently, but he has recovered and is back at work now.

Louis M. Metzger, office manager of the Metro-Goldwyn-Mayer exchange, Washington, D.C., has gone to the Detroit office of that company.

A motion picture theatre to cost about $125,000 is to be built in the business district of Fredericksburg, Va. It will measure 54 by 170 feet and have a seating capacity of 1,200 persons. The site for the building was purchased recently by the Pitts' Realty Corporation.

Jake Wells, whose moving picture interests in Virginia were purchased by Wilmer and Vincent recently, has bought the Carolina Terrace Hotel property, Henderson, N.C. The reported price was $150,000. He plans to develop it.

The Capitol Theatre, Danville, Va., which is rapidly nearing completion will be opened within the next few weeks, it is said.

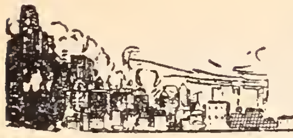
An orchestral organ has been installed in the Jefferson Theatre, Charlotteville, Va., by the Kendler-Zimmerman Corporation. The organ chambers were placed in the space formerly occupied by the upper boxes.

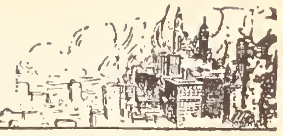
A theatre building in Charlotte, N.C., will soon be remodeled at a cost of about $142,000 according to a report from that city. The architect who designed the plans for the reconstruction is William Peeps.

A theatre to have a seating capacity of about 900 persons will be built in Pocomoke City, Md., by Frank H. Bartlett of Berlin, Md. Motion pictures will be shown principally, but a stage will be built in so that all kinds of entertainment can be given.

A building to contain offices, stores and a theatre to cost about $350,000, has been designed by J. M. Cahoon, architect, for Edgeville, N.C.

In the plans of George Shafer and Edward Hazlitt, of Wheeling, W.Va., for business block containing stores, offices and a nine story hotel, a theatre is included.





New York and New Jersey

THAT the several children's societies in this zone are still active in the matter of checking the admission of minors to motion picture theatres is evidenced by bits of conversation picked up here and there among our local showmen. These seem to apply mainly to those exhibitors whose theatre properties are classed as neighborhood houses, sections of the city where the society's agents seem to have directed most of their energy in haling a number of theatre owners to court where the cases were shortly disposed of; some of them getting off more or less lightly in view of the recent Montreal disaster, and others becoming involved in further court hearings of a more serious nature. According to two or three exhibitors, who have experienced being haled before the court officials, they will not take any further chances admitting youngsters who appear to be under age. Determining age, however, seems to be rather difficult at times; particularly in this flapper era when sophisticated young ladies of fourteen step up to the ticket booths and demand and pay for an adult admission ticket.

On Monday, January 4, fire in the basement of the Lyndhurst Theatre, a motion picture house located at Lyndhurst, N.J., damaged the theatre and two adjoining stores to the extent of $25,000. An explosion in the theatre's heating plant is said to have caused the blaze. Ice on the pavements seriously affected the efforts of the firemen to subdue the conflagration. The theatre was unoccupied at the time.

Local exhibitors will recall the Lyndhurst as at one time having been owned by John Collins, former M.P.T.O. of N.J. official. Mr. Collins, it is said, put mostly "his all" in the house when he built it, only to have it proved to him in the future that the location was not all that it should have been for a lucrative return on his investment. Later on, the Lyndhurst was turned over to Dahnken and Clark and subsequently closed until the present operators, the South Bergen Amusement Company, took it over.

Pelham Lynton, that fast working Pathe-Jersey salesman, probably knows as much about the Lyndhurst's history as most of them. Lynton says, "I was there when the house opened, and I was there when she closed." And that's that.

Irving Gerber, spokesman and right hand man of William Salkin, the latter a rising film potentate of New York's East Side, advises that Salkin's new Eagle Theatre, 103rd Street and 3rd Avenue, will definitely open on February 20th The new house, built with the care and foresight which Mr. Salkin usually displays when launched on a theatre project, is particularly well located, is one of the stadium type with about 1,350 seats and is modern in every detail. William Salkin has lived in this neighborhood for the past seventeen years and in addition to the new Eagle owns and operates two other theatres in the same territory. It is said that this circuit will also break ground for one or two more houses in the near future.

Holy Week is the time Sam Perry of Englewood has chosen to suspend operations while the Englewood undergoes an entire redecorating of the interior, change of seating arrangement, etc. Mr. Perry has contracted with the American Seating Company for a shipment of brand new heavily upholstered chairs and will also do away with the middle aisle, thereby adding to the seating capacity by two or three dozen. New stage furnishings and side wall drapes have been installed by the Novelty Scenic Studios and have greatly added to the appearance of the Englewood's auditorium. Only a week or so ago the new marquee, patterned after the one which adorns the front of New York's Paramount, was completed and hung, so it looks as though Mr. Perry has practically built himself a new theatre.

The Isle Amusement Company, a Staten Island theatre circuit owned and operated by Chas. Moses and Irving Johnson, are at present building two large motion picture theatres, one at St. George and one in West New Brighton. This company also owns the Strand at Great Kills; the Richmond, at Stapleton; the Liberty, at Stapleton, and the Ritz Theatre, Port Richmond.

Joe Hornstein recently spent several days in Washington, D.C., in the interest of the National Supply Company, of which he is the Eastern zone manager.

The Cherokee Theatre, 81st Street and 1st Avenue, New York City, will reopen in the near future. The Cherokee seats about 600 and was formerly owned by Joe Steinkritz.

The reason that Milton Kronacher absented himself from the Pathe exchange office last Tuesday and that on his return to duties the following morning, it was observed that he would occasionally bow his head and groan, can be easily explained: You see, one of Milt's favorite nieces, Miss Renee Marks, formerly with Famous-Players and Tiffany, set her wedding date for the night before and Milton did his best to assist at the following reception. The former Miss Marks and her husband will make their home in Syracuse, N.Y.

Back from Texas but a short time, Wm. Atkin is again in harness at his old position superintending the Bohemian Annex, Rex Theatre and the 58th Street playhouse.

Two of our prominent local theatre owners are basking in the pleasant Florida sunshine. One is Harry Blinderman, partner in the ownership of one of New York's largest circuits, and the other, Miss Henrietta Schneir, proprietress of the Central Theatre and various beauty parlors on Manhattan Island.

A recent court decision relating to the Strand Theatre, Red Bank, N.J., was instrumental in that house reverting to its former owner, J. Clark O'Connor. As near as can be ascertained, the Strand, which was built and previously operated by Mr. Clark, eventually came under the control of the Walter Reade circuit, after which the theatre ceased to operate. Through some mixup or other, the control of the house has passed out of the hands of the Reade Enterprises and it is reported that Mr. Clark will again open the house for business.

Last Sunday, both Red Bank and West Orange theatres were open and unmolested by blue law agents seeking to uphold the old State vice and immorality act; in fact it is said that the mayors of these two Jersey communities are altogether in sympathy with an open Sunday and with the latest open Sunday bill before the State Legislature, it seems possible that the difficulties which have confronted Jersey exhibitors in the past and at present will undoubtedly be adjusted to suit all.

Another testimonial given a popular theatre circuit executive was the recent birthday dinner tendered William McChesney, general manager of the Walter Reade Enterprises, when all circuit employees dined Mr. McChesney and presented him with a handsome and appropriate gift. The event was in celebration of McChesney's thirty-fifth year.

February 15th is the definite opening date of Stanley Sobelson's Elmora Theatre, Elmora, N.J.

Eddie Seider, partner in the firm of Moley & Seider, producers of tab shows and novelty acts for neighborhood houses, and who became involved last week in a controversy between two trucks disputing the right of way on Seventh Avenue, along Film Row, has had his bruises patched up and is again back at his desk in the Prudential Film Delivery offices.

Arthur Greenblatt, New York manager of the Educational exchange, is already preparing for his spring drive. Mr. Greenblatt will also attend the Educational exchange convention to be held at Los Angeles some time during March.

David Lustig, recently transferred to the management of the Apollo Theatre in the Steiner and Blinderman circuit, will not only devote his time to the supervision of that house, but also look after publicity and exploitation for practically all the theatres in this circuit.

Stern & Schwartz, operators of the Cameo and Bergen theatres, Newark, and the Roslyn, Rosedale, N.J., have added to their holdings the Fox American, also in Newark and are further reported about to close a deal for one or two other theatres.

George Balsdon, branch manager of the New Jersey office of Warner Brothers, who has been confined to his home for the past few weeks with a serious attack of influenza, is rapidly recovering, and will soon be back among the hustling New York, New Jersey and Brooklyn live wires under the supervision of Arthur Abeles, division manager.

Bert Sanford, veteran salesman of the local Pathe exchange, has been confined to his home with a severe cold.

Florida

THE S-B-T Properties, with general offices in Tampa, have made a change of managers in two of their houses. Charles K. Ellis has been transferred from Fort Myers to the Gem Theatre at Jacksonville, and J. O. Bussell has been placed in charge of the Fort Myers house, the Palace.

The annual meeting of the Strand Amusement Company was held this week and a dividend of 8% was declared; this followed a 100% stock dividend declared last year. W. B. Gray was elected president, Enrique Pendas and E. Sudendorf, vice-presidents; Hilton S. Hampton, secretary, and Jerome A. Waterman, treasurer.

The Franklin Theatre, one of the chain operated by the Consolidated Amusements here, has had a new and complete heating and cooling system installed by the Carrier Engineering Co.

The Manhattan Opera Company is in Tampa for a season of Grand Opera. The shows are being presented at the theatre of the Centro Asturiano, one of the Latin Clubs of this city.

Cecil A. Ross, who operates the New Theatre for white patrons, and the Washington for negroes, at Apopka, is branching out. He bought the house at Pinecastle this week and will remodel it.

The Tamiami Enterprises have taken over the Alden Theatre, recently opened by W. J. Dresser at Safety Harbor, and added it to their string.

New England

THE annual meeting of the New England Film Board of Trade is scheduled for February 7.

Fireman's Hall at Lakewood, R. I., has been taken over by the Firemen's Association from A. Bogalato.

General Sales Manager J. R. Wilson, of Educational, came over from New York for a brief business visit to the Boston exchange during the week.

Irving Wallenstein, formerly head of Film Booking Office in New England, and now in charge of production for Sterling Pictures, Inc., was a welcome visitor to Boston during the week, renewing friendships. On Monday he left for the West Coast with his family, and will make their home permanently in the West.

P. C. Canty, of Educational staff, is making a special sales trip through Maine for that company.

William Buckley, of the Colonial Theatre at Laconia, was a visitor to Film Row during the week.

Rev. Fr. Groton, of St. John the Baptist parish at Pawtucket, R.I., has started showing moving pictures in that city.

Joseph McConville and Abe Montague, of Independent Films, Inc., of Boston, spent several days in New York during the week.

Manager H. F. Campbell, of the Fox Films, Boston, has returned from a visit to William Grey, who operates a large circuit in Maine.

Arthur Ruscica, a Fox student, paid a visit to the Boston exchange during the week preparatory to an assignment to the foreign field.

After the heaviest snow storms in years and a wealth of snow up to last week, the male bookers were disappointed when a sudden thaw removed most of the snow just prior to their long-planned sleighing party for the girl bookers. Motor busses were substituted.

Chester Doherty, former shipper at Paramount Exchange, Boston, is playing a vaudeville engagement at Keith's Theatre, Boston, with Eddie Leonard. Chester rubbed his eyes several times on his opening night when scores of familiar faces looked at him over the footlights. When the curtain went down, Chester was called to the footlights and presented a beautiful wrist watch by his long time friends from the film district. All of the exchanges were represented. Chester's father, Tom Doherty, is the present shipper at Paramount's Exchange.

There was a slight fire in the booth of the Ware Theatre at Beverly, Mass., Monday night but no disorder resulted and little damage was done.

The Capitol at Leominster, Mass., has a new manager in the person of A. J. Flynn.

George Allen, formerly one of the best known exhibitors in New England when he headed the Allen and Charette Circuit in New Bedford, Mass., has forsaken the films to operate two large hotels on Cape Cod.

Mrs. E. R. Dessez, manager of the educational department of Pathe, spent a day at the Boston exchange during the week.

Charles Dempsey, of the Independent Films sales force, has been assigned to his old stamping ground, New Hampshire.

Phil Fox, booker at Independent Films, Inc., went "on the air" through Station WNAC, Boston, Wednesday night, January 26, as one of the principals in the B'nai B'rith show.

Kenneth Forkay has been appointed manager at Norfolk Downs Theatre, Quincy, Mass., succeeding Sam Levinge.

Edward Hayes, manager for the Pathe Exchange at Albany, paid a visit to the Boston exchange during the week, en route to New York.

George Fuccill, shipper at the Pathe Exchange, Boston, has the sympathy of the Row in the death of his father.

Visitors to Boston during the week include Edward Hanley, welfare director for the Abbott Worsted Company at Fork Village, for a number of years and one of the most successful managers of the smaller theatres in the state; Simon Beserofsky, who operates the former Allen & Charette Circuit in New Bedford; R. A. Kinirie, of the Dreamland Theatre at Bellows Falls, Vt., who made bookings for the late winter, and Irving McDonald of the Fox Theatre, Springfield, who came on a similar errand.

National Vaudeville Entertainers' Association of Springfield, Mass., recently organized, made its first public appearance at a dance and entertainment at the New Touraine Crystal ballroom Tuesday night when it entertained a large number of theatre executives and attaches and other guests.

Leo Auclair, owner of the Diamond Theatre at Greenville, R.I., has sold to Earl King, who will continue the house under the same policy of pictures as has been in force.

Mrs. H. C. Morgan has sold the Odd Fellows Theatre at Lincoln, Me., to O. B. Fernandez, who operates the Auditorium in the same town, giving him control of both theatres there.

New England Bookers Association, composed of the bookers of all of the exchanges and branches, have set the date for their second annual ball for February 25th, at the ball room in the State Theatre building, Boston. All of the proceeds of the affair will be used for philanthropic purposes and the committees are now at work to make the affair as great a success as last year's party. Most of the talent, music and hall will probably be donated to the bookers. Proceeds from last year's affair provided sanitarium treatment for a member of the association who was seriously ill but who is now well on the way to recovery.

Patrick Dorsey, janitor for many years of the Pathe Exchange in Boston, and known to thousands of exhibitors and film employees, died at his home in Roxbury, Thursday.

District Manager L. J. Hacking, of Producers Distributing Corporation, returned this week from an extensive business trip through the West.

Mayor Malcolm G. Nichols, of Boston, ex-Mayor James H. Curley, and many other city and state officials together with a number of exhibitors and the entire staff of the Fox Exchange, attended the New England premiere of "What Price Glory?" Fox's chief release of recent date, at the Majestic Theatre, Boston, Monday, January 17. The film comes for an indefinite stay and follows a long run at the Majestic of "The Big Parade" at a return run.

H. F. Campbell, manager of the Fox Exchange at Boston, has returned from Lewiston, Me., where he was a guest of Mr. Gray, of the Gray Circuit.

Another chapter in the Poli deal with the city of Springfield, Mass., by which Mr. Poli secured the site adjoining the Municipal Group for a theatre, has been written with the payment of $500 by the city to Frank C. Brinkerhoff, a real estate broker, for services rendered in connection with the deal.

Construction started this week on the new motion picture theatre on Broadway, opposite the City Hall, Revere, Mass. The new theatre will cost $250,000 and will be known as the Revere Community Theatre. It will seat 1,800 and will also have a large stage and dressing rooms for vaudeville and legitimate plays if desired. The theatre will be of blue, rough-texture face brick ornamented with cast stone, will be of Byzantine style, and the interior will be after the Moorish style.

Announcement is made that the theatre has already been leased, and will be operated when completed, by the Universal Motion Pictures Co. of New York. Work is being rushed and it is confidently expected that dedication of the theatre will take place July 4 next.

Cincinnati

ANOTHER neighborhood theatre is to be added to the already large chain of houses under control of the Wm. M. James Amusement Co., at Columbus, O. The new house will be located at corner of Broad Street and Ogden Avenue. Plans call for seating capacity of 1,500 to 1,800 and the cost is estimated at $300,000. The new house, which is expected to be completed by September 1, will be devoted to pictures, although it will have a stage of sufficient dimensions to accommodate community affairs.

The Strand Theatre, Wierton, O., operated by the Manos Amusement Co., is being extensively remodeled and refitted throughout. 500 new seats are being installed.

The Grand Opera House, Cincinnati, O., playing Erlanger legitimate attractions, is showing "Beau Geste" for a week between regular road show dates.

Forey L. Bowers has been appointed manager of the Strand Theatre at New Philadelphia, O., which house has recently passed into possession of the Tusca Theatre Corporation. It was formerly owned by A. V. Abel. The present policy of pictures will be continued.

The new Wurlitzer organ at the Rialto Theatre, Hamilton, O., was dedicated recently with appropriate ceremonies, a special program of popular and classical music being rendered by Harold Hovel, organist.

A number of exhibitors from southern Ohio attended the opening of the Tivoli Theatre, at Richmond, Ind., which is operated by the Fitzpatrick-McElroy interests of Chicago.

Harry Silver, the rotund manager of the Palace Theatre, Hamilton, O., says that he does not usually believe in signs, albeit there is a large illuminated sign now adorning the front of his house on which is listed the forthcoming attractions.

The first real night club has been opened at Canton, O., and the owner is none other than J. D. Kessler, who for many years was part owner of the Alhambra Theatre in that city.

Jim Weed, popular manager of Keith's Theatre, Dayton, O., recently lost his pet dog through death, since which time he has taken upon himself the task of delivering little lectures occasionally on the proper treatment of canines, on which subject he is thoroughly posted.

Many fond memories flashed through the minds of Dayton, O., citizens when an act billed as "The Donovan Girls" appeared on the Keith program in that city. The young ladies are daughters of Major J. Orrin Donovan, who was formerly manager of the Colonial Theatre there.

Manager Harold Granger, of the Kaypee Theatre, Mt. Gilead, O., recently featured a home talent vaudeville program in connection with his regular showing of pictures, which made a decided hit with the local public.

The Athens Amusement Co., Athens, O., has been incorporated at Columbus, by W. E. Landis, P. G. Dowler, L. F. Jones and others.

Oklahoma

ON January 1, the Seminole Theatre Company was incorporated at Seminole, Okla. J. O. Templeton and Frank Woozencraft, who had the Liberty Theatre at Seminole, and C. E. and A. B. Momand of Shawnee are the incorporators. The new Company, besides owning the Liberty, are now building a second theatre at Seminole, the State Theatre. This new theatre will seat 800 and will be ready for opening the second or third week in February.

W. H. Wood purchased the Iris Theatre at Sapulpa, Okla., this week from Phil Isley, of Oklahoma City. Mr. Wood has owned some stock in the Iris and been managing it for the last few months.

Truly B. Wildman, manager of the local Warner Bros. exchange, is being changed to the Dallas office, according to reports and Mr. Byrd of the Dallas office, who used to be in charge here, will be brought back.

Milton Simon, district manager of Rayart Pictures, Inc., is in town this week-end, spending some time with the Enterprise Distributing Corp., here.

Word comes from George Vail, former exhibitor at Shamrock, Okla., that he has just finished his two hundredth town with his road show. This was done in just one year. At present he is showing in the southern part of Texas, where it's still summertime.

John Klock, formerly connected with the Southern Theatre Equipment Company, and for the last eight or nine months with the Anderson Theatre Supply Co. here, has opened up a theatre accessory house at 5 N. Dewey. This is the location of the Kelly Theatre Supply with whom Mr. Klock started in with twelve years ago. The new company will carry everything for the theatre in the way of accessories except machines.

J. W. Fox, of Grandfield; Fred Pickrel of Ponca City, Harry Britton of Norman, J. White of Lindsay, were in Oklahoma City last Friday attending the Shrine ceremonials. Dave Shavoll, speaker of the House, was the successful candidate in the race for the ring.

Mrs. Ida Haines is building another theatre in Wanette, to be called The Cortez. This new house will be ready to open by February 1st.

The Joint Board of Arbitration that held its meeting Monday, January 10th, broke up a short time after the meeting was begun. The difficulty arose over the question of whether L. W. Brophy, of Muskogee, one of the exhibitor members of the board, was eligible to sit. One of the exchange members quoted the rules of the Arbitration Board as saying that all exhibitor members must be actively engaged in managing a theatre. Mr. Brophy sold his five theatres last spring previous to his trip abroad.

Paul Croaig, who has been assisting at the Griffith theatres in Elk City, Okla., has been made manager of the Rex Theatre at Yale.

W. P. Moran spent last Monday in Kansas City attending a get-together meeting of Universal officials and some of the branch managers. Those attending were: Bill Troug, R. B. Williams and Lew Metzger from New York; Manny Gottlieb, of St. Louis; Sam Cain, of Denver; McIlheraf, of Dallas, and Harry Taylor, of Kansas City.

Clifford Paine, at one time connected with the Capitol Theatre at Oklahoma City, is succeeding John Feeney as manager of the Jackson Theatre at Pawhuska.

N. A. Dickson is installing the third theatre in Pampa, Texas. This new theatre is called The Grand.

The Griffith Brothers, who have forty-two theatres in this territory now, and four more under construction, announce that they will build at least ten more theatres by fall.

Mrs. Puttkemer has purchased the Queen Theatre at Chattanooga, Okla., from Hinkle and Hanks.

Butte

AT the recent election of officers for the Board of Arbitration for Montana W. M. Hughart, manager of the local Pathe exchange, was named president. He is also president of the State Film Board of Trade.

W. B. Hartwig, manager of the Hartwig Theatre in Dillon, will cooperate this year as they did last year, with the Beaverhead County High School in the effort to raise funds to send the senior class to the vocational congress to be held in Bozeman, January 31st.

Tickets for the show were given to the senior boys January 20th and 21st and they will be awarded a percentage of the proceeds.

W. J. Sullivan, manager of the Rialto Theatre, entertained at the Rialto last week for the little crippled children of Butte.

Dave Farquhar, manager for Warner Brothers in the Salt Lake City exchange, is in Montana this week hobnobbing with the exhibitors of the key towns.

David McElhinney and Jack Connors of the P.D.C. Butte exchange have been to Salt Lake City to attend a conference called by Manager Al O'Keefe.

Manager McElhinney has returned to the Butte exchange and Jack Connors is covering the Montana territory.

G. H. Warren has been promoted to the Feature Sales Manager's position in the Butte Pathe office. "Rick," as he is known to the trade, has been connected with the motion picture business for several years. He started in the theatre game in Butte and during that time he was connected with the Liberty and the old Lyric Theatre.

Chief Auditor W. K. Lendon, of New York City Universal offices, has been in Butte for several days. He came here from Vancouver, Wash.

While here he complimented the office force of the exchange on the splendid record of business accomplished through Manager Clarence Severson and his official staff.

The annual report of the Harrison Avenue Theatre Co. was filed in the county clerk and recorder's office this week. The capital stock listed is $100,000, of which $68,500 has been paid in cash while $23,700 has been issued in payment of property and $100 in payment of services. The officers of the company are Hugh J. McDonald, president, Peter Potter, vice-president, and C. L. Berrien, secretary. The officers and J. T. Bennets and F. A. Ironsides constitute the board of directors.

At the Myrtle Theatre in Lewistown a special light has been placed in the beautiful playhouse in memory of the famous artist, Charles M. Russell. Mr. Ritch, the lifelong friend of the artist and who owns the Myrtle, made the dedicatory address, which was claimed to be one of the finest of its kind ever delivered in the city.

Glenn Chaffin, formerly of Corvallis, Mont., and Miss Mae Mueller were married at Venice, Cal., January 7th, according to Bitter Root Valley friends. Mr. Chaffin is a native of the Bitter Root who has lived in Culver City the past five years. He is engaged in publicity work for moving picture artists. Mrs. Chaffin has been financial secretary of the Metro-Goldwyn-Mayer Corporation. They will make their home at Culver City.

St. Louis

FIRE which started in the booth of the Family Theatre, 5118 Shaw Avenue, St. Louis, during a performance the night of January 16, damaged the equipment in the projection room about $500. John Luguzzi, the operator, escaped unhurt. The audience also left the house quietly.

Harry Turner of Pana, Ill., has purchased the Dixie Theatre in Vandalia, Ill., from S. E. Pertle of Jerseyville, Ill. Turner also operates three other houses in Pana and Nokomis, Ill.

The Sears Amusement Company has purchased the Grand Theatre, Mexico, Mo., from the Josephson Amusement Company. The Grand thus becomes another link in the Universal theatre chain.

Ray De Lat has sold the Pastime Theatre, Kansas, Ill., to Messrs. Rennells, Prather and Armstrong.

David Hoffman, owner of the building, is now operating the Bridge Theatre, Natural Bridge Avenue, St. Louis, Mo.

E. W. Blanton plans to open a new theatre in McKittrick, Mo., to be known as the Blanton Theatre.

Lester J. Bona, formerly St. Louis city salesman for First National, has been elevated to assistant to Manager Harry Weiss. He assumed his new duties on January 10th.

H. E. Staler is now travelling Arkansas for United Artists while Marvin Weisman is Missouri salesman for that company.

Jack Rodman of Denver, Colo., Western division booker for Paramount, was a local visitor.

Visitors of the week included: S. E. Brady, Cape Girardeau, Mo.; Harry Turner, Pana, Ill.; S. E. Pertle, Jerseyville, Ill.; H. Spaulding, Litchfield, Ill.; Doc Tetley, Flat River, Mo.

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Albany

CHANGES continue to occur along Albany's Film Row, with the result that Charles Walder, one time local manager for Goldwyn and more recently a salesman at the Metro-Goldwyn exchange in this city, has been transferred in the same capacity to Atlanta, Ga., exchange. Ira Simmons, of New York, who came here a few weeks ago as a salesman in the Metro-Goldwyn office, resigned during the week and has been succeeded by H. I. Rosefield, of New York. H. C. Bissell, who recently resigned as manager of the Universal exchange here, has received an offer to handle a foreign exchange and may go abroad in the near future.

Sidney Katz, district manager for F.B.O., paid Albany one of his periodical visits during the past week.

Miss Jane Halloran, secretary of the Albany Film Board of Trade, may sever her Albany connections in the near future, according to reports, and take up similar work in New York City.

John Gillies is once more an exhibitor in Salem, being back at the Star, which has been run until recently by Mr. Wurm. Mr. Gillies is well known along Albany's Film Row.

Eva Goldstein, of Warner Brothers' exchange, had a birthday last week, and finding the observance of it rather tame in Albany, took the train on Friday night to New York City, where she remained over the week-end.

Among visitors on Film Row during the week were Clark A. Sanford of the Galli Curci in Margaretville, and William Smalley, of Cooperstown.

Julius Byck, a deaf mute who operates a theatre in Tannersville, is spending the winter in New York City. Mr. Byck has closed his theatre but will reopen it in the early spring.

Letters also reached Film Row last week from E. M. Holden, of Gilbertsville, stating that he had closed his house until the weather becomes more favorable.

Edward Hayes, local manager for Pathe, was in Boston during the past week calling on L. D. Netter, of the Gray circuit, and also on Phil Markell and C. W. Morse, who operates the Atlas in Adams.

Mrs. Elzabeth R. Dessez, connected with Pathe's Educational department, was in Albany last week, stopping over on her way to visit exchanges between here and Chicago.

Ed Hochstim, a well-known and popular film salesman in Albany, was almost a nervous wreck by the time that last Sunday was reached. Mr. Hochstim managed to cover his territory during the week, and then hurried on to Hudson, where he was married on Sunday. The young couple are now enjoying their honeymoon.

Joe Schleiger, who was to have become booker for Jack Krause last week, is ill at his home in Albany, recovering from pneumonia. Mr. Schleiger's condition became very grave up until Monday night when the crisis was passed.

Mrs. Fred E. Duffy, wife of an Albany film salesman, slipped on a waxed floor last week and in falling fractured one of her ankles.

C. C. St. Clare, owner of the Community Theatre in Mineville, paid Albany a visit last week when he dropped off on his way to New York.

Amos Leonard, of Syracuse, a Pathe salesman, was working over the Albany exchanges long after spending a day or two with the Schine Brothers in Gloversville, who now rank as the biggest buyers in this State outside of the metropolis.

John Ross, who picks up film in outlying places and brings it to the Albany exchanges, long after midnight, declared that he had never encountered a storm that equalled the one of last week.

All pepped up, Harry Seed, local manager for Warner Brothers, came back from a sales meeting in New York City and then hurried on to Utica, where he called on all of the first run houses.

The Broadway in Schenectady has been closed for repairs. The Woodlawn in the same city has just been taken over by A. Wirtenberger.

Bill Shirley, formerly a well-known exhibitor in Schenectady, who sold out to Farash Theatres, Inc., is back from a prolonged stay in New York City and will leave shortly for Los Angeles.

W. Rudolph Wiley, organist at the Strand in Schenectady, has recovered from a week's illness and is back at work. Frank Learnan, manager of the Strand, has erected a new box office at the theatre.

L. J. Carkey, northern district manager for Schine Brothers, announced this week that two new organs were to be installed at the Avon and Olympic theatres in Watertown. The lighting system will be changed at the Avon and both houses will be completely redecorated.

Julius Singer, who recently came to Albany to handle Universal's affairs, journeys back to New York City for each week-end.

Miss Renee Craven, who looks after sales promotion at the First National exchange, is now taking up an advertising course one night a week.

L. M. Sanschagrin of Saranac Lake has closed his theatre temporarily.

William Donovan, of Tupper Lake, is back from a trip to New York City.

Alexander Papayanakos, owner of the American in Potsdam, has improved his theatre in redecorating the lobby and also with a new sign.

For the first time in so many years that no one can remember just when, C. R. Halligan at last took a day off on account of illness. The well-known assistant manager for Universal in Albany remained home for a day last week suffering from a very hard cold.

The Plaza Theatre in Corning has been sold by E. B. Hendrick to Morris Gaby and Irving Cohen, owners of the Majestic Theatre in Rochester.

Nate Robbins, of Utica, is head of a new company which has purchased the Colonial Theatre in that city. It is understood that the house was purchased for $330,000. It will run as a theatre until such time as it is sold for commercial purposes.

Canada

THERE is at least one Spartan mother in the city of Montreal, according to Henri Morin, a prominent figure in organized labor circles of Montreal. Mr. Morin told Premier Taschereau, of the Provincial Government, during the course of an interview regarding labor conditions, that a woman whose child had been miraculously saved from the Laurier Palace disaster in Montreal immediately took the child to another Montreal theatre and left it there alone for two hours.

The City Council of Winnipeg, Manitoba, has announced that the theatre regulations for local houses are to be completely overhauled and brought up to date. It was found that the civic theatre ordinances had not been revised since 1914.

W. L. Stewart, proprietor and manager of the Patricia Theatre, London, Ontario, for many years, has retired from the business and has gone to the Southern States for a long holiday. Before his departure he was presented with two handsome traveling bags from the Musicians' Union and the Projection Machine Operators' Local.

A veteran exhibitor has passed out of the picture in Canada, this being A.A. Cooper, for the past eighteen years manager and proprietor of the Lyceum Theatre, Huntsville, Ontario. Mr. Cooper has leased the Lyceum to D. Strano and Hugh Richardson has been appointed house manager by Mr. Strano. Mr. Cooper has retired from the moving picture business to devote his attention to mining interests in Northern Ontario.

A. Broadley, projection machine operator at the Patricia Theatre, Leamington, Ontario, has become a theatre owner, having bought the Star Theatre at Tilbury, Ont. He will continue to have charge of the booth in the Leamington house, however.

The Lonsdale Theatre, Vancouver, B.C., was broken into by thieves, who removed the safe to the sidewalk and left it there unopened, apparently having become frightened by approaching traffic. Manager Harper reported that this was the second time that the safe had been carried out by unknown intruders and not opened.

The Canadian Theatre, St. John Street, Quebec, of which Joseph Paquet is manager, is being altered to meet legal requirements and will re-open shortly, it is understood, when the changes are approved by the Department of Public Works.

A number of changes have taken place among the managers of suburban theatres operated in Toronto by Famous Players Canadian Corp. Ben. Geldzaeler, manager of the Parkdale Theatre, Toronto, for years, has been promoted to the post of general supervisor of suburban theatres by Famous Players.

Jack Quarrington, who has held forth at the Beaver Theatre for practically a decade, has been appointed manager of the Parkdale in succession to Mr. Geldzaeler.

Harry Smith, manager of the Teck Theatre in the Eastern section of the city, has been appointed manager of the Classic, also in the East End.

Jack Laver, who has had charge of the York Theatre for some months, became manager of a new North-End theatre, the Bedford Theatre.

Claude Alexander is the latest on the staff of head office of Famous Players Canadian Corp., Toronto, to step into double harness. He has returned from his honeymoon and is back at work.

The hockey team of the Famous Players Canadian Corp., Toronto, opened the season in the Ontario Capital with a brilliant victory over the Toronto *Daily Star* team in the Toronto League at Willowdale Arena by the score of 2 to 1.

Manager W. P. McGeachie of the Algoma Theatre at Sault Ste. Marie, Ontario, tells an interesting story of mishaps regarding the recent record cold snap in Northern Ontario. He says that the crunching of snow under foot was so loud that conversation was impossible. Every time you took a breath your nostrils froze together, making breathing impossible. Anchor ice got into the turbines at the power plant, throwing the city into darkness. After reaching home in the dark, he decided to have a warm drink. By the light of a candle he discovered that the water pipes in the house were frozen.

Yet he loves the Canadian winter.

Chicago

CHICK HARVEY, manager of the new Varsity Theatre, Evanston, is planning to hold an anniversary party in the Rose Ballroom of the theatre next Saturday night, and a large number of film men are expected to participate in the festivities.

Bert Fischer of the Park and Mozart theatres, Milwaukee, came to Chicago last week to arrange for purchasing an organ for the Lincoln Theatre, which he recently acquired and is remodelling.

Gerald Gallagher has been appointed manager of Balaban & Katz's Central Park Theatre. For some time past he has been manager of Lubliner & Trinz's Pantheon.

Manager Felix Mendelsohn, of Metro-Goldwyn-Mayer, left Saturday for a vacation trip to the Bermudas. He expects to be back at his desk within three weeks. During his absence Sam Berger of the home office will be in charge of the Chicago exchange.

Ascher Brothers are planning to open their handsome new Sheridan Theatre, at 4038 Sheridan Road, on February 10th. It is to be a twenty-six hundred seat de lux theatre.

Pat Garon of National Screen Service was here for a conference with Branch Manager Young this week. He later plans to attend the exhibitor's convention at Des Moines and also visit Milwaukee.

Divisional Manager Le Roy Alexander of Universal, accompanied by his wife and Mr. and Mrs. H. H. Mitchell, made a special trip to Los Angeles to participate in Carl Laemmle's sixtieth anniversary celebration. Mr. Alexander expects to spend a fortnight vacationing on the coast before returning to Chicago.

Hudson & Rule have taken over the Gayety Theatre at St. Elmo, Ill., formerly operated by L. E. Johnston.

S. E. Pirtle has sold his Dixie Theatre, Vandalia, Ill., to Harry Tanner, of Pana, Ill.

The Dreamland Theatre at Roodhouse, Ill., which recently burned down, is being rebuilt and will be ready for business the latter part of February.

District Manager Wesley Bachmeyer and Lester Stern, manager of Fox's Detroit exchange, were Chicago visitors this week.

Eddie Carrier, who has a host of friends in Chicago, sends a clever New Year's greeting card from France. He apparently is enjoying Paris.

Joe Wolf, field representative of Metro-Goldwyn-Mayer, who is doing special work in Milwaukee, was a Film Row visitor last week.

Many friends of O. A. Robinson, of the Clarendon Theatre, Morocco, Ind., will regret to hear that his wife is seriously ill.

Lee Marcus, general sales manager of F.B.O., spent several days in Chicago, making his headquarters at the local exchange. Mr. Marcus is making a tour of F.B.O.'s Central West exchanges.

Midwest Sales Manager Cleve Adams left this week on an extended tour of exchanges under his jurisdiction and will probably be away from Chicago for a month.

George Miller, manager of Simansky & Miller's Lido Theatre in Maywood, is back on the job after being confined to his home by illness for several days.

Coincident with the affiliation of V. U. Young's houses, the Palace, Orpheum, Gary and Broadway, and Pete Kolaris' houses, the Grand and Cosmo, all of Gary, Ind., with his booking circuit, Earl Johnson has changed its name from Johnson Theatres, Inc., to Illinois and Indiana Theatres, Inc. James Gregory's Gaiety at Ottawa, Ill., is another recent addition to this circuit, and it is understood that within a few days ten more houses will put the buying of their pictures in the hands of the Illinois and Indiana Theatres, Inc. Twenty-three houses are now members of this buying chain.

A two-story building, to contain a two-thousand-seat motion picture theatre, twelve stores, a bowling alley and apartment, is planned for the southwest corner of Clark and Villa streets in Villa Park, by Fridstein & Company. It is stated that work will start at once. This is the second motion picture project recently announced for Villa Park.

E. B. Deer, treasurer of F.B.O., stopped off in Chicago for a visit with Midwest Sales Manager Cleve Adams and Manager Jack Sampson. Mr. Deer is en route to the coast, where he will spend some time at the company's studios.

Jules Moss, former purchasing agent for Lubliner & Trinz, is back in Chicago after a vacation spent in California. It is understood that Mr. Moss plans to make a new connection which will keep him in this city.

The Lyric Theatre at Streator, Ill., is now running only on Saturday and Sunday. It is operated by the Eastern Illinois Amusement Company.

Charles Ryan has resigned as manager of H. J. Merle's Irving Theatre, with which he has been connected for the past year, to accept a position with James Coston of the Coston Circuit. Mr. Ryan will direct theatre activities of a string of residential houses, of which Mr. Coston is president. Mr. Ryan is a veteran in theatre management, having been connected with this branch of the industry for the past seventeen years.

Kansas City

JOHN NOLAN, branch manager of the Fox Exchange in Kansas City, is the new chairman of the Kansas City Joint Board of Arbitration. Mr. Nolan has been one of the most ardent workers for the betterment of working conditions between exhibitors and exchanges in the Kansas City territory. The board, which was disrupted for two weeks recently by a "walk-out" on the part of the exhibitor members, now is functioning smoothly.

The first party of the M-G-M Club, composed of the manager, assistant manager, salesmen, bookers and secretaries of the Metro-Goldwyn-Mayer Exchange in Kansas City, will take place next Saturday, which will include a screening, dancing, orchestra and refreshments. James Shorgl, booker, is president of the club.

Two years ago in Dayton, Ohio, Miss Jean St. Clair and Mohamid Ben Wagneman, who now are at the Garden Theatre, motion picture and vaudeville house of Kansas City, made a wager to the effect that the first to get married before January 15 would forfeit a gift, to be decided later. No sooner had the time limit elapsed this week, than the couple went to the courthouse in Kansas City and were married.

"We at least saved the expense of buying those gifts," Miss St. Clair smiled.

Among the out-of-town exhibitors in the Kansas City market this week were C. W. Goodell, Pastime,

ferson, Princess and Grand, Springfield, Mo.; Frank Weary, Farris Theatre, Richmond, Mo.; G. L. Rugg, Weston, Mo.; Ed. Peskay, Penn Theatre, St. Joseph, Mo.; Herb Thatcher, Abilene, Kans.

A new and "chic" head of bobbed hair made its appearance in the M. P. T. O. Kansas-Missouri headquarters at Kansas City this week. It was that of Miss June Metcalf, secretary.

Ira Cohen, former district manager for Fox in Kansas City, waved a farewell to friends and departed for Cincinnati, where he is Fox branch manager.

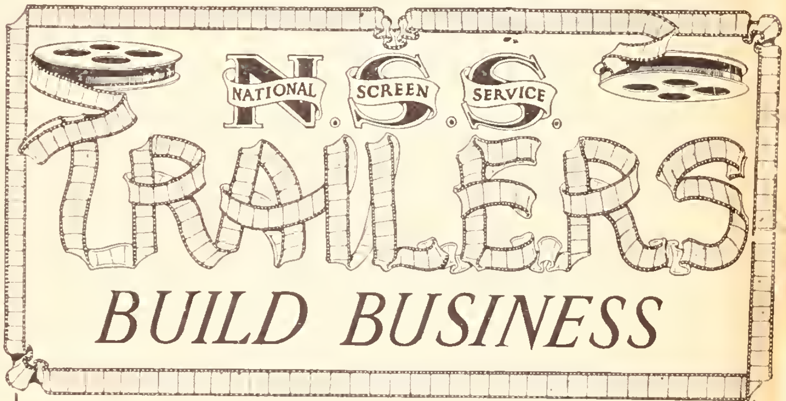
Miss H. LeGender, former cashier of the Paramount branch in Des Moines, Iowa, has joined the personnel of the Kansas City Paramount branch.

Les Durland, film veteran of Kansas City, will be the new booker for the Tiffany Productions, Inc., branch when the new office of that company is completed in Kansas City.

Max Rother, Fox home office representative, was a Kansas City visitor. C. M. Parkhurst, booking manager at the P. D. C. branch, is the father of an eight-pound baby girl—and it is not a bouncing baby, he vows.

Gib Jones is the new booker for the Fox branch.

C. W. Allen, P. D. C. salesman, sold a block of pictures to a Kansas City theatre the other day, which, he contends, entitles him to



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Minneapolis

THE Empress Theatre at Shenandoah, Ia., has been sold to B. B. Holdridge by C. J. Latta, who was heralded last year as the most honest advertiser in this country. Latta advertised a picture he was showing as a poor one and warned his patrons that they would be dissatisfied. However, the picture did capacity business and patronage was increased by the warning.

J. B. Abrahamson, who has owned the Rialto Theatre at Murdock, Minn., for two years, has sold the theatre to John DeMarce, who operates the Viking in the same town.

Frank McCarthy, recent purchaser of the Pleasant Hour Theatre, Brookings, S.Dak., has improved the interior of the building and renamed it The Grand.

The Winfred Theatre, Winfred, S.Dak., has been taken over by Dwight Goodrow and pictures will be shown on Wednesdays and Saturdays.

Charles Hill of George, Ia., has reopened the Royal Theatre which was closed some time ago because of lack of business.

The Dreamland Theatre at Carson, Ia., was partially destroyed by fire recently.

The Lyric Theatre at Lakota, N. Dak., is being operated now by E. T. Sloan, who used to operate the house several years ago.

Arthur Ziel has sold his theatre at Austin, Minn., to John Milnar.

Ross Ewing has opened the new Rex Theatre at Newton, Ia.

The Nujoy Theatre, Ashton, S. Dak., has been closed indefinitely by W. E. Cole, manager, because of lack of patronage.

The motion picture theatre at Lake Norden, S. Dak., has been sold by Henry Horten to J. A. Salo and O. C. Vik.

The Crystal Theatre building at Waterloo, Ia., which was burned recently, is to be rebuilt soon according to H. A. Maine, who manages the building.

S. R. Wood, owner of the Bijou Theatre, Tioga, N.Dak., was a recent visitor at Minneapolis exchanges. Among other visitors at the exchanges were J. S. Schreiber of the Grand Theatre, Breckenridge, Minn., and Harvey Day, home office representative of Educational Pictures.

Two new projectors were recently purchased by Dick Baseen of the Arcade Theatre, Minot, N. Dak.

The Leeds Theatre, Leeds, Ia., is being managed by Mrs. R. O. Brownell, recent purchaser of the theatre.

The Grand Theatre at Hallock, Minn., has been purchased from William Krumholz by the Berger Amusement Company, which operates two theatres at Grand Forks, N.Dak.

C. T. McIntire has sold the Princess Theatre at Berthold, N.Dak., to Ralph Lautenschlager.

The Isis Theatre at Webster City, Ia., was destroyed by fire last week with damage estimated at $50,000.

The Miller Opera House at Farmington, Ia., and the New Grand Theatre at Greenfield, Ia., both opened for business recently.

The Lyric Theatre at Sioux Falls, S.Dak., has been purchased from S. A. Goethal by Ralph N. Jones, who formerly owned houses at Sturgis and Sioux Falls.

W. A. Twamleyn has bought the Community Theatre at Platte, S.Dak., from Frank Delire.

Palmer J. Soughstad has been named manager of the New Grand Theatre at Northwood, N.Dak., by H. B. Olin, the owner.

A new theatre is being built at Albany, Minn., by Jerry Wertin, who now operates the Winter Theatre in that town. The new house will have a seating capacity of 400 and will be completed by June 1st.

Mrs. Cora Thompson, who closed the Opera House at Dodge Center, Minn., last summer, has opened up the theatre again. She also operates the Opera House at Kasson, Minn.

First National has established an exploitation department in connection with its Minneapolis exchange. Charles McCarthy, a former theatre owner, will be in charge.

The Minneapolis branch of Metro-Goldwyn-Mayer received a visit recently from Felix Feist, general manager; A. F. Cummings, his assistant, and S. A. Shirley, district manager. They remained in the city two days studying conditions here.

Leonard Leigh, one of the best known organists of the Northwest, returned recently to the Capitol Theatre, St. Paul, from the Garrick, Duluth. Stan Segelbaum, manager of the Capitol, arranged a novel introduction for Leigh.

Pictures were taken of Leigh's arrival at the St. Paul station where he was greeted by many friends and in front of the theatre. These pictures were shown at the theatre while the orchestra played "Cheer, Cheer, the Gang's All Here." Then the console of the giant Wurlitzer raised into view slowly. Leigh was given tremendous applause.

Dr. Francis T. Richter, well-known blind organist, has been transferred from the Strand, Minneapolis, to the Capitol, St. Paul. He succeeds Miss Elsie Thompson, who will assist Eddie Dunstedter at the State, Minneapolis.

Mrs. Etta Ruben Frankel died in a St. Paul hospital last week. She was the sister of I. H. Ruben of Finkelstein & Ruben.

Seattle

HUGH W. BRUEN, general manager of the new Northwest Theatrical Enterprises, consisting of ten suburban and one downtown picture houses operated for the Universal Pictures Corporation, last week announced the opening of executive offices on the top floor of the Securities Building, adjacent to Film Row. The Northwest Theatrical group was formerly the Pacific Theatres, Inc., and included a group of suburban exhibitors in practically every district of Seattle, taken over a month ago by Universal.

Frank Quictt, former booker at Manager L. A. Samuelson's local Pathe exchange, resigned last week to accept the position of sales representative with Jack Lannon's Greater Features exchanges. He has been succeeded by Art Grantz, booker at the Pathe office in Portland, who holds the enviable record of having been a Pathe employee for more than nine years.

Another addition to the Greater Features force is A. Clatworthy, who will represent Mr. Lannon's office in Eastern Washington, Western Montana and Northwestern Idaho. Mr. Clatworthy was formerly associated with Manager Mat Aparton's local Universal sales force.

Ray Grombacher, theatre magnate of Spokane, paid one of his infrequent visits to Film Row last week. He is making plans for the presentation of a number of extended run productions at his Liberty Theatre during the coming season.

J. F. Burke, auditor for the Educational Pictures Company, was a visitor at Manager J. A. Gage's local Educational office last week. Mr. Burke left his New York headquarters only a short time ago, and is on his first tour of the exchanges in a number of months.

Harry S. Schenck, business manager of the Metro-Goldwyn-Mayer studios, spent a short time in this territory recently. He conferred with Manager Ben Fish of the local M-G-M branch office, and H. C. Weaver, president of the Weaver studios in Tacoma.

Charles W. Harden, manager of the United Artists branch office, returned from Portland last week and announced that within all probability an Oregon exchange will be opened within the near future by his company. Present plans indicate that Harold Harden, C. W.'s son, who is now booking in this city, will assume the Portland management. A location at Twelfth and Hoty streets, adjacent to the Warner Brothers building, is under consideration, according to Mr. Harden's reports.

The entire film industry of the Northwest offered its condolences last week to Ray Graham, associated with F. W. Graham in the theatre business at Shelton, Wash., when it was learned that Mrs. Graham had died in childbirth last Saturday night.

The Legislative Ball, held in Olympia, the State Capital, last week, was attended by a number of film and theatre representatives, among them being Mr. and Mrs. James Hone, executive secretary of the M.P.T.O.W.; Mr. and Mrs. H. W. Bruen of the Northwest Theatrical Enterprises; Mr. and Mrs. Joseph A. Bradt of the Roycroft Theatre; and Mr. and Mrs. Clyde A. Walker, of the *Northwest Motion Picture Record.*

Philadelphia

A GENERAL shift has been made in Stanley managers along Market Street. Lew Williams, who has been managing the Family, has been transferred to the mechanical department and has been succeeded by J. McSweeney, who was formerly manager of the Savoy. Herb Simons, for some time assistant manager at the Arcade, has succeeded Mr. McSweeney at the Savoy. Roy Myers, who has been managing the Grand Theatre, Chester, for the Stanley Company, has recently tendered his resignation.

Charlie Segal has completed arrangements for the opening of his new theatre at Ogontz and Chelton avenues on February 5. Al Myers, a well-known newspaper man who has been connected with the *Public Ledger* and the *Daily News,* will act as house manager.

Jules Catsiff, purchasing agent for the Stanley Company of America, who has been suffering from a nervous breakdown, has returned from a three weeks' vacation spent in Bermuda, much improved in health.

Lester Adler, special representative for Harold Lloyd Productions, spent a few days in Philadelphia recently with Percy A. Bloch, Philadelphia branch manager for Famous Players.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Public Relations New F&R Dept.

Blanche MacDonald, Former Twin City Newspaperwoman and Publicity Expert, Placed in Charge of Organization Work

FINKELSTEIN & RUBEN, an organization controlling more than a hundred picture theatres in the northwest, recently announced the organization of a department of public relations. The purpose of this department will be the establishment of salutary contacts between the theatres and the public and the promotion of various enterprises looking towards the creation of good will.

Miss Blanche MacDonald, former Twin City newspaperwoman and publicity expert, has been placed in charge of the department.

Although Miss MacDonald has been at her new post only a short time, she has already set machinery in motion which will, before long, bring definite and concrete results. Thoroughly competent and inspired by a tremendous enthusiasm over the work in hand, Miss MacDonald has already launched a vigorous campaign of cooperation and education in the northwest.

"The department's primary aim is the building up of good-will and the establishment of valuable contacts with various organizations in the northwest which have, or should have, a vital interest in the movies," Miss MacDonald explained last week to an interviewer. "We hope to be able to show the public how 'the wheels go round,' just what problems are encountered by the exhibitors, and to cooperate at every step with organizations which are concerning themselves with the movies. The staging of benefits for organizations seeking to raise funds will be one part of the work, of course, but there are many other ways by which we plan to create a closer bond of friendship and good-will between the theatre and the public."

Co-operates With Women's Clubs

Miss MacDonald is shrewdly concentrating on the women's organizations and on the problem of entertainment for the children in launching her program. One of her first steps will be the promotion of Saturday morning programs for the youngsters which will feature films carefully chosen with an eye to wholesome juvenile entertainment. Efforts will be made to interest various women's organizations in this work, and to make them feel that the problem of selecting worthwhile entertainment for the children is a mutual one. It is planned to stage these Saturday morning programs at the neighborhood theatres as well as at the downtown houses.

Blanche MacDonald

As a beginning, Miss MacDonald is already arranging a Lincoln's Day program for Saturday morning, February 12, at the Garrick Theatre in Minneapolis. Letters giving details of this performance will be sent to the Parents-Teachers associations, Boy Scout officials, the Women's Cooperative Alliance and other women's organizations, and cooperation of a number of clubs has already been assured. The Daughters of the Revolution is especially interested in this work. Nominal admission charges will be made, although they will hardly cover the expense to which F. & R. will go to stage these special children's performances.

"I feel that there is a wide field for patriotic programs of this sort," says Miss MacDonald. "Holidays sometimes mean little more to the children than a day of freedom from school. The programs which we will arrange should help to drive home the significance of the day."

Arrangements are also being made for a special Washington's Birthday program for children.

Miss MacDonald has already called on the chairmen of a number of moving picture committees affiliated with women's clubs and welfare organizations of the Twin Cities. She is explaining to them that F. & R. is constantly working in the interests of better pictures, and the firm is vitally interested in any work which will help solve the problem of providing appropriate entertainment for the children. These chairmen have already expressed heartfelt approval of the F. & R. campaign, and have promised their utmost cooperation in the work. Miss MacDonald also plans to address women's meetings and club gatherings in order to cover the field as thoroughly as possible.

Theatre "Educational Tours"

As an example of what may be done along this line, Miss MacDonald has already arranged a tour of the State Theatre, Minneapolis, for members of the moving picture committee of the Fifth District Federate Women's clubs. These members will be shown through the State Theatre on the morning of January 27, will be taken "back stage," and the mechanics of house management and exhibition will be thoroughly explained to them. Other tours of this sort will be arranged, and in this way the public will gradually grow to understand the complexities which confront an organization of the size of Finkelstein & Ruben.

Miss MacDonald will also make it a point to encourage house managers to form close contacts with the communities served by their theatres. This can be done by cooperating with commercial clubs, churches, and various improvement societies. If the managers will take the trouble to widen their circle of acquaintances and seek out various community leaders, she feels that much will have been accomplished towards the creation of good-will.

"We want Minneapolis, St. Paul and the entire northwest to feel that the newly established department of public relations is an 'open door' to our firm," Miss MacDonald explained. "We invite suggestions and complaints, and will endeavor in every way to create a mutuality of interests between public and exhibitor. Here is a great field which has remained virtually untouched, and the possibilities in it are tremendous."

Miss MacDonald was considered one of the ablest newspaper women in the northwest when she was a feature writer on the "Minneapolis Tribune" more than a decade ago. Recently she has been publicity secretary of the Hennepin County Tuberculosis Association, and has conducted a number of successful publicity campaigns for that organization. During the war she had charge of publicity for the New York Federal Food Board. After that she was with the advertising department of Namm's department store in Brooklyn, and from there went to the Frank Presbrey advertising agency in New York City.

LloydComedyOpensRialtoEngagement

Long Run Predicted for "Kid Brother" at Broadway House

HAROLD LLOYD'S "The Kid Brother," his newest comedy for Paramount, opened its Broadway engagement at the Rialto Theatre, Publix's long-run house in New York, last Saturday. It follows "Sorrows of Satan," which played a three weeks' engagement at the Rialto.

The Lloyd picture drew capacity crowds on its opening day, and the Rialto has since continued to attract large houses for all performances of "The Kid Brother." It is accompanied by "Georges Bizet," a one-reel "Famous Music Master" film, and Rialto Cinemevents, on the program of the Rialto.

Photoplay reviewers of the New York dailies in their reviews of the picture in Monday's papers predicted a long run for "The Kid Brother" at the Rialto, an opinion which agrees with the consensus of the majority of the picture men who viewed the new Lloyd work previous to its opening at the Broadway house.

"Chinese Jade" with Dix Feature at Paramount

"Chinese Jade," a John Murray Anderson presentation, with an unusually attractive setting from the Far East, is being offered in conjunction with "Paradise for Two," starring Richard Dix, at the Paramount Theatre, New York, this week.

The presentation features dancers, singers and tumblers, all of whom are made up to appear as if carved in jade. The entire presentation is set to Chinese music. The role of the jade goddess, the central figure, is performed by Ada Forman. Other attractions are the Chantal Sisters, a piano duo; Jesse Crawford's organ solo; Paramount News, and "We Must Be Thrilled," a Castle film.

Nora Bayes Starts Tour of Loew Circuit

Nora Bayes, famous vaudeville headliner, began her tour of the Loew circuit last week at the State Theatre, St. Louis, where her thousands of admirers in that town registered keen enjoyment of her vocal offerings. She made her biggest hit with her rendition of "That's a Good Girl."

Don Albert and his orchestra played "The Crystal Gazer" as an overture. The screen attractions were "The Magician" and "Anything Once."

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Sees Growth of "Little Theatre" as Outstanding Development of 1927

THAT the growth of the little theatre movement for "presentation of pictures of high artistic merit but limited appeal" will be the outstanding development of the next twelve months, is the prediction made by Eric T. Clarke, general manager of the Eastman Theatre, Rochester, in the column, "Movie Musings," of which he is acting as "guest conductor" for a period of a few weeks, published in the Rochester "Democrat and Chronicle," in the issue of January 16.

The important developments in pictures this coming year as seen by Mr. Clarke are as follows:

1. The outstanding development of the next twelve months will be the growth of the Little Theatre movement for presentation of pictures of high artistic merit but limited appeal.

2. The influence of German art in films will be reflected in marked advancement of camera work, lighting and effects.

3. The original scenario will compete more effectively with the present vogue for adaptations from stage, novel and magazine.

4. Imported films, particularly the massive, spectacular subjects, will find a wider acceptance among American audiences.

5. The special road-show productions, such as "Ben-Hur," "The Big Parade" and "Beau Geste" will continue to exercise a tremendous appeal, and in the field of program pictures, smart comedies with ultra-modern settings and costumes will come strongly to the fore.

6. Presentation will show development along its present lines, with deliberate departure from the vaudeville style of offering and a steady trend towards the creation of acts devised and produced for picture theatres only.

"Musical Pirates" Rodemich Act at Grand Central

Gene Rodemich and "His Merry Maniacs" presented "Musical Pirates" at the Grand Central Theatre, St. Louis, Mo., the week ended on January 21st.

Gene Austen was featured on the program and was given a big hand at each appearance.

The theme adopted by Gene enabled him to demonstrate how jazz melodies are stolen from the classics, while other operatic offerings were syncopated to display their possibilities for the more popular style of music. Gene and his maniacs were togged out as buccaneers.

The screen attraction was "The Blonde Saint."

Sixth Anniversary Program Featured at Stanley

The Stanley Theatre, Philadelphia, is now observing its sixth anniversary with a special program, including the feature, "Blonde or Brunette," and Van and Schenk, the well-known singing team, providing a most attractive offering.

The week of February 7th the Stanley has engaged Fokine and Fokine and their ballet to augment the Metro-Goldwyn production, "Faust." This program will be one of the most pretentious that the Stanley has put on since its opening.

Prologue Staged for "Night of Love" at Strand

An elaborately staged prologue, featuring choral and solo singing and dances, is being offered this week in place of the Strand Frolic at the Strand Theatre, New York, which has "The Night of Love" as the screen attraction.

The prologue reproduces one of the castle scenes in the photoplay, and shows a huge banquet table arranged at the foot of a stone staircase leading to the throne of a Spanish noble, who appears in costume similar to that of the villain in "The Night of Love." The Mark Strand Ballet Corps offers a gypsy dance, interpolated between the choral numbers and solos by a tenor and soprano. The settings and costumes, the sumptuous effects of which are heightened by unusually attractive lighting, were designed by Henry Dreyfuss.

Gala Premiere for Beatrice Lillie Film in Toronto

The Canadian premiere of "Exit Smiling," in which the star is Beatrice Lillie, in private life Lady Peel and a former Toronto girl, took place at the Uptown Theatre, Toronto, starting January 22nd, and assumed the proportions of a gala presentation, under the direction of John Arthur, manager of the Uptown. Beatrice Lillie is appearing at the Fulton Theatre in New York, but arrangements were made for her to make a flying trip to Toronto to see her first picture in her native city.

"Ruy Blas" Capitol Overture

The Capitol Grand Orchestra of the Capitol Theatre, New York, this week added Mendelssohn's "Ruy Blas" to its repertoire. The work was substituted for the Tschaikowsky concerto offered the past two weeks in connection with "Flesh and the Devil," which is playing a third week.

Postpone "Don Juan" Engagement

The first-run engagement of "Don Juan" in Cleveland, scheduled for the Stillman Theatre the week of January 23rd, has been postponed. "The Winning of Barbara Worth" has been substituted as the attraction for the current week.

"Beau Geste" Ends Cleveland Run

"Beau Geste" is playing its third and last week at the Ohio Theatre, starting its concluding week January 23rd.

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Loew's Grand Dance Contest Popular

Large Entry List for "Black Bottom" at Atlanta Theatre

The "Black Bottom" dance contest launched by Manager Thomas H. James, of Loew's Grand in Atlanta, in conjunction with the Atlanta Georgian, registered an immediate hit with a large portion of the Atlanta populace. The entry lists, which were opened last Monday, had attracted no less than 250 entrants by Wednesday. On that day the entrants appeared at the theatre for lessons in the dance, which were given by Lee Arnold, dancer, who appeared in connection with Al Lentz, and his Tuneful Comedians, one of the featured acts on the stage bill at the Grand.

Widespread publicity through the tie-up with the Georgian has helped the stunt. This week the contestants appear in an elimination program. The audience at each of three daily performances is picking the winner of that particular performance, who will receive $5 in gold and be entitled to take part in the final contest, which takes place at the 7 o'clock show Saturday evening. The winner of the final will be presented with a silver loving cup.

Theatre Mezzanine Becomes Toronto Social Center

Jack Arthur, director of presentations at the Uptown Theatre, Toronto, Ontario, parent theatre for Famous Players in Canada, pointed out that, despite the super-shows provided by the Uptown, a number of women do their entertaining on the mezzanine floor of the house, which is gorgeously fitted with handsome furniture, rugs, paintings, statuary and other costly furnishings. They gather in parties in the mezzanine where they chat and sew during an afternoon, meantime listening to the symphony orchestra and the grand organ. They seldom enter the main body of the house, these women, it is said.

"Pa" Weaver Subs for Son at Kansas City Theatre

When Cicero Weaver, youngest member of the Weaver Brothers "Arkansas Traveler" act at the Orpheum Theatre, Kansas City, became ill last week it remained for "Pa" Weaver, 72 years old, to take his place. And he did just that, despite his comparative unfamiliarity with the stage as an actor, making a genuine hero out of himself in the eyes of the press and audiences for three days.

Elinor Glyn Appearance is Attraction at Granada

One of the largest crowds ever attracted to a theatrical event in San Francisco, assembled Saturday, January 15th, in front of the Granada Theatre, one of the Publix houses, when Elinor Glyn appeared in person on the stage in connection with the premiere of her latest story for the screen, "It," in which Clara Bow is starred.

The MANAGER'S OFFICE

WALTER DEWITT, formerly assistant manager to Russell Rache at Loew's Victory Theatre in Evansville, Ind., has succeeded the latter as manager of that house. DeWitt's appointment to the managership of the Victory followed the recent resignation of Rache, who left the Loew organization to join West Coast Theatres, Inc.

EDWARD J. MELNIKER has been transferred from the Roger Sherman Theatre, operated by the Loew interests in New Haven, Conn., to become manager of Loew's Regent in Harrisburg, Pa. He succeeds Russell A. Bovim, who has been promoted to the managing directorship of a new Loew theatre in Canton, Ohio.

CARL HUTCHINS has been appointed manager of the Regent Theatre in Arlington. He was formerly with the Hoffman houses in Somerville, Mass. Hutchins, in addition to being a good manager, is a good singer and can fill in a program to advantage when the occasion arises.

Publix Managers Meeting Held in Kansas City

Missouri, Illinois, Iowa and Nebraska were to be represented at a two-day conference of Publix managers at the Kansas City Athletic Club building this week. Sam Katz and S. R. Kent, Publix executives, were expected to outline future plans and policies of the organization. A large part of the meeting was to be devoted to the asking and answering of questions pertaining to technical problems.

Theatres Upstate Hit by Heavy Snowstorm

One of the worst snowstorms in several years swept over the Albany territory last week and cost the exhibitors thousands of dollars. Over two feet of snow fell during the afternoon and evening, and no theatre could boast of more than a handful in the way of an audience. At one theatre there were exactly sixteen persons.

Temple to Issue House Organ

The management of the Temple Theatre, Butte, Ont., has announced that "Temple Theatre Town Topics" will go to press and be released about the middle of this month. It is to be a neat little theatre booklet devoted to theatre news, theatre thrills and information for the pleasure and convenience of the Temple fans.

Plays Return Run at Cleveland

"The Big Parade" playing its second Cleveland engagement at $1.50 top, is doing capacity business at the Metropolitan, according to word emanating from the Loew offices. It's a continued engagement, of course, and will continue as long as the attendance continues.

Whiteman Sets New Allen Record

Paul Whiteman chalked up a new house record for the Allen Theatre when he played there last week. Extra performances were given on the opening Sunday and on the closing Saturday as well.

Albany First Runs May Add Acts

Other Houses May Follow Strand in Presentations Policy

At the Mark Strand in Albany, N.Y., during the past week, a presentation act entitled "Voices of America" was well received by capacity audiences. The act includes about twenty-five persons, and is presented as an ensemble of trained voices.

Since the Mark Strand became one of the Stanley chain of houses, these presentation acts have become a permanent feature at the house, and are proving big patronage attractions.

Some of the other first-run houses in Albany, having witnessed the success of these presentation acts, are now talking of remodeling their interiors to the extent that they can have a stage on which these acts can be given.

State, Schenectady, Will Offer Stage Numbers

The State Theatre in Schenectady, N.Y., owned and operated by Farash Theatres, Inc., is preparing to stage presentation acts along with the regular picture program. James Roach, general manager of the company, announced last week that an order had been placed for new drops, electrical effects and other fixtures, which will be used in connection with the presentation acts. It is understood that the changed policy of the house is due to an effort being made to meet the competition afforded by Proctor's new theatre, about two blocks distant.

Short Comedy Bills Score Hit at Butte Theatres

In the observance of "National Laugh Month" the Montana theatres are working with short subjects and with comedy to the exclusion of the long reels of more serious nature.

That the public enjoys a change of this kind is evidenced by the big crowds that fill the playhouses at each showing. The Rialto Theatre in Butte under the management of W. J. Sullivan last week offered an "All-Comedy Circus" that went over big. Nearly a dozen all-comedy features were listed on the bill.

Stock Presentations Under New Policy at Dominion

There has been a change of policy at the Dominion Theatre, Winnipeg, one of the older downtown houses of the Manitoba capital. Manager E. E. McLaskey has established a high type of tabloid musical comedy and dramatic stock productions, and these are presented in conjunction with complete moving picture programs of feature and short subjects.

Vaudeville Last Half at Avon

A new policy has been adopted by the Avon in Watertown, N.Y. During the first four days of each week pictures will prevail, and for the remainder of the week there will be vaudeville.

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London's Newest Cinema

2250-Seat Astoria Nears Completion; will Show Films from All Countries

THE Astoria, London's newest film theatre, dance salon, and cafe, is nearing completion and will shortly have a grand opening. The theatre will show films from all countries, its inaugural program including as the chief item "The Triumph of the Rat," starring Ivor Novello. "Don Juan," with John Barrymore, and "The Better 'Ole," featuring Syd Chaplin, have been secured, among others, for early release.

Historical Site

The palatial Astoria building is the creation of the Berkely Syndicate. It stands on the site of what was for many years Crosse and Blackwell's grocery factory in Charing Cross Road, at the Oxford Street end, and is thus right in the heart of London theatreland. Farther back in London history this spot was occupied by the White House.

Designed on Roman lines, the Astoria is a noble example of the Pompeiian style at its best period. The frontage of the new building, which has taken a year to construct, has five floors, and the entrance to the circle and stalls is flanked by a convenient range of shops.

Another entrance to the dance salon is in the Renaissance style. The approach to the cinema theatre is through a spacious circular hall, and in the 25-foot wide vestibule are vari-colored marble pillars. Particular attention has been given to the lay-out of the pay boxes, so that there may be no delay in booking seats, and marble staircases give ample access to all parts of the theatre.

Clear Vision

The arrangement, adornment and lighting of the hall provide a restful feeling to the eye, and the absence of pillars and other obstacles gives an uninterrupted view of the screen from each of the 2,250 seats. The proscenium opening is 44 feet wide, and, in view of the exigencies of modern film presentation, the most elaborate and ambitious settings can be accommodated on the stage. The newest system of concealed ever-changing colored lighting is employed, and the most approved forms of heating and ventilation have been installed.

A constant stream of fresh air is pumped into the building, and this supply is warmed or cooled according to the time of the year. Comfort is the keynote throughout, and every seat in the house is in the new tub style, which gives ample knee and arm room. The stalls floor has a width of 90 feet, and there are frequent gangways, making it easy to reach any seat.

Ballroom Underneath

The ballroom is below the theatre and is approached by two staircases of carved oak. It is a superb example of decoration in the Italian Renaissance style, and its rich colorings are reflected in the mirrored walls. The Astorians, a very accomplished orchestra, will supply the music. Surrounding the floor of sprung oak is a spacious lounge promenade, and overlooking the dance salon is a restaurant under the charge of a famous chef.

Two Phila. Theatre Co.'s Granted Charters

TWO theatre corporations have just been granted Pennsylvania charters at the Capitol in Harrisburg. One is the South Philadelphia Theatres Corporation, of Philadelphia, and the other is the J. H. Kenny Amusement Company, of Pittsburgh.

The Philadelphia concern is incorporated to buy, sell, maintain and operate theatres, the capital being $5,000 and par value $50. The incorporators are Harry Green, 25 shares, treasurer, of 1120 Wyoming Avenue, Philadelphia; Abraham E. Altman, 631 West Sedgwick Street, Philadelphia, 25 shares, and Robert Fiau, 2518 Diamond Street. Philadelphia, one share.

Morris Shaman, 3812 Forbes Street, Pittsburgh, is the treasurer of the Kenny Amusement Company, of Pittsburgh, organized to maintain and operate places of amusement. Other incorporators are B. Kopp and A. H. Holzapel, Pittsburgh, one share each; Joseph H. Kenny, 349 shares.

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An unusually fine interior view of the new Proctor Theatre, Schenectady, N.Y., which was opened to the public during the Christmas season. It is the result of a year's work in construction and represents an investment of over $1,000,000. Note the spacious projection room at rear of balcony

Projection a Feature of New Proctor House

Importance of Good Equipment Stressed in New 3,000-Seat Schenectady Theatre

THE most modern equipment for the projection and showing of motion pictures has been installed in the new Proctor Theatre in Schenectady, N. Y., which has a seating capacity of 3,000 persons, and which was recently opened, following an expenditure of over one million dollars, and a year's work in construction. The theatre ranks as the largest house in the Albany-Schenectady-Troy district, and while devoted primarily to vaudeville entertainment, the motion picture end is to be emphasized to a marked degree at all times.

Model Projection Booth

The projection room at the Proctor Theatre is a model of its kind. The room dimensions are 28 by 9, with a rewind room adjoining, measuring 6 by 9 feet, while the rheostat room has a measurement of 5 by 6 feet. While iron stairways lead to the projection room, the house management is so proud of the equipment that the room is frequently opened to visitors.

The equipment includes three Simplex projectors, double bearing movement, Hall and Connolly high intensity lights, Type C. There are two Mestrum spotlights, the only two in Schenectady, with color effects in front. There is also one Brenkert-Detroit double deck dissolver, the type being known as the Brenkert combined effect, slide and flood light projector, model F-3. The equipment for the showing of pictures also includes two 250-ampere Westinghouse generators. The projection room is in charge of Frank J. Heigel and George Costello, members of Local 314.

The rewind room is probably the best in Schenectady. The equipment includes the Fulco reel safety apparatus, as well as a Griswold film splicer. There are nine reel cans.

The rheostats are of the multiple coil type, manufactured by Hoffman and Sons of 522 First Avenue, New York City. The throw from projection room to screen is about 135 feet at a 13-degree angle. There are two screens, one painted on the regular drop and another for the presentation of feature pictures, and the work of Ernest Miettimen, of New York City.

Arcade Deceives

From the front, the entrance to the theatre gives no idea of the magnificence and luxury, and likewise, of the size of the house, owing to the fact that there is an arcade running between two streets, and from this arcade the real entrance leads to the theatre. The arcade is in Italian marble, and a dozen or more small shops attract the eye of the theatregoer.

The house was designed by Thomas W. Lamb, of New York City. The interior is of the one-balcony type, the orchestra and balcony having a combined seating capacity of approximately 3,000 persons.

The idea of luxury and comfort is instantly conveyed as one enters the theatre through the use of unusually heavy carpets and subdued lighting effects. The color scheme is in green and gold with wall coverings in black and gold damask, the hangings being of cerise velvet.

Particular attention has been paid to the rest rooms for men and women, these far outranking in their magnificence anything of their kind between New York and Buffalo. The ladies' room is particularly beautiful in its contrasts of white and gold and the walls of damask. The men's room is in dark walnut with furnishings of a corresponding color.

The theatre is heated by an oil-burning system, and with particular attention paid to a most modern ventilating system. In its initial announcement the house management stated that first-run pictures would be shown at the same time they are being presented on Broadway in New York City.

S. M. P. E.'s Spring Meeting at Norfolk, Va.

A COMMUNICATION from L. C. Porter, secretary of the Society of Motion Picture Engineers, states that at a meeting of the Society's Board of Governors, held last Friday, Jan. 14, it was decided to hold the regular spring convention at the Hotel Monticello, Norfolk, Va., on April 25, 26, 27 and 28.

Many new and interesting subjects will be brought up for discussion and an unusually large attendance is looked for.

Saxe Amusement Co. Plan New Beloit Theatre

The Saxe Amusement Enterprises are planning a new theatre in Beloit, Wis. Negotiations have been closed for property along Grand Avenue, which includes the old First Baptist Church property. It is estimated the theatre will cost about $350,000, and will have a capacity of 2,000. Construction is to begin this summer. The building plans indicate several stores on the first floor of the theatre building, and offices on the second floor.

Hudson Theatre Company Enlarging Circuit

H. H. Frieder, of the firm of Frieder and Grossman, of Hudson, N.Y., while in Albany, N.Y., last week booking pictures, announced that the company would open a new theatre in Norwalk Conn., on or about March 1, and furthermore that they were now breaking ground in Brooklyn for a new motion picture theatre there. The company is operating two theatres in Hudson and does all of its booking out of the Albany exchanges.

Mark Strand Interests Seek Worcester Site

Negotiations are under way by the Mark Strand interests to obtain a location for another motion picture theatre in Worcester. They now operate the Strand Theatre there. It is understood that the Rice Building on Main Street is under consideration, and that the plan calls for a modern theatre and office building on the site.

Contract Let at Hartford, Conn.

Contract for the new Arcadia Theatre at Hartford, Conn., has been let to the New England Contracting Co. of Hartford, and operations will soon begin.

The foyer of Joe Gargano's Venetian Theatre in Seattle, Wash., the newest suburban house in the Pacific Northwest metropolis

Franklin Theatre Co. Expands Circuit

Announces Erection of 3,100 Seat House at Reading, Pa.

Announcement is made in Reading, Pa., that a $500,000 theatre, to seat 3,100 persons, will be erected on the present site of the Arcadia Theatre, in that city, by the Franklin Theatre Company, which is controlled by Ben Amsterdam and Louis Korson, who operate a chain of about ten theatres there. Though building operations will begin at once, the Arcadia, which is the oldest Reading picture theatre now in existence, will continue in operation until about June 1, when it will be closed to permit the finishing touches to be made to the new building.

The new structure will cover a plot 88 by 270 feet, and the cost of construction will be $400,000. The value of the site is placed at $100,000. C. H. Schlaegel, of Reading, is the contractor, and the architect is W. H. Lee, of Philadelphia.

The building will contain three stores in addition to the theatre. The main floor of the auditorium will have 2,300 seats, and there will be 800 seats in a balcony. There will be a large pipe organ, and arrangements for taking care of an orchestra of forty pieces. There will be a stage of a depth of 35 feet, sufficiently large to permit the presentation of vaudeville and legitimate attractions.

Four New England Theatre Firms Incorporate

South Norwalk Amusement Co., at South Norwalk, Conn., has been incorporated with $50,000 capital. Max Ginsberg, 17 Cross Street, Beacon, N.Y., is head of the corporation.

Plaza Theatre, Inc., has organized at Fall River, Mass., with capital of $10,000 preferred and common of no par value. Incorporators are Philip L. Markell, Simon W. Markell and Betty G. Selya.

Norport Theatre Corp. has been organized at Bridgeport, Conn., with capital of $5,000. T. E. Halle, 69 Foxall Street, Brooklyn, heads the company.

Independent Theatre Supply Co. has been incorporated at Boston with 300 shares of no par value. Incorporators are Edwin E. Hosmer and Grace B. Hosmer, of Boston, and Daniel Dalziel, of Quincy, Mass.

Sunday Opening for New Theatre at Manly

The Iowa Theatres Co., operating theatres in Cedar Falls, Manly, Rockford, and Mason City, Iowa, held a Sunday opening at the Legion Theatre at Manly, Iowa, Sunday.

Manly has been closed on Sundays for some time. In spite of bad weather the opening was a huge success.

The management of the theatre will be supervised from Cedar Falls, under M. R. Blair, who has installed L. Trimbell as manager.

New Birmingham Theatre Opens

Marvin Wise Enterprises Open Eighth House of Circuit

Birmingham's newest amusement temple, the Empire Theatre, formally opened its doors to the public January 19th. Invitations were out to many city officials and local representatives of the film industry.

The Empire Theatre is under the direction of Frank Merritt, prime factor in the Marvin Wise Enterprises, owners and operators of the house. Jack Cunningham, former manager of the Trianon here, has been appointed manager. A permanent 12-piece orchestra is conducted by E. Villano. H. J. Grieb is the organist.

The Empire seats 1,000, and is located on Third Avenue, between Twentieth and Twenty-first streets. It is the eighth house in the Marvin Wise circuit of theatre holdings in and around Birmingham, and is easily one of the most beautiful of the de luxe theatres in the Alabama metropolis. The other houses operated by the Marvin Wise interests are the Capitol, Royal, Odeon, West End, Woodlawn, College and Cameo.

DiPesa Plans Theatre and Store at Revere, Mass.

Contractors are figuring on the plans for the theatre to be built at Prospect Avenue and Broadway, Revere, Mass., for John A. DiPesa. There will be ten stores in the front of the building. William W. Drummey, of Boston, is the architect.

S. O. S.

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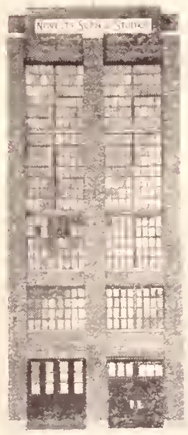

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Rambling Around

LAST Friday night (January 14th) the writer, happening to be in that vicinity, attended the opening of the Broadvue Theatre, Twenty-fifth and Broadview streets, Cleveland, Ohio.

The Broadvue is a 2100-seat house, and attendance that evening was by invitation only, for the purpose of showing off the place to local exhibitors and others interested in such matters.

Judging from the number of non-paying guests in the house when the “lights out” signal came to the projection room at 8 o'clock, the management must have handed out about 3,000 invitations, none of which, apparently, were turned down, since an inspection of the house, made by poking one's head through one of the spacious portholes and then “rubbering” around, revealed that not even standing room remained.

Everyone Felt Happy

An over-filled house, however, seldom makes a theatre owner peeved, even if there is no money in it for him, so that everyone was feeling quite chipper and on their toes, the non-paying guests expecting a good show and the “boys in the back room” expecting, as they usually do on first nights, to see the roof fall in on their heads.

However, no such dire things happened and, in fact, everything progressed quite smoothly to the general satisfaction of everyone but the projectionists, who seemed a trifle disappointed that neither of the Motiographs had jammed, nor that the Brenkert effect contraption had suffered broken arches and fallen down in its tracks.

The projectionists, by the way, consisted of “Bill” Masek, of the local office of the National Theatre Supply Co., who, having sold the unsuspecting theatre owner the equipment, felt it incumbent upon himself to see to it that at least the first night's show to the non-profit paying guests went over in good style, and the here-after-to-be regular man, whose name we indistinctly recall to be Murphy. If it isn't Murphy, it ought to be, as he possesses all the necessary characteristics to sport such a time-honored name.

There was one other self-elected and self-appointed apprentice projectionist present, to wit, yours truly, who, in the main, managed to keep himself out of the way most of the time, but who could not resist the temptation, when the others were not looking, to sneak over and monkey around with everything in particular, much to the annoyance of Friend Murphy, whose eagle eye, inspired by nervousness, once caught him at it.

A Little “Snooping”

However, we felt, and we believe rightly so, that since there was no money in the house that night, a little harmless snooping around would do no particular harm and might even lead to the august editor's learning something.

We feel justly proud of the fact that in spite of all the nickel plated knobs that were turned, handles that were pulled and buttons that were stealthily pushed, the screen did not fall down nor did the projectors even once. We believe that this is vindication enough of our not-too-loudly-made claims of being a real sea-going projectionist of the salt-water type.

The equipment in this pretty theatre, by the way, consists of two Motiograph De Luxe projectors equipped with Peerless reflector arcs, a Brenkert effect projector and a Brenkert 75-ampere spotlamp.

A main ceiling chandelier is used to provide general illumination in the house, and the three-section dimmer bank controlling this lighting unit is also located in the projection room where it comes under the personal supervision of Friend Murphy.

A generator compartment and toilet located at one end of the projection room complete the projectatorium, all of which will, by inheritance, come under the strict supervision and fishy eye of Projectatoriumist Murphy.

Projectatorium Defined

For the benefit of those of you who do not yet know what a projectatorium is, we will say that it is our own pet term, coined on the spur of the moment, to designate all those coops, compartments, cages and boxes, which, taken together, go to make up a complete projection department in a theatre.

The key to the use of the word lies in the following acid test: If you have but one room in which all of your projection equipment is assembled, then you have a projection room only and are irretrievably beyond the pale, but if you add another room, be it ever so small, to contain, say, a few reels of film or mayhap a few resistances, supplemented possibly by a toilet, then you belong to the grand order of projectatoriumists, since your “suite” of rooms then automatically receives the appellation of projectatorium to distinguish it from its baser and earlier parent, the lowly projection room.

The terms projectatorium and projectatoriumist have not, as yet, been adopted or accepted by anybody in particular, but we shall bring them up at the next meeting of the Society of Motion Picture Engineers for official recognition by that society, which ought to go a long way toward making all the dyed-in-the-wool operators in this country turn them down cold. Nor would we blame them.

Level Projection

To return to the Broadvue Theatre—one thing we noticed which taught us something in the way of projection room design. The projection in this theatre is on a level with the screen, which results, quite naturally, in level projection. Now we have always been an exponent of this level projection idea, since it results in no distortion of the picture, and what is more important, the intensity of screen illumination is a maximum for that condition, being less as the angle of projection is increased. In fact, the intensity of screen illumination falls off as the cosine of the projection angle, although this may be news to some of you.

In other words, if the projection angle were, say, an extreme of 30 degrees, the screen intensity would be only 87 percent of what it would be were there no angle, as in the case of level projection.

For picture projection, therefore, level or normal, projection is the thing most desired, since it has a number of advantages, but for spotlight work, as noticed in the Broadvue house, it represents the worst possible condition, because it is impossible to isolate a performer with a “spot,” since the beam is projected broadside onto him, and the light which misses him passes to the rear of the stage and either lights up persons behind the “spotted” performer or else casts a bad shadow on the drop.

Furthermore, the performers complain of being unable to open their eyes, since the powerful beam is on a level with their heads and they can offer themselves no protection from its glare.

It is not hard to understand, therefore, why level projection is taboo for spotlight work, and in the light of this a fairly sharp angle (30 degrees or so) gives much better results, since then the spot is thrown on the floor of the stage, and serves as a sharply defined boundary within which the performer is kept, without at the same time illuminating objects or persons that have no business to be illuminated.

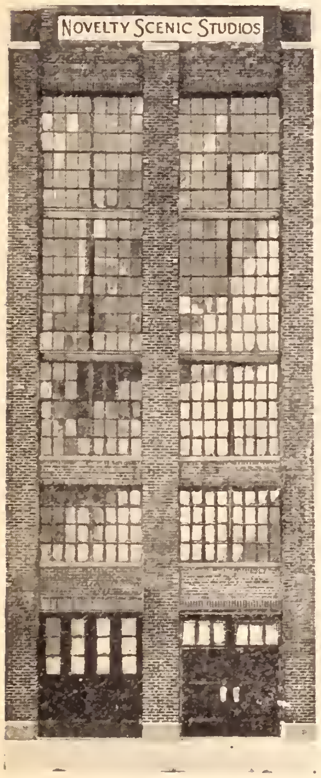
Performers can then face their audiences with their eyes open since the light comes from a more natural direction, and the eyebrows serve to protect the eyes from the terrific glare of the brilliant lens.

There is a growing tendency to correct this evil in the large houses by placing the spot booths above the projection room, in which position the angle of projection is quite sharp and the results are correspondingly satisfactory.

NoveltyScenicNow in New Home

Consolidation of Departments Mean Greater Efficiency

The Novelty Scenic Studios have completed their new building at 340 West Forty-first Street, New York City, and have moved their various departments into this building.



This company entered the drapery and scenery business in a small way only seven years ago, and have made rapid strides since their inception. To-day they serve hundreds of theatres extending from coast to coast with draperies, scenery and picture settings as well as interior decorations and stage rigging, holding a preeminent position in this field.

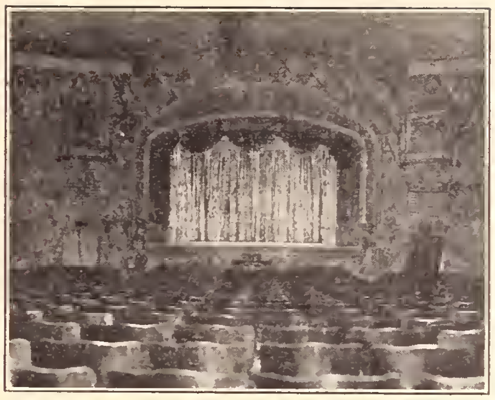
Some of the theatres they have equipped lately include the new State Theatre in Hartford, Conn., a forty-two-hundred-seat house, Fox's Academy of Music on Fourteenth Street, the Commodore Theatre on Second Avenue, the Capitol Theatre, Bayside, L. I., and numerous others.

Poole, of Chiloquin, Ore., Building New House

Harry Poole, head of a company operating the Chiloquin Theatre, Chiloquin, Ore., has announced through his manager, Cyril Benson, that his firm will build a $75,000 up-to-date theatre on a site on Main Street. It will be of reinforced steel and concrete construction, and a large stage, which will permit the showing of vaudeville and shows, forbidden to Chiloquin patrons in the past on account of inadequate facilities.

Springfield Firm May Get A. S. Friend Contract

It is understood that the general contract for the new Massasoit Theatre, Springfield, Mass., will be awarded by the Arthur S. Friend interests this week, and that it will go to a Springfield concern. When completed, the theatre will represent a total investment of about $2,500,000, of which $1,250,000 is represented by the cost of the property and preparations of the site.



The auditorium of the Venetian Theatre, Seattle, Wash., recently opened by Joe Gargano. The house seats about 750 persons, playing picture attractions and stage novelties

Road Shows Adopt Syncrovertors

Operators Report Most Favorably on Results Obtained

THAT the Liberty Syncrovertor has proven a popular adjunct to the equipment in use by the several road show units now on tour with Famous Players' "Beau Geste," and Fox Films' "What Price Glory," is evidenced by the reports sent in to the Liberty Electric Corporation by operators connected with these shows.

Eleven of the "Beau Geste" units are equipped with a specially constructed Syncrovertor encased in special crates with castors so that they may be rolled into the theatre and put in any place without removing the crate.

Operators with the "What Price Glory" road shows have reported that the combination of the Syncrovertor with reflecting arc lamps is giving excellent results and is being almost universally used by these units.

Increase Colonial, Augusta, Me., to 1,300 Seats

Work on the interior of the new Colonial Theatre at Augusta, Me., will start next week, the exterior having been practically completed. The new house will seat 1,300. The old theatre had but 990, but the walls of the new house have been extended over the Kennebec River to permit the increased capacity.

Plans New Theatre on Upper Broadway

As soon as the subway station at Dyckman Street and Broadway, New York City, is further advanced, Sigmund Wechsler, who recently purchased a plot near that intersection, plans the erection of a theatre and store property on a site which has a frontage of 64 feet on Broadway, and a depth of 157 feet.

New California Theatre Under Way

The Vision Realty Company of San Mateo and San Francisco, Cal., have recently announced the erection of a 1,200-seat motion picture theatre on a site on California Drive in the Broadway district, Burlingame, between Broadway and Carmelita Avenue. A stage large enough to include road attractions will be built.

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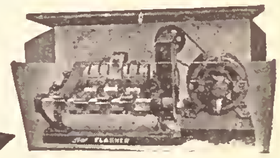

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewea
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Arizona Nights	Fred Thomson	F. B. O	6678 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	6244 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M.McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E.Roberts-H.Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	C. Griffith-T. Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E.Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R.Ince-M.Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J.Gaynor-W.McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M.G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4375 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib.	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R.McKee-E.Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5300 feet	Jan. 7
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27

Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	Special Cast	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
General, The	Buster Keaton	United Artists	7440 feet	
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-P. Lease	Lumas	6500 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackaill	First National	5521 feet	
Magic Garden, The	M. Morris-R. Keane	F. B. O	6807 feet	
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom			
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6421 feet	
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas		
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	Fred Humes	Universal	4689 feet	
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise For Two	R. Dix-B. Bronson	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe		
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	
Red Mill, The	M. Davies-O. Moore	M-G-M		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	Special Cast	Rayart		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5808 feet	Jan. 7
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5620 feet	
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tiger, The (tentative)	O'Malley-H. Ferguson-Hackathorne	Tiffany		
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pictures		
Upstream	E. Foxe-Hitchcock-N. Nash	Fox		
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Beloved Rogue, The	John Barrymore	United Artists		
Between Dangers	Buddy Roosevelt	Pathe	5 reels	
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Burnt Fingers	E. Percy-G. O'Hara	Pathe	6 reels	
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	F. Thomson-R. Clifford	F. B. O		
Easy Pickings	Nilsson-K. Harlan	First National		
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Fire Brigade, The	M. Avov-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe		Feb. 27
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
It	A. Moreno-C. Bow	Paramount	6452 feet	
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	
Macushla (tentative)		Fox		
Midnight Watch, The	R. Stewart-M. McAllister-D. Torrence	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Princess of Hoboken, The		Tiffany		
Quarantined Rivals	V. L. Corbin	Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		

Feature	Star	Distributed by	Length	Reviewed
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satin, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
War Horse, The	B. Jones-L. Todd	Fox		
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Bachelor's Baby	H. Chadwick-H. Meyers	Columbia		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Brides Will be Brides	Laura La Plante	Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The	L. Fazenda	Fox		
Flaming Timber		Tiffany		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	Leo Maloney	Pathe	6 reels	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	6 reels	
Rich But Honest		Fox		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Somewhere in Sonora	Ken Maynard	First National		
Sonora Kid, The	Tom Tyler	F. B. O		
Taxi, Taxi	Horton-Nixon	Universal		
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		
Wild Geese		Tiffany		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A.Menjou-L.Brooks	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Snowbound		Tiffany		
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Tale of a Vanishing People		Tiffanv	6500 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall-D. Gilmore	Paramount		
Squads Right		Tiffany		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All For A Nurse	Sid Smith	Sava Films		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Along Came Fido	"Cartoon"	Bray	Jan. 1	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films		2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Banana King, The	Sid Smith	Sava Films		2 reels	
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ.	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Lewis Sargent	Brav	Dec. 20	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.		
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 1
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 1

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Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chasc	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazv Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Soup	Bobbv Vernon	Educat	Feb. 13	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fatty's First Fancy	Fatty Laymon	Sava Films		2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec. 26	1 reel	Jan. 28
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Brush, The	Hank Mann	Sava Films		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobbv Ray	Rayart		2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb.	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Dizzy	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
His Taking Ways	Al St. John	Bischoff		2 reels	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hur Ben	Hank Mann	Sava Films		2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Jan.	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov. 6
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov.	reels	Dec. 1828 . . 2
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Married Widow, The	Eddie Gordon	Sava Films		2 reels	
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13

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Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
North of 6⅞	Sid Smith	Sava Films		2 reels	
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films		2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 10	2 reels	
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Feb. 4	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Rain and Shines	Al St. John	Bischoff		2 reels	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roses and Romance	"O. Henry"	Fox	Feb. 13	2 reels	
Rug Fiend, The	"Krazy Kat Cartoon"	F .B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
She Beast, The	Sid Smith	Sava Films		2 reels	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Jan.	2 reels	
Sophmore, The	G.O'Neil-L.Graydon	Hi-Mark			
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Stage Shy	Hank Mann	Sava Films		2 reels	
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strange Inheritance, A (Holmes & Corbett)					
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur L'ake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoona'	Bray	Nov. 12	1 reel	
Taking the Air	"Aesop Fbles"	Pathe	Mar. 6	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard ,The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Get It	Lewis Sargent	F. B. B	Feb. 20	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Boatman, The	Hank Mann	Sava Films		2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanderers of Wetland	Hank Mann	Sava Films		2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johhny Arthur	Educat	Feb. 6	2 reels	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Guard-Cooke	F. B. O	Jan. 30	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
Wise Quacker ,The	Eddie Gordon	Sava Films		2 reels	
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1	
Aphrodite (Novelty)	Service Film		1	

Title	Distributor	Rel. Date	Length	Reviewed
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Clothes Makes the Woman (Technicolor—S. Holmquist)				
Cluster of Kings, A (Hodge Podge)	Educational	Jan. 16	1 reel	Jan. 16
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curosities)	Educational	Feb. 13	1 reel	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany			
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fortune Hunters, The (Series of 10—K. McDonald-C. Horton)	Sun Pict. (S. R.)		2 reels	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game'sthe Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C	1 reel		
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Hero Land (Color Novelty)	Service Film		1 reel	
Heroes of the Sea	C. & C.		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educational	Jan. 23	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Mystery	Sava Films		2 reels	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Land of Rivers (Scenic)	Service Film		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Flashes (Drama)	Sava Films		2 reels	
Lightnin' Strikes (Drama)	Sava Films		2 reels	
Lightnin' Wins (Drama)	Sava Films		2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Numburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	

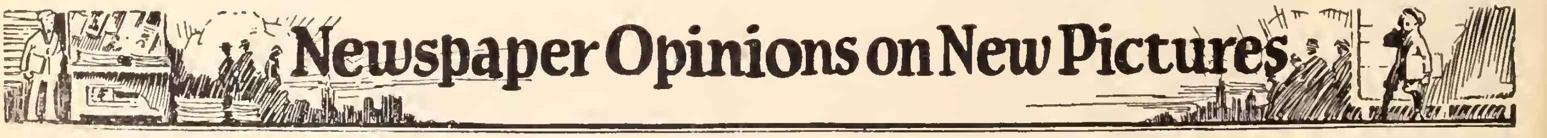
Title	Distributor	Rel. Date	Length	Reviewed
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Shadows of the Tiger	Sava Films		2 reels	
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films		1 reel	Jan. 21
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	
Terrors of the Jungle	Sava Films		2 reels	
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Ranger (Colorart Picture)			1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Millions (Serial)	Sierra Pictures		15 episodes	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am. Cinema		1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
All Women Are Beautiful	R. Griffith-D. Hill	Paramount		
American, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	Gary Cooper	Paramount		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney-N. Kingston	First National		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky		M-G-M		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Universal		
Be Yourself	Raymond Griffith	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)		Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent	Paramount		
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore	M-G-M		
Broadway Nights		First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	Jackie Coogan	M-G-M		
Business Before Pleasure	P. O'Malley-V. B. Faire	Columbia		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B.Bronson-K.Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Negri-Cortez	Paramount		
Confessions of a Bride	M.Harris-V. Varconi	Assoc. Exhib		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K.Maynard-D.Dwan	First National		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamond Handcuffs	Mae Murray	M-G-M		
Diamonds in the Rough		First National		
Dixie		Universal		

Feature	Star	Distributed by	Length	Reviewed
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The	M. De La Motte-G. Withers	Lumas		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Gotham Prod		
For Her People	Raquel Meller		7073 feet	
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gallant Fool, The	Billy Sullivan	Ravart		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		Asher Small (producers)		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-R. Adoree	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Hero on Horseback, A	Hoot Gibson	Universal		
High Hat	Lyon-Brian	First National		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I Can Do It	Special Cast	M-G-M		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Impostor, The	Evelyn Brent	F. B. O		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
Is That Nice?	George O'Hara	F. B. O		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Little Orphan Annie		F. B. O		
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Lodger, The	Ivor Novello	Lee Bradford		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	V. Valli-A. Durant-G. McConnell	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mile. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Friend		First National		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night School, The		M-G-M		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G. Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
Open Book	Special Cast	M-G-M		
Ordeal, The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Paying the Price	P. Bonner-M. Carr-G. Fawcett	Columbia		
Payoff, The	O. Harlan-R. McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P. O'Malley	Columbia Pictures		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Pursued	G. Glass-S. Holmes-G. Astor	Elbee Pict		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Raging Seas		Tiffany		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	Rawlinson-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'-Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The	E. O'Brien	Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The		First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Fazenda-J. Murray	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imp. Pictures (S. R.)	6 reels	
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever		M-G-M		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The		First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Two Arabian Nights	W. Boyd-E. Taylor	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp of Venice, The	C. Talmadge-Moreno	First National		
Vanity Fair	Pola Negri	Paramount		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Brosn		
What Happened to Father	Sydney-Gordon-Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	John Barrymore	Warner Bros		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		



Newspaper Opinions on New Pictures

"The Kid Brother"—Paramount, Rialto Theatre, New York City

World: "Terrifically funny. Will remain for a good long engagement because it is made of the stuff that satisfies. It is one long series of gags, new gags, novel gags, reminiscent gags, obvious gags, long-way-around gags—and almost in each and bound beyond doubt to succeed."

Morning Telegraph: "'The Kid Brother' is hilarious Harold in a comedy containing all the pent-up laughter in the universe. The laughs are there. They come in squads, companies, regiments and battalions."

Times: "You might go to see 'The Kid Brother' insisting that you would never laugh aloud, but it is questionable whether you would live in silence for longer than one or two sequences. Enough laughter was generated yesterday in the Rialto to make thousands forget the gloomy weather."

Herald - Tribune: "We doubt whether Mr. Lloyd ever made a funnier picture. The crowds at the Rialto and on the Rialto attested its popularity. It seemed as though all the kid brothers in New York were on hand. 'The Kid Brother' is filled with more things than are dreampt of in your philosophy."

Daily News: "Hilarious comedy it assuredly is and, since the purpose of a Lloyd picture is to make people laugh, we can't label his latest effort anything else than a howling success."

Mirror: "Harold Lloyd in 'The Kid Brother' is clean, merry and thoroughly entertaining. It takes its place with his best comedies. You'll like it plus."

Telegram: "Harold Lloyd has forged still another link in his long, strong chain of intelligent comedies. It is destined to remain at the Rialto for an extended run. This department for one is wholly in sympathy with the arrangement. Mr. Lloyd has never made a more diverting comedy."

Journal: "Harold Lloyd is a riot as 'The Kid Brother.' Lloyd continues getting up hilarious gags that he puts over in a thoroughly workmanlike manner, and the way the audience howled at his antics yesterday leaves no room for argument. 'The Kid Brother' is a laugh from start to finish."

Sun: "Should all audiences follow the example of last Saturday afternoon's, the Rialto may well be worried. While hundreds waited in the rain outside, the majority of the audience waited stolidly to see 'The Kid Brother' through again."

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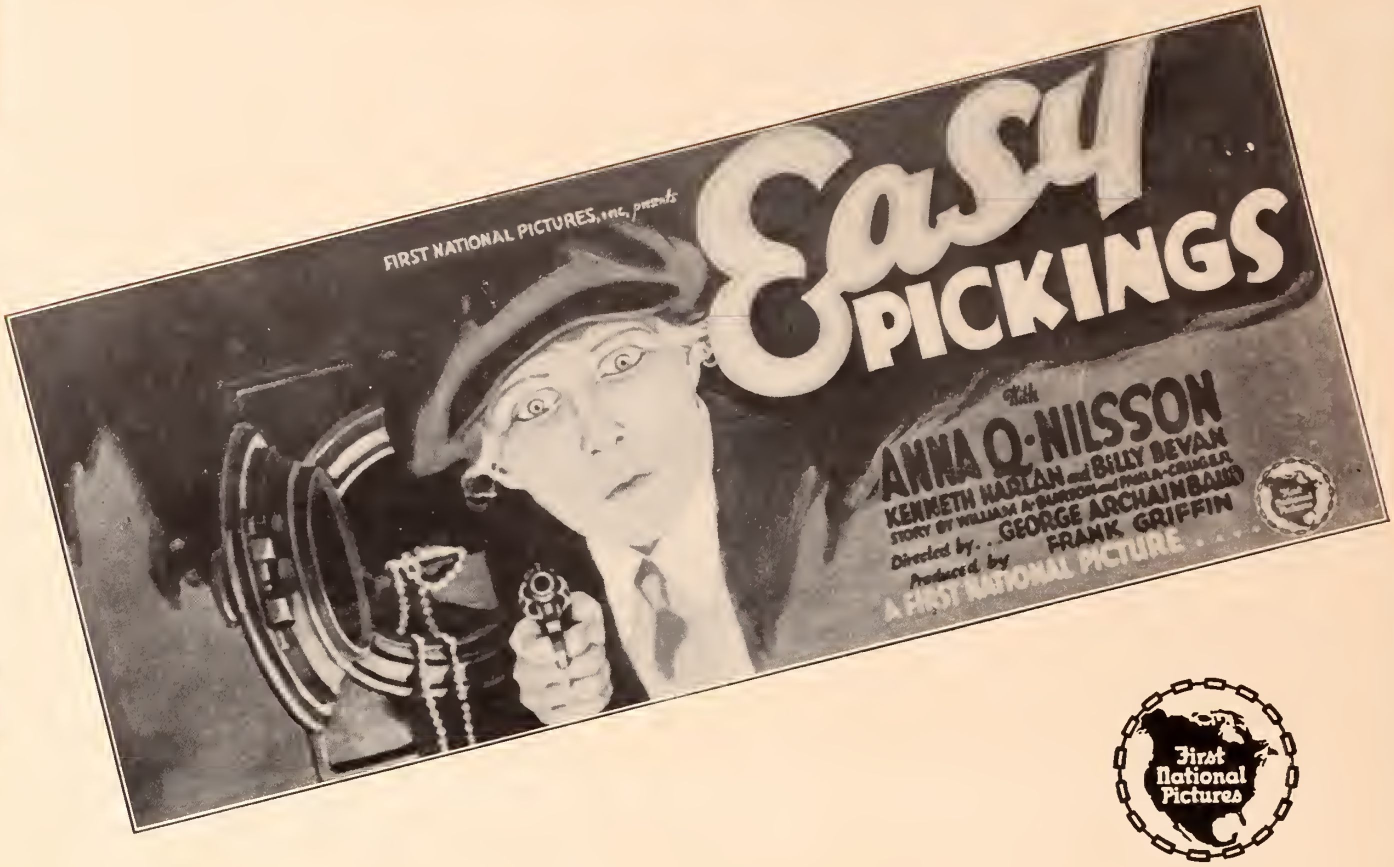
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February 11, 1927

Motion Picture News

Reg. U. S. Patent Office

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JOHN GILBERT
in
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Directed by Clarence Brown

You know the producers!

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HUSBAND HUNTERS

BY DOUGLAS BRONSTON

"GOLD DIGGERS ARE PASSÉ --- THEY ARE HUSBAND HUNTERS NOW."

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CHARLES DELANEY
MILDRED HARRIS
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The Cast
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DIRECTED BY JOHN G. ADOLFI

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PARAMOUNT fires the opening broadside for the 1927 season—39 roaring, high powered projectiles that will annihilate box-office records from now till August.

HAROLD LLOYD in "The Kid Brother", Griffith's "SORROWS OF SATAN", Clara Bow in "IT", Ziegfeld's "GLORIFYING THE AMERICAN GIRL", Wallace Beery in "CASEY AT THE BAT", Pola Negri in "HOTEL IMPERIAL", Eddie Cantor in "SPECIAL DELIVERY", Richard Dix in "KNOCKOUT REILLY", "LOVE'S GREATEST MISTAKE", "NEW YORK" and 29 more.

Why fool around with the cap pistols? GET ABOARD THE FLAGSHIP AND HANDLE THE BIG GUNS!

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DIX

Exhibitors praise him:

THE VANISHING AMERICAN: Richard Dix—78%. Very good picture which should draw very well in any town. Dix's acting is wonderful. Played August 6. Ten reels.—D. B. Dyer, Amuse theatre, Grover, Colo.—General patronage.

THE LUCKY DEVIL: Richard Dix—30%. Dix is well liked by the women, and most of the men. This is a very fine little program picture with comedy, action and thrills—what more do you want? The racing scenes are exceptionally good. Six and one-half reels.—J. E. Gillenwaters, Rialto theatre, Knoxville, Tenn.—General patronage.

LET'S GET MARRIED: Richard Dix—I went back and got this one and, as all others have reported, it is a dandy comedy drama, and Dix seems to draw them in. Seven reels.—H. J. Eagan, American theatre, Wautoma, Wis.—Small town patronage.

THE QUARTERBACK: Richard Dix—A knockout. Boys, book it and clean up. This is a Paramount year. Eight reels.—W. L. Daughdrill, Poplarville theatre, Poplarville, Miss.—General patronage.

-- from Exhibitors Herald

Fans rave over him:

Richard, the Riot

Jackson Heights, N. Y.

Three Cheers for Dix! ! ! !

We are wild about Richard Dix and think he is superb! ! ! He was simply great in "Womanhandled," "Let's Get Married" and "The Lucky Devil," but "The Vanishing American" was sublime! We like him better in more serious and "sheiky" parts. Some people compare him with , but we can't see any comparison at all. We love the very mannish way in which he acts. He is big, strong, funny, handsome, thrilling and a WONDERFUL actor.

A Model American Man! ! ! ! ! ! ! ! ! !

His Ardent Admirers,
LYDIA AND PAT.

-- typical fan letter in Photoplay

COMING! "Knockout Reilly"

The New York Sun says: "Dix latest

'PARADISE FOR TWO'

enters the gold medal lists".

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Story by Howard Emmett Rogers -- Adaptation by Ray Harris and Tom J. Crizer -- Screen play by J. Clarkson Miller --- Presented by Adolph Zukor, Jesse L. Lasky -- WILLIAM LE BARON - ASSOCIATE PRODUCER

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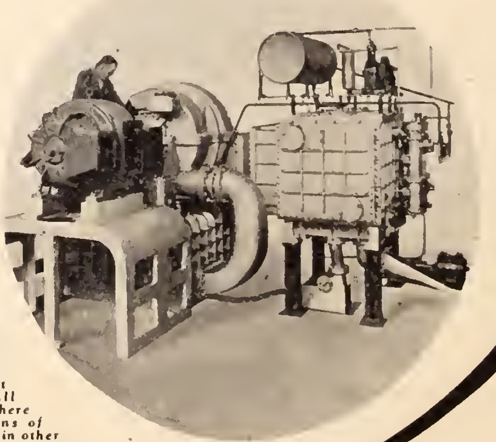

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from the stage play by Avery Hopwood
Directed by DONALD CRISP
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"RUBBER TIRES"

An ALAN HALE Production

RAY MURRAY WRITES:

RAY MURRAY, whom everybody knows, brightens the week and lightens its labors by writing me the following observations on pictures he has seen out there where they grow 'em.

Alan Hale has come home with the bacon in "Rubber Tires." This picture was made to order for little Bessie Love and Harrison Ford. It gives them both unusual opportunities for comedy and they evidently got plenty of fun out of it while making it, which makes it twice as funny on the screen. The titles are gems of wit and director Hale missed no amusing point or situation in telling this bright and interesting tale. The business of the runaway automobile is extremely funny and the incident with the old man and the water tank a great big wow!

The simplicity of the story and the experiences of the New York family driving a decrepit automobile across country to California, followed by a love-sick youth, furnish much material for laughable situations not found in the ordinary farce-comedy. Bessie Love is a delight all the way through. She pilots the family in an ancient car, bought at a junk yard, and which suddenly becomes worth $10,000, when the original manufacturers try to locate it. Harrison Ford follows the family in a motorless Ford. He is making a "coast to coast" trip, as he puts it, dependIng on hills and towing motorists to get him there.

Most of the scenes are exteriors, made in and around motor camps, and show intimately the life of the tin can tourists. I got a full hour's enjoyment out of "Rubber Tires."

* * *

"Alan Hale has come home with the bacon — I got a full hour's enjoyment out of 'Rubber Tires'"

says Ray Murray of the Exhibitors Herald in this glowing advance report

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HARRISON FORD
BESSIE LOVE
MAY ROBSON and
JUNIOR COGHLAN

Adapted by ZELDA SEARS
and TAY GARNETT [illegible]
story by FRANK CONDON
Directed by ALAN HAL

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N.Y. Morning Telegraph

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PRESENTS

MARIE PREVOST

in

"MAN BAIT"

WITH
KENNETH THOMSON
AND
DOUGLAS FAIRBANKS, JR

A DONALD CRISP
PRODUCTION

ADAPTED BY DOUGLAS Z DOTY
FROM THE STAGE PLAY BY
NORMAN HOUSTON
DIRECTED BY DONALD CRISP
PRODUCED BY
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a BLONDE, a BRUNETTE and a LADY'S GARTER!

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you'll say so when you see

MARIE PREVOST

IN

"Getting Gertie's Garter"

MAN! OH MAN!
WHAT A TITLE -
WHAT A PICTURE
WHAT A
BOX-OFFICE
COMBINATION
!

ADAPTED BY F. McGREW WILLIS
FROM THE STAGE PLAY BY
WILLSON COLLISON AND
AVERY HOPWOOD
PRODUCTION SUPERVISOR
F. McGREW WILLIS

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Present

5

Dolores Costello

Features in the group of 26 Warner Winners for 1926-27

The THIRD DEGREE

Now playing and cleaning up—and proving that a Dolores Costello feature is a season hit! From the stage play by Chas. Klein. Directed by Michael Curtiz

A MILLION BID

Beauty on the auction block—a dramatic romance with a lavish society setting. By George Cameron. Directed by Alan Crosland.

IRISH HEARTS

The girl of your dreams in an emotional and thrilling romance of modern Ireland. By Walter Morosco. Directed by Lloyd Bacon.

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From David Belasco's great stage play. A stirring story of the old South and a girl torn between two loves. Directed by Lloyd Bacon.

The COLLEGE WIDOW

A story of college life by George Ade, America's favorite humorist. Youth and beauty in an ideal setting. Directed by Roy Del Ruth.

FIVE GREAT FEATURES starring the girl that the whole country loves, five glorious pictures that millions of picture-goers are waiting to see. Making the 26 Warner Winners the outstanding group of box-office attractions of the current season.

Remember "The Sea Beast"! One big picture that at once brought the realization of Dolores Costello's beauty, charm —and box-office power. Thousands of lines of newspaper space, hundreds of pages of magazine articles since then have but fed the flames of popular acclaim.

Now you get five such features! Now exhibitors who play Dolores Costello draw the millions of people, the millions of dollars that go with a Costello picture.

26 WARNER WINNERS FOR 1926-27

Across The Pacific
My Official Wife
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Millionaires
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The Third Degree
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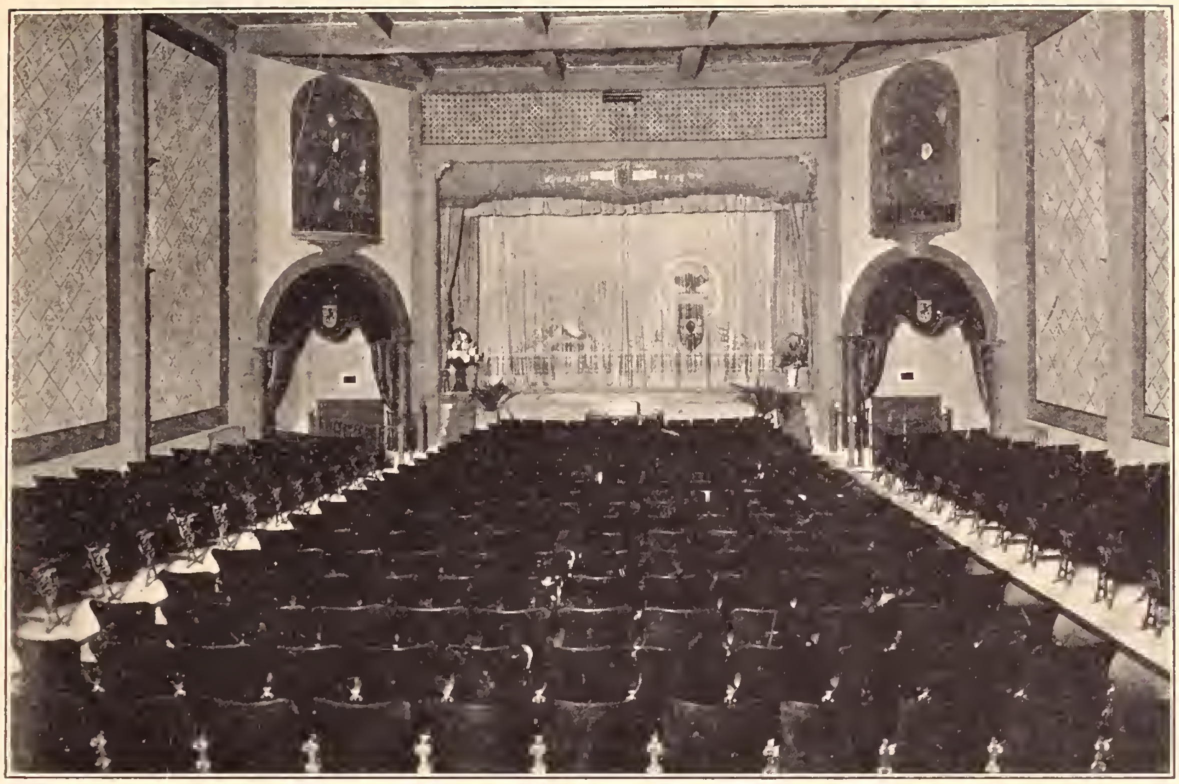
Don't Tell The Wife
Wolf's Clothing
White Flannels
Bitter Apples
The Gay Old Bird
A Million Bid
The Climbers
Matinee Ladies
Irish Hearts
The College Widow
What Every Girl Should Know
Tracked By The Police
The Black Diamond Express
Simple Sis
Hills Of Kentucky
Dearie
What Happened To Father
The Brute
The Heart Of Maryland



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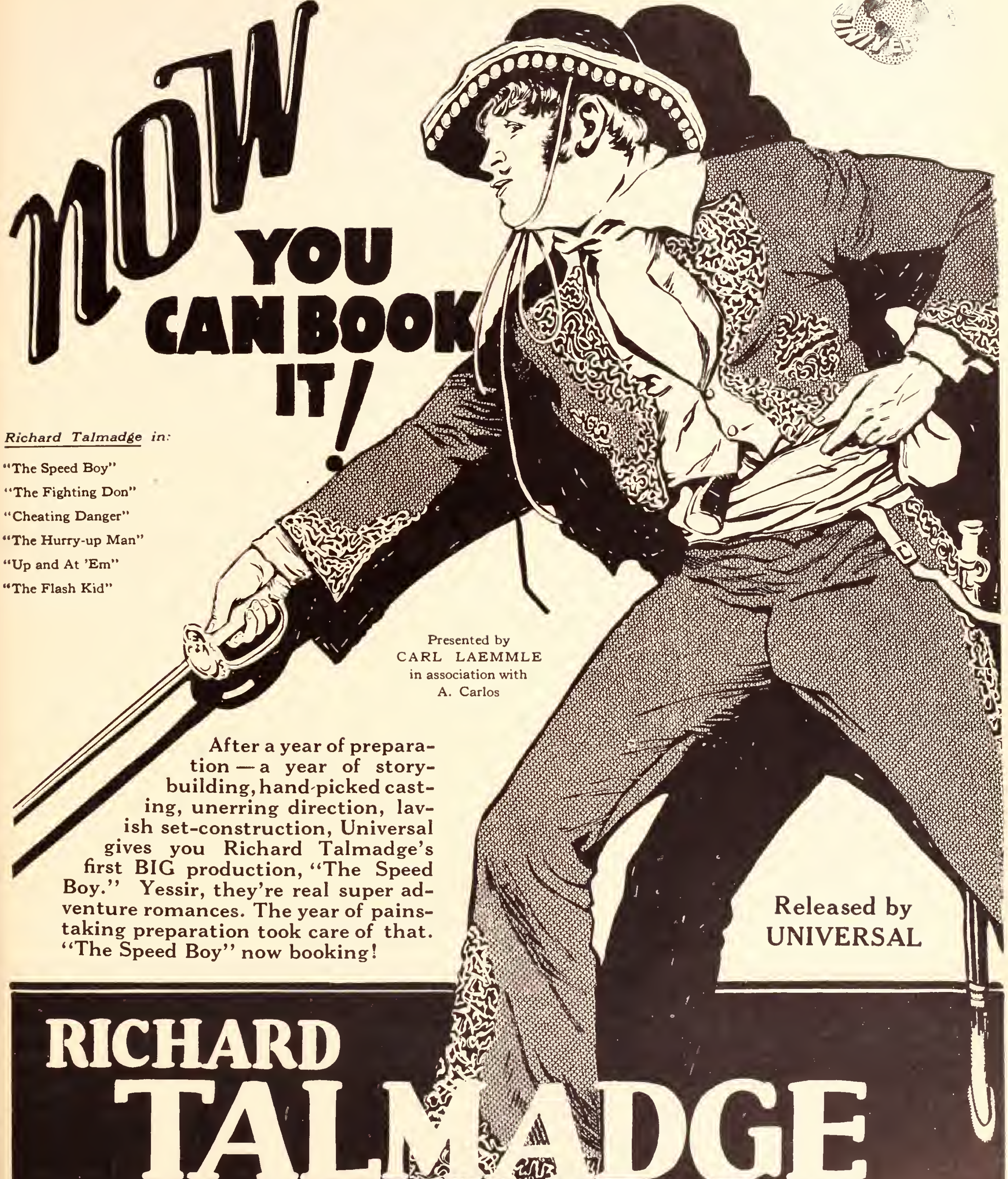

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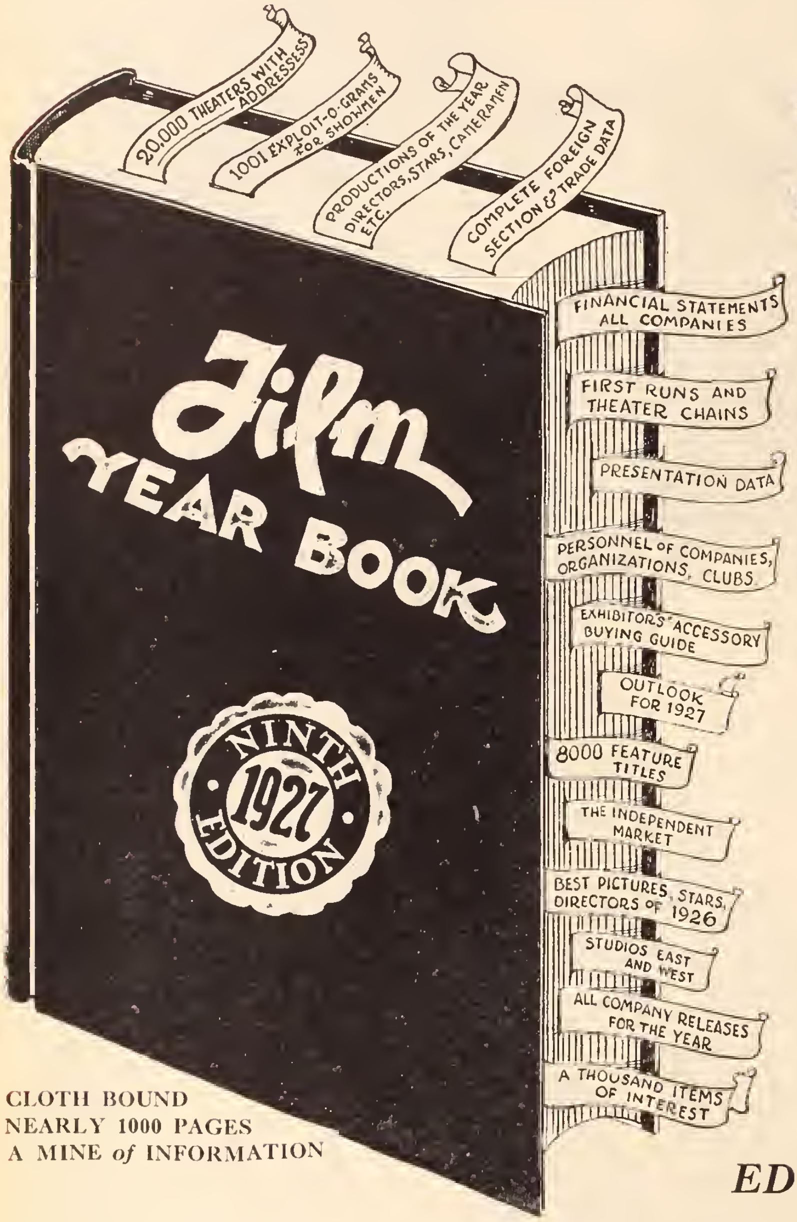
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use this
design
when you
play —

A Scene That Will Live Forever in Film Annals

ABOVE: Accused unjustly by her lover.

LEFT: The confession is made while thousands bow their heads.

DIRECT FROM 5 MONTHS

on Broadway at $2 admission

LILLIAN GISH

in NATHANIEL
HAWTHORNE'S
CLASSIC ROMANCE

The SCARLET LETTER

VICTOR SEASTROM'S

Production with Lars Hanson. Adaptation and Scenario by Frances Marion. Directed by Victor Seastron.

SUCCESS stamps "THE SCARLET LETTER". Few pictures have attained the magnitude of its thrills, the bigness of its beauty. A $2 PICTURE, it more than satisfied Broadway's critical theatre-going thousands for five months at the Central Theatre. All America waits for LILLIAN GISH'S supreme triumph. All exhibitors may safely anticipate one of the greatest attractions ever to pack theatres.

BIG MOMENTS!

Hester rescued from punishment by Dimmesdale.

The love drama enacted in the forest.

The Stranger strikes terror to Hester's heart.

Dimmesdale returns to see Hester marked with the Scarlet Letter.

The lover sears his flesh with the branding iron.

The gossip receives a public ducking by court order.

The Confession on the Village Scaffold.

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COMING soon
TO your theatre
TO thrill your
PATRONS
A masterpiece
OF drama
AND romantic
BEAUTY
YOU will be
PROUD to show . . .

LILLIAN GISH
in
The SCARLET LETTER

A Metro-*Goldwyn*-Mayer PICTURE

PRAISE!

SELDOM HAS A FILM
GOT SUCH UNANIMOUS
APPROVAL FROM CRITICS

"Last night marked off another red letter day for Metro-Goldwyn-Mayer. 'THE SCARLET LETTER' stands out as another triumph for the makers of 'The Big Parade'. It is by far Lillian Gish's greatest role, played with passion and understanding. I can only recommend you strongly to see it at once."
—*Eileen Creelman, N.Y. American*

"Last night at the Central Theatre the Metro-Goldwyn-Mayer organization added another production to its Broadway string—'The Big Parade', 'Ben Hur', etc." —*Eve. Post*

"Power, beauty, drama has been carved out in 'THE SCARLET LETTER'. With a sense for the unique qualities of Lillian Gish, Victor Seastrom has made for Metro-Goldwyn-Mayer another of its road shows."
—*A.T., N.Y. World*

"Metro-Goldwyn-Mayer has done it again. Victor Seastrom, the director, Lillian Gish and Lars Hanson, the stars, achieve a triumph. 'THE SCARLET LETTER' is one of the most powerful pictures of the year."
—*Rose Pelswick, Journal*

"As faithful a transcription of the narrative as one could imagine."
—*Mordaunt Hall, N.Y. Times*

"Thanks to everyone connected with the picture, an American literary classic became a classic of the screen. 'THE SCARLET LETTER' should burn brilliantly in front of the Central Theatre for months to come."
—*Morning Telegraph*

"'THE SCARLET LETTER'—magnificently photographed and produced. A sterling contribution to the silver sheet."
—*Dorothy Herzog, Mirror*

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THE WORLD'S LARGEST, NEWEST AND MOST MAGNIFICENT THEATRE—SOON TO OPEN

VITAPHONE
CORPORATION
by *ALBERT WARNER*
Treasurer and Sales Manager

TWO instruments are now being installed as an integral part of this magnificent theatre—a significant testimonial to the necessity and permanence of

VITAPHONE

an acknowledgment by one of the world's greatest showmen that

VITAPHONE

is here to stay and that it is the outstanding factor in the development of motion picture entertainment!

FIRST IN FIRST SERVED-

READ and weep if you are not included in this list of theatres that have already contracted for VITAPHONE because we cannot make installations on new contracts until after April 15th.

The successful showmen today are the live-wires with the vision to recognize a big idea when they see it and the initiative to take advantage of it. VITAPHONE is the biggest idea the industry has ever known! NOW is your opportunity to join the ranks of the country's biggest showmen of today; NOW is your opportunity to be the big showman of tomorrow!

Roxy Theatre, New York City.
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Madison Theatre, Detroit, Mich.
State Theatre, Minneapolis, Minn.
Capitol Theatre, St. Paul, Minn.
Majestic Theatre, Providence, R.I.
Aztec Theatre, San Antonio, Texas.
Capitol Theatre, Springfield, Mass.
Capitol Theatre, Chicago, Ill.
Strand Theatre, Louisville, Ky.
Orpheum Theatre, Chicago, Ill.
American Theatre, Salt Lake City, Utah.
Grand Theatre, Columbus, O.
Rialto Theatre, Newark, N.J.
North Centre Theatre, Chicago, Ill.
Blue Mouse Theatre, Portland, Ore.
Blue Mouse Theatre, Seattle, Wash.
Aladdin Theatre, Denver, Colo.
Mark Strand Theatre, Syracuse, N.Y.
Temple Theatre, Toledo, O.
Cameo Theatre, Bridgeport, Conn.
Circle Theatre, Dallas, Texas.
Circle Theatre, Cleveland, O.
Lyric Theatre, Birmingham, Ala.
Palace Theatre, Houston, Texas.
Mark Strand Theatre, Albany, N.Y.
Strand Theatre, Worcester, Mass.
Strand Theatre, Lynn, Mass.

YOU LOSE BY WAITING!

Victoria Theatre, Buffalo, N.Y.
Troy Theatre, Troy, N.Y.
Duchess Theatre, Warren, O.
Palace Theatre, Huntington, W. Va.
Palace Theatre, Little Rock, Ark.
Park Theatre, Woonsocket, R.I.
Congress Theatre, Bronx, N. Y. City, N.Y.
Schwartz Circuit, Brooklyn, N.Y.
Rialto Theatre, Jamaica, L.I.
Rialto Theatre, Brooklyn, N.Y.
Kingsway Theatre, Brooklyn, N.Y.
Empire Theatre, Portland, Maine.
Greenwich Theatre, Greenwich, Conn.
Dome Theatre, Youngstown, O.
Crown Theatre, Mobile, Ala.
State Theatre, Hammond, Ill.
Metropolitan Theatre, Baltimore, Md.
New Broadway Theatre, Charlotte, N.C.
Tivoli Theatre, Brooklyn, N.Y.
J. P. Harris Theatre, McKeesport, Pa.
Arcadia Theatre, Reading, Pa.
Majestic Theatre, Cornell, N.Y.
State Theatre, Pittsburgh, Pa.
Palace Theatre, Jamestown, N.Y.
National Theatre, Jersey City, N.J.
Macomb Theatre, Mt. Clemens, Mich.
Lincoln Theatre, Lakewood, O.
Fay's Theatre, Rochester, N.Y.
Orpheum Theatre, Akron, O.
Oakman Blvd. Theatre, Detroit, Mich.
Ferryfield Theatre, Detroit, Mich.
Rialto Theatre, Ft. Worth, Texas.
Regent Theatre, Detroit, Mich.
Palace Theatre, Olean, N.Y.
Orpheum Theatre, Lincoln, Neb.
Bijou Theatre, Fall River, Mass.
Plaza Theatre, Sioux City, Iowa.
Sennett Theatre, Brooklyn, N.Y.
Strand Theatre, Schenectady, N.Y.
Liberty Theatre, E. Liberty, Pittsburgh, Pa.
Strand Theatre, Erie, Pa.
Garrick Theatre, Duluth, Minn.

SIGNING THEM UP EVERY DAY!

VITAPHONE

CORPORATION

by ALBERT WARNER

TREASURER AND SALES MANAGER

SOLE OFFICE
FISK BUILDING
57 ST. & BROADWAY
NEW YORK, N. Y.

Newspapers Want Usable Photoplay Material

The Donora Evening Herald
Donora, Pa.

February, 1, 1927

Motion Picture News,
729 Seventh Avenue,
New York City.
Dear Sirs:

I would like to secure the names and addresses of all distributing firms that distribute films. We are desirous of securing short biographies and small head cuts or mats for our daily paper.

Thanking you for your kind attention,

Yours very truly,
R. F. Tracy.

We are going to give it to them

Watch for the next issue of the Motion Picture News Studio Directory, which will contain a new feature of great interest and value to Exhibitors, Editors, Casting Directors, Studio Executives and Publicity Men—in addition to the usual data.

The Studio Directory—In Preparation

$50,000,000.
in Publicity behind
the Best Known Man
in the World!
WELCOME
MAYOR
WILL ROGERS

C. S. Clancy
presents

WILL

"Our Unofficial

ABR

NEW YORK HERALD

Letters of a Self-Made Diplomat to His President

IT PROBABLY NEVER HAPPENED
By Nunnally Johnson

AND ALSO IN THIS SPLENDID ISSUE NOW ON SALE

THE SATURDAY EVENING POST
"AN AMERICAN INSTITUTION"
5¢ the Copy

THE TOPEKA DAILY STATE JOURNAL

Will Rogers Jests Way Thru Farm Relief Plans and Other Big Problems

Suggests Farmers Trade Speedometers for Alarm Clocks and Eliminate Necessity of Government Aid—Thanks Rambling Rumanian for Shaving "Peaches" and Aimee Back to Wantside.

NEWS OF THE

Will Rogers' Travel Pictures

The Film Fans' Letter Box

ichita Daily Eagle
ICHITA, KAN., FRIDAY MORNING, NOVEMBER 19, 1926
TWENTY-TWO PAGES

THE EDITOR SPEAKING.

Will Rogers Entertains Big Audience With Accounts of What He Saw and Did Abroad

World Laughs at a Fat Man but Won't Pay for Privilege Muses Champ Fun Maker, Now on a Diet

Topeka State Journal
KANSAS, WEDNESDAY EVENING, NOVEMBER 17, 1926 FOURTEEN PAGES

The "Will Rogers Family"

DID SOMEONE TELL WILL?

'AFT' IN STATE

oenix 5 CENTS

U. S. Reservations'll Make Folks Think We're Indians, Will Rogers Tells Throng

Rogers Wins Armory Crowd With Running Fire of Wit

When Will Had 'Em Roaring

Uncle Jake Goes to Hear Will Rogers but Keeps Eyes on Customers in Row AA

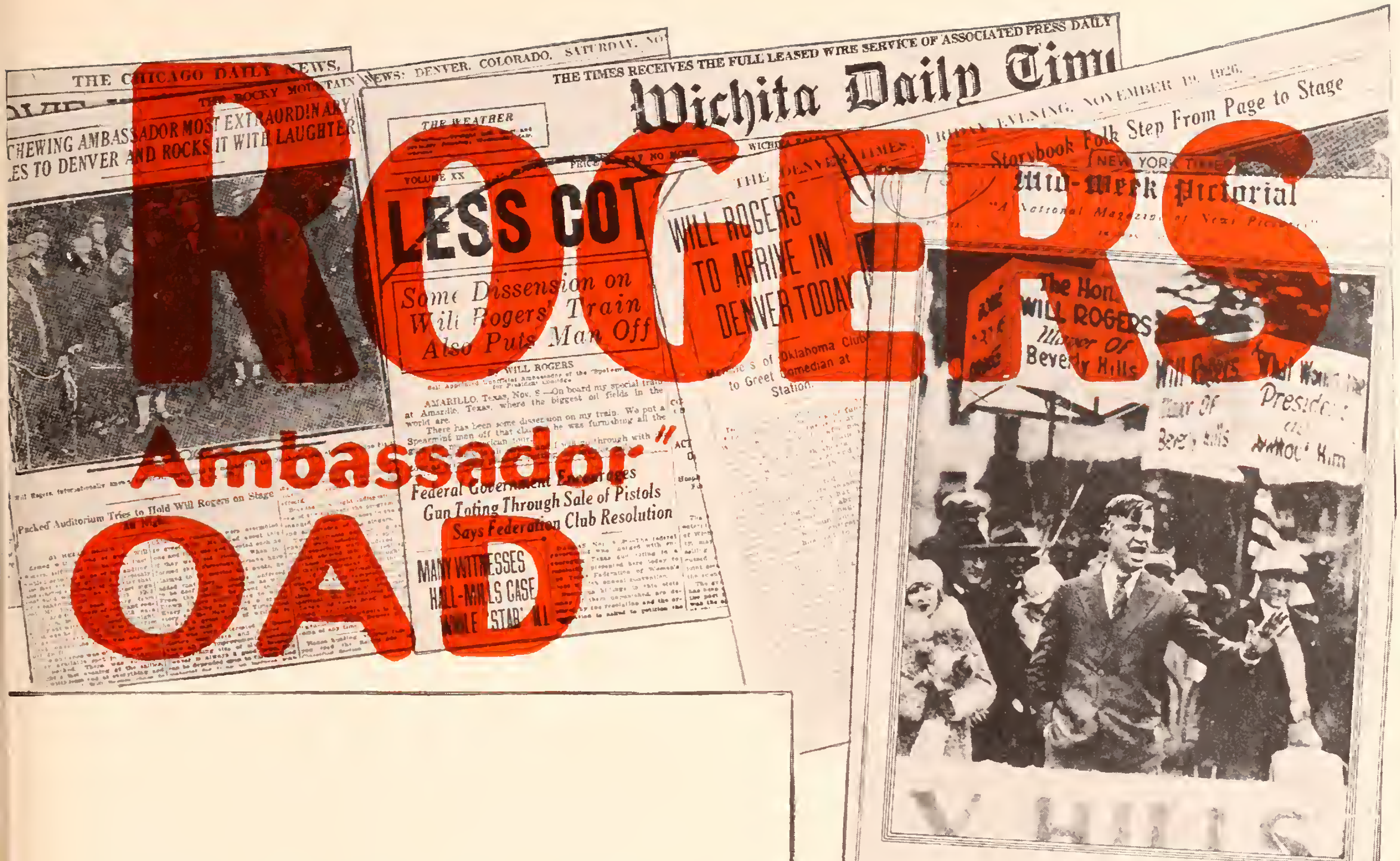
ROGERS' WOES IN EUROPE TOLD

HE'LL SPILL THE LOWDOWN TONIGHT

A *New* Rogers—
A New Idea in Pictures—
A New Kind of Box-office Value

HERE is a *new* Rogers. Now for the first time you may see the *real* man, with the quaint keen-witted personality that has made him the most talked of man in the world.

Neither comedies nor travelogues, these pictures have all the lure and entertainment of each. You take a personally conducted tour with the wittiest guide and the most charming

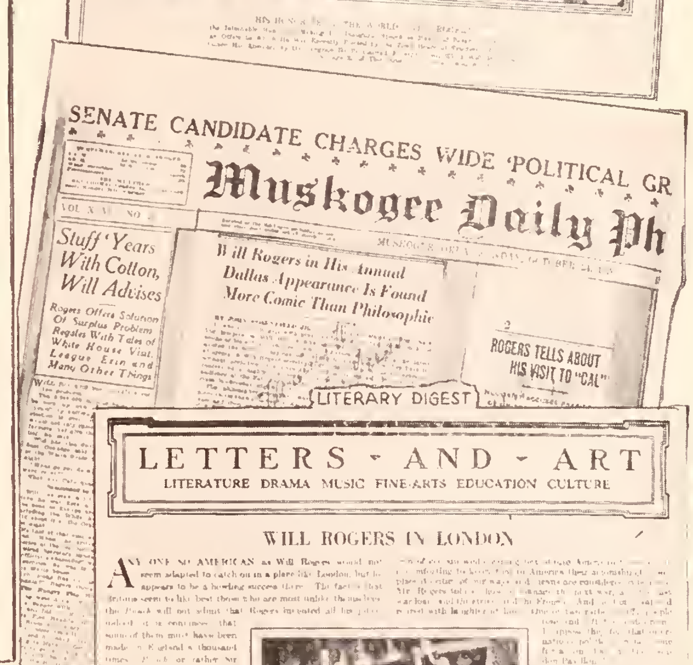

ROGERS
Ambassador
OAD
THE CHICAGO DAILY NEWS
THE ROCKY MOUNTAIN NEWS: DENVER, COLORADO, SATURDAY
CHEWING AMBASSADOR MOST EXTRAORDINARY
LES TO DENVER AND ROCKS IT WITH LAUGHTER
Packed Auditorium Tries to Hold Will Rogers on Stage
THE TIMES RECEIVES THE FULL LEASED WIRE SERVICE OF ASSOCIATED PRESS DAILY
Wichita Daily Times
NOVEMBER 19, 1926.
LESS COT
Some Dissension on Will Rogers' Train Also Puts Man Off
Federal Government Encourages Gun Toting Through Sale of Pistols Says Federation Club Resolution
MANY WITNESSES HALL-MILLS CASE
THE DENVER TIMES
WILL ROGERS TO ARRIVE IN DENVER TODAY
Members of Oklahoma Club to Greet Comedian at Station
Storybook Folk Step From Page to Stage
NEW YORK TIMES
Mid-Week Pictorial
"A National Magazine of News Pictures"
The Hon. WILL ROGERS Mayor of Beverly Hills
Will Rogers That Won the Presidency
Mayor of Beverly Hills

companion that mind can conceive. Rogers talks to you in the subtitles. Everyone is good for a laugh. Many of them for an uproar.

The amazing Rogers' publicity make this series the greatest box-office value in pictures today.

Ask for a screening at the nearest Pathe Exchange. Seeing is believing,—and booking.

Twelve One-Reel Features


SENATE CANDIDATE CHARGES WIDE POLITICAL GR
Muskogee Daily Ph
Stuff 'Years With Cotton, Will Advises
Rogers Offers Solution Of Surplus Problem Regales With Tales of White House Visit, League, Erin and Many Other Things
Will Rogers in His Annual Dallas Appearance Is Found More Comic Than Philosophic
ROGERS TELLS ABOUT HIS VISIT TO "CAL"
LITERARY DIGEST
LETTERS - AND - ART
LITERATURE DRAMA MUSIC FINE ARTS EDUCATION CULTURE
WILL ROGERS IN LONDON

ANTONIO EVENING NEWS
SAN ANTONIO'S ONLY HOME-OWNED AFTERNOON NEWSPAPER
SAN ANTONIO, TEXAS, SATURDAY, OCTOBER 30, 1926. FIGHTEEN PAGES
N TO BE ENFORCED TO LETTER,
r Watch Out or the Cops
OOLIDGE TALKS TOO MUCH, ALAMO CITY GETTING TOO MODERN, WILL ROGERS SAYS
Visits S. A. Every 13 Years; Says It Is Only Cow Town Left; Mingles With Trail Drivers
Promise,'
Absentee Mayor Best, Hon. Will Rogers Finds
Gave Post to Chaplin, Says Cow-boy Jester
Pathépicture
TRADE MARK

More publicity than any star has ever received

Within two short years he has been given more publicity than has ever been received by any star of stage or screen.

$50,000,000.00 could not buy it.

A possible candidate for President

The Saturday Evening Post, the most widely read magazine in America, has just published his photo in an article on Presidential possibilities. His twelve articles in the same magazine on "An Unofficial Ambassador Abroad" have been so commented upon, such big circulation boosters that the editors are eager to get as many more as they can.

25,000,000 persons read his name every day

Newspapers with circulations equalling one fifth of the population of the country are printing his daily despatches.

He broke radio records

He received the largest fee for his radio talk that has been paid in the history of radio.

Huge drawing card

Whenever he appears on a platform he draws huge audiences and what he says is first page news.

He is the friend of Kings, Princes and Presidents.

Will Rogers, Mayor of Beverly Hills, California, has created the FIRST ONE REEL FEATURES EVER PRODUCED.

Pathépicture

TRADE MARK

BOTH the Trade Dailies *say* big!

The famous
Scotch-Irish Comedy-
30 years a stage
sensation!

The NEWSPAPER of FILMDOM THE Film DAILY AND WEEKLY FILM DIGEST

"McFADDEN'S FLATS"

The two C's—Charlie Murray and Chester Conklin—in one picture. What would you expect as the result? Laughs plus. Well, you get them in "McFadden's Flats." Generous, large-sized ones. They might be described by the elite as belly laughs, but what of it?

And that funny mimic, Chester Conklin. He's awkward, but you feel a huge affection for him because of that. When he takes off his shoes at the swanky McFadden party and pulls the lost sheep business right among the uptown swells, the laughter gets mighty close to convulsive. "McFadden's Flats" will have a long and successful life. Make a note of it, mental or otherwise, and check your box-office against this forecast.

—*KANN in Film Daily*

EXHIBITORS
DAILY REVIEW
Published Daily Except Sunday

"McFADDEN'S FLATS"

First National have an audience picture. Par excellence. In this old time, long time, legitimate roadshow success.

"McFadden's Flats" is a sure cure. For the blues.

It's made with a deliberate intent. To make people laugh. And having all the right ingredients. To make people laugh. Naturally the effect is many loud laughs.

Two or three scenes. From the comedy angle. Are classics.

This picture. Which will open. At the Strand. February fifth. Is bound to be a success.

This is a Big League Comedy Picture. Without mistake.

And by every sign. A box-office knockout.

—*FRED McCONNELL*
in Exhibitors DAILY REVIEW

The
greatest
comedy
sensation
of the age!

First National Pictures

Opening Ovation
at N.Y. Strand
Feb. 5th

A First National Special

ASHER, SMALL and ROGERS
present

Charlie Murray and Chester Conklin
in
McFADDEN'S FLATS

Adapted from Gus Hill's *famous stage play*
Produced by EDWARD SMALL

Story by REX TAYLOR
A RICHARD WALLACE *Production*

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

BOX-OFFICE VITAMINES!

The First Course
of First National's
Feast of Hits

Read'em—

HARRY LANGDON in Long Pants

CONVOY with Dorothy Mackaill
Lowell Sherman

McFADDEN'S FLATS
with Charlie Murray and Chester Conklin

KEN MAYNARD
in "The Overland Stage"

THE MASKED WOMAN
with
Anna Q. Nilsson, Holbrook Blinn,
Charlie Murray

THE PERFECT SAP
with Ben Lyon and
Pauline Starke

now book 'em and feed 'em to your public for healthy box-office growth--- only First National can help you keep up the steady big time intake-- week after week-- hit after hit-- we've got the Stars-- we've got the stories---we've got the brains--- that's why it's

FIRST NATIONAL FIRST

First National Pictures

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, FEBRUARY 11, 1927 No. 6

The Theatre Situation

FOR more than two years, MOTION PICTURE NEWS has been analyzing the theatre field, classifying the various houses in respect to their trade importance, and, arriving, by actual, first-hand knowledge, at the total for the whole country.

The results are as follows: Total number of picture theatres in the United States—14,991, divided in this way:

Class A, 1,041; Class B, 1,706; Class C, 3,511; Class D, 4,356; Class E, 4,377.

These are the figures for 1926. It should be remembered that the count includes only bona-fide theatres, open once a week or more. Larger totals have been arrived at by other authorities in the industry, but our own investigation has been subjected to rigid checking and re-checking over a long period and has been based on original sources and information, some of which have never been employed hitherto, so far as we can learn.

It is entirely likely that there are more than 14,991 *picture accounts* in this country, but picture accounts and picture theatres are not always the same thing. A show, operated now and then by a lumber company in the bunkhouse of a sawmill is not a theatre in the trade sense. We merely cite that as an example; there are others of similar nature.

The industry's foundation is the picture theatre, operated as such, and the actual number of these is about 15,000.

Careful investigation disposes also of other beliefs widely current, but unsupported by the facts. One of these is to the effect that the total number of picture theatres is decreasing. Surprising as it may seem, in view of chain expansions and other factors, our survey shows a slight increase in the theatre total for 1926 over 1925. In the latter year, there were 14,685 houses; in 1926, there were, as stated, 14,991, a gain of 306.

This means, unquestionably, that the building of new theatres is keeping pace with the public demand; perhaps is overshooting it. But, in any event, it most certainly shows that, among actual, bona-fide picture theatres, the mortality of poorer houses is more than offset by the construction of better ones.

Finally, the table is an eloquent reminder that it will not do to put all the emphasis on the first-runs, using the broadest definition of that term. These are approximately 2,000 in number (all of Class A and most of Class B). If we subtract 2,000 from 14,991, the remainder is 12,991—the great mass of theatres, with tremendous purchasing power and vital to the industry's welfare.

* * * *

Healthy Discontent

NOTHING is more dangerous in an enterprise such as motion pictures, which depends upon constant novelty and freshness and variety, than too great a satisfaction with things as they are. Healthy discontent and a striving for something better is the mainspring of progress in any field.

For that reason we are happy to note the many signs in the air of an effort to improve motion pictures which seems greater than at any time in years.

From England this week comes word of a new and commercially practicable non-inflammable film, which should open up entirely new fields and remov
the greatest single drawback from the educat
use of motion pictures.

Several new projects for synchronize
tachments are shaping up, and a str
ment may be looked for in this fi
a fraction of it. Watch 1927!

The Week in Review

Comment on Passing Affairs

PROBABLY no film event of January has created more talk in New York motion picture circles than the four-week run of "Flesh and the Devil" at the Capitol Theatre, where no picture had previously played more than two consecutive weeks. It now appears likely that close to $250,000 will be taken in on the engagement. The picture would have had to run for from 12 to 18 weeks in a legitimate house to return a gross of this magnitude—and at a much higher price scale.

There is distinctly food for thought in this for the industry. Just what, probably, would M-G-M have gained by putting "Flesh and the Devil" into a legitimate Broadway theatre?

Broadway Records

IN answer to the claim made last week that the first 100 performances of "Old Ironsides" had established a record for gross intake, the figure given being $131,775.45 for the first 98, Warner Brothers this week gave out figures on the New York engagements of "The Better 'Ole" and "Don Juan," which are of interest.

According to these figures, the first 98 performances of "The Better 'Ole" brought in $231,898, exclusive of tax, and the first 98 performances of "Don Juan," $199,560.

War and Comedy Continue

IN the opinion of B. P. Schulberg, West Coast executive for Famous Players-Lasky, the two cycles of war drama and comedy will continue through 1927, with the comedy cycle probably outlasting the era of war films. The public, he points out, wants three things in its screen fare—thrills, romance and laughter. The war drama supplies the first two, and comedy, the third. He cites four Famous productions made to meet the demand for war pictures, and says of comedy:

"The comedy cycle has been longer in acquiring its momentum, and by that very token promises to be of greater duration. The laugh film at the present time is rivalled in popularity only by the great war spectacle pictures.

"A year ago we were content to present 'Behind the Front' as practically our only out-and-out comedy production for the moment. Today, we have the largest staff of comedy players, directors and writers of any film firm in the world and 40 per cent of our product to be made in the next 12 weeks is for laughing purposes, while several of the more or less serious dramas have strong comedy elements."

Another "Ten Best"

THE Ten Best Pictures of 1926, as selected by the critics for The 1927 Film Year Book, are as follows: "Variety," "Ben Hur," "The Big Parade," "The Black Pirate," "Beau Geste," "Stella Dallas," "The Volga Boatman," "What Price Glory," "The Sea Beast," and "La Boheme."

Two hundred and eighteen critics representing newspapers, fan and trade papers cast their ballots. The list may be taken as reflecting fairly the judgment of the public throughout the country on productions widely released last year.

The Film Year Book itself is a splendid piece of work, more extensive and attractive than ever, and reflecting great credit on the whole *Film Daily* organization. Again, our sincere congratulations to our contemporary on this admirable service to the industry.

"Slums of Berlin" Scores

THE imported picture, "Slums of Berlin," was held over for a second week at the Cameo, New York, due to its exceptionally fine showing at the box office during the initial week which opened January 23rd. On Monday, January 24th, the picture is reported to have broken the house-record for Monday receipts at this theatre. The gross to date is highly unusual for the small Cameo.

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PICTURES AND PEOPLE

Ben Lyon arrives on the West Coast to work at First National's Burbank studio and is met by Mervyn LeRoy, comedy constructor and raconteur.

Dorothy Hall, playing the lead opposite George Walsh in "The Broadway Drifter," for Excellent, and also leading woman in a Broadway stage play.

Fashions From Hollywood

PEGGY HAMILTON, fashion editor of the Los Angeles *Times*, was the guest of honor at a luncheon to the press on Tuesday at the Hotel Biltmore, New York City, at which she announced two Hollywood Style Shows to be given at the Biltmore on February 15 and 18. The first will take the form of a tea-dance, while the second will be a dinner-dance.

All of the gowns displayed will be those worn by prominent stars in recent or forthcoming productions, and will be strictly Hollywood creations. Hollywood is coming to be as powerful a fashion arbiter as Paris or New York, and no little interest attaches to the shows for this reason. Many of the gowns are on display this week in the windows of McCreery's, a New York department store. The companies who have furnished them include First National, Famous Players-Lasky, Metro-Goldwyn-Mayer, Warner Brothers, Fox, De Mille, Universal and Carewe-Inspiration.

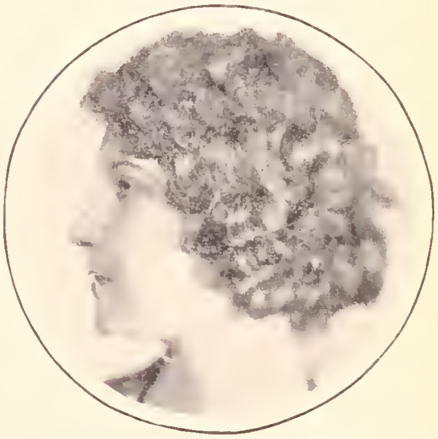
Kay Laurell Dead

WORD was received from London this week of the death from pneumonia of Kay Laurell, former stage and screen star here, at the age of 37. She was at one time featured in the Ziegfeld Follies, later starring in pictures and appearing in Broadway stage productions.

Antipodean Impressions

FROM the current issue of *The Film Weekly*, the Australian film trade journal, we glean these interesting observations of New York, written by Albert Deane, of the Paramount organization there, who is now on his way back to the southern continent.

Eugene O'Brien, one of our sure-fire leading men, who has been signed by Columbia Pictures for an important role in "The Romantic Age."



Jeanne Morgan, one of the young players signed by Film Booking Offices in its search for new talent to be developed under its auspices.

If you want a real thrill some time, suggest Harrison Ford and Phyllis Haver, try spooning in a lofty trapeze. They appear together in Metropolitan's "No Control"

Sam Katz, Publix and F.P.-L. executive, congratulates Julian Saenger, president of Saenger Theatres, Inc., after inspecting the new $2,500,000 Saenger Theatre opening on February 5.

Olive Borden, the fast-rising young Fox star, who arrived in New York City this week to play in Allan Dwan's next picture, "The Joy Girl."

The cast for "McFadden's Flats," produced by Asher, Small and Rogers for First National, has been chosen with special care. The important members, reading across, are: Chester Conklin, Larry Kent, Cissie Fitzgerald and Aggie Herring, Charlie Murray, and Edna Murphy. The picture has its premiere at the Strand in New York this Saturday

"The legitimate offerings might easily be catalogued as undress, super-sex, ordinary sex, sex perversion, straight drama, comedy drama, musical comedy and straight comedy. . . . Tuesday was State Election Day, conducted on a national scale throughout the land. It was the culmination of a mass of campaigns which showed the application of showmanship exploitation to the question of selecting the law-makers and enforcers. No avenue was left untouched—the press, radio, snipes, the screen, torchlight displays, street floats, ballyhoos on vacant lots, cartoonists in Times Square. . . . The New York press has been giving me some publicity because of a story I gave to the general manager of the theatre running 'Abie's Irish Rose.' I told him that when I was here, in 1922, the play was so badly 'panned' at its opening, and there were so many other shows that I wanted to see more, that I didn't see it. Four and a half years later I come back to find the same 'badly panned' show still running. The manager gave the story to the press, and while he was in the giving mood he gave me a couple of seats. I'm going to see 'Abie's' tonight."

A Big Moment

IT meant a great deal to H. M. Warner and Jack L. Warner last Sunday night when "Don Juan" opened with a Vitaphone prelude at the Metropolitan Theatre in Baltimore—for just forty years ago this spring the Warner brothers and their sisters and mother landed in Baltimore from the other side to join their father, who had preceded them by two years. In 1885 the elder Warner established a "shoes made while you wait" shop, and by 1887 this had grown to three establishments, so he sent for the family. Hence the glow of satisfaction which it gave the Warner brothers, forty years later, to be able to sit in their own theatre, see a picture owned by them and hear the Vitaphone, which they had given to the amusement world—and all in the city to which they had come as poor immigrants.

Our favorite screen actor, Big Boy, appearing in an Educational-Juvenile comedy, "Funny Face," illustrates the title very well indeed at the prospect of a dose of childhood's favorite beverage, castor oil

Columbia Stays at 1600

AFTER looking over the various new buildings which have sprung up in the film district, Columbia Pictures Corporation has decided to sign a new lease in the Mecca Building, where the company has made its headquarters since its inception. Joe Brandt and Jack Cohn, president and treasurer, respectively, of the company, have taken over additional space on the eighth floor and have enlarged the original offices to make room for the growing demands of this company.

Behind this matter of fact statement lurks a sentiment which probably had much to do with the company's decision to remain in the old building. For the last fifteen years 1600 Broadway has meant "business home" to Joe Brandt and Jack Cohn, and it was for many years the permanent address of Harry Cohn, general manager in charge of production.

In 1912 Joe Brandt, who had entered the motion picture industry the year before, came to the Mecca Building with Carl Laemmle and his Universal company. With him came Jack Cohn, who had been associated with Joe in the Ben Hampton Advertising Agency, and Jack's brother, Harry. Joe Brandt and the Cohn boys remained with Laemmle, devoting their time to the distribution, exploitation and production ends of the business and becoming prominently identified with the organization and development of the new company.

In 1918 Joe, Jack and Harry felt that the time had come to create for themselves a place in the motion picture industry. Under the name of C. B. C. (Cohn-Brandt-Cohn) they entered the production field for themselves with the Hallroom Comedies and Screen Snapshots, with home offices, of course, in the Mecca Building.

A modest beginning, but during the seven years of the company's existence, the growth has been rapid. During all these years exhibitors and business friends have always turned to 1600 Broadway when they wanted to see Joe Brandt and Jack Cohn.

Levy Creates Mastbaum Memorial

COLONEL FRED LEVY, Louisville, Ky., theatre owner, has given the Temple Adath Israel of that city a considerable sum, annually, to be known as the Jules Mastbaum Memorial Fund. Mr. Mastbaum was widely known for his charitable endeavors, and it is Colonel Levy's idea, that from that fund worthy persons, without distinction as to race or creed, are to be assisted in obtaining education and employment.

Monty Banks Returns

MONTY BANKS, starring in feature comedies for Pathe, reached New York City on January 11 on the S.S. *Aquitania* after spending the holidays in his native Italy. He had been planning the trip for some time and was speeding up work on his current picture when he received word of his mother's death in Italy. He was unable, however, to reach there in time for the funeral services.

Rising Young Press Agents

JUST as designation of Wampas Baby Star has started the fame of numerous screen satellites into ascendency, so has membership in the Western Association of Motion Picture Advertisers meant a stepping-stone into other and higher ranks of the cinema for those who have preferred such change. As Thursday evening, February 17, the date for the sixth Wampas Frolic and Ball, to be staged in the Ambassador auditorium, draws near, officials of the Wampas have been canvassing names written in the membership roster during the six years since the Wampas came into being.

Some of those original Wampas members now hold enviable positions in such fields as producers, scenarists, title writers, theatre managers, publishers and publication representatives.

Hunt Stromberg and Harry J. Brown have joined the producing ranks and instead of writing for the stars and the studios they now hire others to do that work. William Counselman, Garrett Graham and Joseph Jackson have laid down the publicity pen to devote their talents to preparing material for the screen—vehicles in which the stars they helped to make may ride to further fame. Malcolm Stuart Boylan is devoting his wit and ingenuity to title writing. Hal Horne, H. B. Wright and Edwin G. Hitchcock have become theatre managers. Ted Taylor is with a publication in Paris, France, and Ivan St. Johns is Western representative of a prominent fan magazine. Foster Goss is in the publishing business having to do with the screen.

The United Artists Basketball team, which is entered in the Motion Picture Basketball League tournament. Left to right, they are: Arthur Randsburg, centre; Jack Redfield, substitute; Jack Wrege, guard; Al Rothstein, forward; Morton Le Voy, guard; Leo Samuels, forward

They Don't Come From the Farms

FARMS have not contributed a single player and villages have furnished but two well-known players out of a list of more than forty, a canvass of the M-G-M studios shows. Large cities have contributed by far the most prominent players, but cities of medium size throughout the country are well represented. Five screen favorites were born south of the Mason and Dixon line, while the remainder are about evenly divided among East, West and foreign nations.

San Francisco ranks highest with four players: Carmel Myers, Roy D'Arcy, Aileen Pringle and Louise Lorraine. New York supplied three and Philadelphia two. Marion Davies and Edward Connelly being from Manhattan and Lionel Barrymore and Eleanor Boardman from the Quaker city.

The quartet from Dixie are: William Haines, Staunton, Va.; Dorothy Sebastian, Birmingham, Ala.; Joan Crawford, San Antonio, Tex., and Pauline Starke, Joplin, Mo.

Claire Windsor was born at Cawker City, Kansas, and Buster Keaton's face froze when he first saw the light of day at Pickway, Kansas. Buster says he will smile if anybody can locate his birthplace on the map, but Miss Windsor loyally defends Cawker City—as does everybody who ever saw Claire.

Midget Gustav seems to have the drop on James Marcus and Harry Myers in this scene from the Columbia feature comedy, "The Bachelor's Baby," in which all three play important roles

Logan, Utah, and Berlin, New Hampshire, both of which are just out of the village class, furnished in order named, John Gilbert and Lew Cody.

Hardy to Play "Nights" Lead

SAM HARDY, who has given outstanding comedy and character portrayals in seven Robert Kane productions for First National release, has been given the lead opposite Lois Wilson in "Broadway Nights," the next Kane picture. This goes into production this week. It is not Hardy's first lead, however, as he came into pictures via a principal role in "Get-Rich-Quick Wallingford." Joe Boyle, who finished "Convoy" for Kane, will direct "Broadway Nights."

Wampas Frolic Plans

BOXES for the sixth annual Wampas Frolic and Ball, to be held in the Ambassador Auditorium, Los Angeles, Thursday evening, February 17, are being rapidly taken, according to the committee in charge of ticket distribution. Likewise, sales of tickets other than boxes are progressing at such a pace that a complete sell-out is expected long before the curtain rises on the big cinema-social fete.

The Fox Films basketball team, leading the M.P. tournament at present. Standing, left to right: Bill Roach, Douglas N. Tauszig, executive advisor; Hermon Freedman, Fred Bullock, Fox A. C. president; Jess Kizis. Sitting: Al Star, manager; Gene McEvoy, captain; Herman Bushell, Frank Kizis. Front row: Al Grimaldi and Paul Press

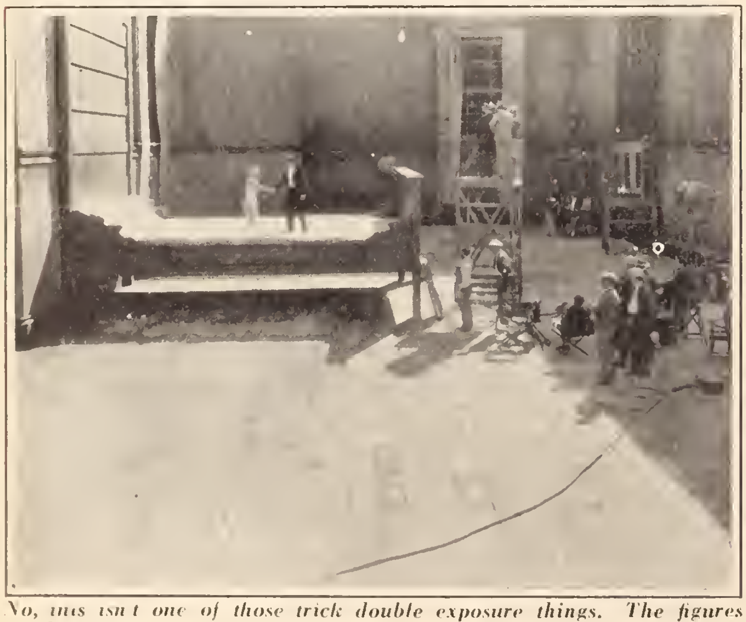
"Uncle Tom's Cabin" without the bloodhounds would be much worse than "Hamlet" without Hamlet, and Universal has obtained the best available for the Harry Pollard production. The four shown here were purchased from George D. Colts of Salt Lake City

Approximately 1,000 persons will be accommodated in the tiers of boxes arranged on three sides of the dance floor, and another 2,000 will be given seats in the balconies on each side of the auditorium. Only 3,000 persons will be admitted to this year's frolic to insure each patron getting a seat, thus avoiding overcrowding. Tickets are on sale at all recognized theatre ticket agencies and at the Wampas headquarters in the Ambassador Hotel.

Notable screen players are responding generously to the invitation of the Wampas to appear in a cinema pageant in outstanding roles from their major productions of last year as a part of the big entertainment program now in the making for the frolic. "Great Scenes From Great Pictures" describes this feature presentation with the stars, costumed as they were in making the production, appearing in person and going through their biggest scenes just as if they were working before the camera.

Already twelve celebrities have accepted the invitation and the Wampas entertainment committee is confident that the number will reach a score. Pauline Starke, erstwhile Wampas Baby Star, will appear in a sequence from "Women Love Diamonds"; Karl Dane in a bit from "The Big Parade," and Tim McCoy in a thumb-nail portrayal from "Winning the Wilderness."

Clara Bow, one of the early baby stars, will be seen in her latest characterization, Elinor Glyn's "It." Alberta Vaughn, also a baby star of the past, is to appear in a sequence from the "Telephone Girl" series of pictures. Tom Mix will give a specialty combining several of his more prominent screen roles.



No, this isn't one of those trick double exposure things. The figures are life size and the furniture is built on a huge scale for a scene in "Wolf's Clothing," a Warner Bros. picture. The persons shaking hands on the bed are Patsy Ruth Miller and Monte Blue

Others already scheduled for appearance in the cinema pageant, with the pictures they will represent, include Arthur Stone, in "The Patent Leather Kid"; Charlie Murray in "Who Goes There?"; Mary Astor in "Forever After," and Ken Maynard in "The Overland Stage."

Exceptional interest is expected in the sequence from "Old Ironsides." In this will be seen George Bancroft and Esther Ralston.

Ray Hall Given Welcome

RAY L. HALL, Editor of *Pathe News*, was welcomed to the Pathe organization at a dinner held in his honor on Monday evening at the Hotel Roosevelt in New York City.

Babe Ruth, who has been signed by First National to appear with Anna Q. Nilsson in "Babe Comes Home," photographed with Colonel Ruppert, owner of the New York Yankees. This will be Babe's second appearance under the arc lights. (Photo by Underwood & Underwood, New York.)

J. E. Storey, assistant general manager in charge of short subject production, who appointed the new editor to his highly responsible position, was toastmaster. Seated at the head of the table with the guest of honor and Mr. Storey were Elmer Pearson, vice-president and general manager and his guests, John Flinn and Arthur Whyte of P. D. C. Other Pathe executives present were Bernhard Benson, vice-president; John Humm, treasurer; Lewis Innerarity, secretary.

J. J. Murdock, general manager of the Keith-Albee circuit of theatres, who was prevented by illness from being present, expressed his regrets for his absence in a note that heartily congratulated both Editor Hall and Pathe upon their happy affiliation.

To a man the entire headquarters, editorial and Camera staffs were on hand to attest their esteem for the chief. Present were: Theodore Smith, Karl W. Fasold, Jack Darrock, Santino Sozio, Harry Hardy, Henry De Siena, John Bartone, Paul Jones, Ludwig Geiskop, Harry D. Blauvelt, Jack McCarron and David Sussman.

Pathe executives and personnel present, in addition to those previously named, were: L. S. Diamond, Arthur Rousseau, Stanley B. Waite, Pat Campbell, L. E. Franconi, G. L. Chanier, J. A. Berst, S. Barret McCormick, P. A. Parsons, Jack Kyle, Charles Henschel, Harry Lewis, Charles Fischer, J. T. Richards, John Dacey, C. W. Stombaugh, Bob Richards, Phil Ryan, John Level, Carl Goe and Rutgers Neilson.

Baremore Handling "Flats"

R. W. BAREMORE, well-known and popular publicity man and trade paper writer, is handling the special exploitation and publicity for Asher, Small and Rogers' "McFadden's Flats," which opens at the Strand in New York on Saturday.

Pathe Takes Basketball Lead

ON Friday night, January 28, before a record attendance, two games of the Motion Picture Basketball 1927 tournament were played in the gymnasium of Stuyvesant High School, New York City: Pathe vs. Fox Films, and Metro vs. Consolidated Films.

In the first game, the Pathe five wrested the honors of first place in the league from the Fox team by a score of 39 to 22. Both teams fought hard for the coveted position, and as a result many thrills were witnessed. Snyder and Tobin, Pathe's centre and forward stars, gave sensational exhibitions and were tied for high scoring honors of the game, each contributing 13 points. Al Star chalked up the high score for Fox with 12 points.

Metro walked away with the second contest of the evennig, trimming the Consolidated Films team 56 to 21.

Veidt's International Plan

CONRAD VEIDT, who passed through New York last week on his way back to Los Angeles, where he starts work shortly for Universal in "The Chinese Parrot," has some unusually interesting ideas on the international angle in production, in which he has been interested for years. It was Carl Laemmle's open-minded attitude on this score, Veidt said, which weighed heavily with him in signing up with Universal for three years. Motion pictures, he pointed out, offer the only art medium capable of absolutely international understanding, and it is vitally necessary that there be a reciprocity of ideas between the film makers of Europe and America, to lead to better understanding of each other's films all around. Each has something to give to the other —America its enthusiasm and optimism and fresh youth; Europe its originality and fine character portrayal.

Conrad Veidt, German film star now with Universal, photographed on his arrival here with his wife and young daughter, Viola.

Veidt intimated that after making a few pictures here for Universal he would ask permission to take an American feminine star and an American director to Europe with him to make a picture embodying both German and American ideas. Then he would return to America with an important European cast to make a picture. By this sort of reciprocity of ideas and talent, he felt, pictures understandable to the people of all countries would gradually come into existence.

The idea is a worthy one, and there is little doubt that something of the sort will come about. It would meet many of the criticisms levelled at present methods, and would tend to build up better feeling in every way.

Veidt started his stage career in 1913 with Max Reinhardt. In 1914 he played in his first film, "The Mystery of Bangalore," under the direction of Paul Leni, who will also direct him in "The Chinese Parrot." He returned to the speaking stage each year for a time. Other picture appearances include "The Cabinet of Dr. Caligari," "The Three Wax-works," "Lady Hamilton," "Love is Blind," "The Student of Prague," and, in America, "The Beloved Rogue."

The first still to be received here from the Fox Films version of "Seventh Heaven," showing Charles Farrell and Albert Gran in an amusing moment from this story of Apache life.

Broadcasting a Movie Scene

THE actual production of a motion picture will be broadcast by radio for the first time on February 15 as part of the Eveready Hour. The scene to be broadcast will be the prize fight sequence in Richard Dix's next picture, "Knockout Reilly," which is now in production at Paramount's Long Island studio. Graham McNamee, nationally known announcer, will be at the "mike."

Broadcasting of the production of this sequence will be done by the National Broadcasting Company through a chain of 19 stations.

The Cream of the Week

TWO features and two short subjects were selected for special mention this week by the National Board of Review. The Fox Films version of "The Music Master" was one of the features, and P. D. C.'s "The Yankee Clipper" was the other. Pathe Review, issues No. 9 and No. 10, received the other two asterisks.

Lou Metzger, general sales manager for Universal, shows Reginald Denny, the star, and Melville Brown, director, the sales department's figures on some of the recent Denny productions, which seem to be highly satisfactory.

A Record-Breaker

NEAL BURNS, the well-known Christie comedian, has the distinction of breaking records of two different kinds in the same week. He has just finished his eleventh year with one film producing company, and has made a hole-in-one on a local golf course for the third time.

It was just eleven years ago that Neal Burns joined the Christie forces after successful appearances in Universal productions. It was the year that Al Christie formed his own comedy producing organization and located his studio at Sunset Boulevard and Gower Street. That was in January, 1916, and Neal's first one-reel comedy was called "His Baby."

Burns, one of the best golfers now appearing in motion pictures, scored the coveted honor of making a hole in one the first time at Griffith Park, in 1920. He made it again on the sixteenth hole at Hollywood last year. Again, this week, he won another gold button for the achievement by making the sixth hole in one stroke at Lakeside.

"This," he is quoted as saying, "is in honor of Syd Chaplin, Syd Grauman, and 'The Better 'Ole.' "

A Versatile Salesman

TAKE it from Sam Nathanson, P.D.C. salesman in Detroit, that if anyone thinks the sole duty of a salesman is to sell a film, he is very much mistaken. Mr. Nathanson recently called on an exhibitor, who operates theatres in Blissfield and Petersburg, Michigan, and he appends the following note to the contract:

"I spent from ten in the morning to twelve midnight to get this contract—ate with him, posted bills with him, went to the bank with him, swept his theatre for him, took tickets with him, played with his baby, bought them a box of candy, secured the contract and bid them 'Goodnight'."

"Wings" Unit Returns

BEARING as genuine evidence of hardship and nerve-strain as though they had been in a real campaign, members of the Paramount unit which has been making "Wings" at San Antonio, Tex., returned this week from what is declared to have been the most hazardous and extraordinary location trip ever taken.

Led by Supervising Producer Lucien Hubbard and Director William Wellman, with Charles Rogers and Richard Arlen heading the players, nearly 200 members of the troupe, including actors and technical workers, arrived late yesterday.

For five months the company has been photographing scenes of aerial and ground warfare, duplicating the St. Mihiel battle of the World War on the largest motion picture set ever constructed, a five square-mile battle area, 30 miles out of San Antonio.

The private lunch-room where the Hal Roach executives hold daily conferences on Pathe comedies. Around the board are James Parrott, director; Charles Chase, F. Richard Jones, vice-president and director general; Hal Roach, Warren Doane, general manager, and Harley H. Walker, production manager

Another of those photos sent by A. T. & T. wire across country. This one shows Richard A. Rowland, Billie Dove, George Fitzmaurice and Ben Lyon on the set at the commencement of work on "The Tender Hour" at the First National Burbank studios

During the course of the work, more than 5,000 men have been serving as American and German soldiers, reliving the famous conflict, while more than 120 daring aviators have daily been defying death in staging air scenes of the most extraordinary nature.

With automatically operated cameras attached to from 10 to 20 planes every time the flyers left the ground, spectacular battles in the air, with all the attendant thrills of falling aircraft, planes bursting into flames in mid-air, fights thousands of feet above the ground, many of them high above the clouds which cut them off completely from sight of the earth, have been "shot" with what has been described as extraordinary results.

Say It With Props

CECIL B. DeMILLE, whose opinions are always vivid and interesting, whether we agree with them wholly or not, expresses some characteristic views this week on the subject of what makes an entertaining and an artistic picture. He puts forward the contention, which he has previously made, that because the motion picture is mass entertainment a box-office success is, *per se,* an artistic success. This, it seems to us, is quibbling about definitions and terms, and assigning to the word "art" a meaning which we doubt it possesses. Art is not necessarily entertaining in a popular sense, nor is mass entertainment necessarily artistic. We are quarreling with Mr. DeMille in terms and not in principle, however. It would be much sounder and more logical, it seems to us, to say that if the motion picture succeeds in its natural function of providing mass entertainment, what right has any group of sour-bellied critics to demand that it be of necessity artistic?

The entertaining picture, he points out, must first of all be a composite of many things which, when presented in relation to one another, become dramatic and compelling. Contrast is another essential. "You must have," he says, "a theme—your story must lead to a definite conclusion that will strike an answering note in the lives of the people who see your pictures. People said I was crazy to start my series of plays dealing specifically with divorce problems—and yet they have been the most successful group of photoplays the world has ever known." Continuing, he refers to the "trick props" which he once employed, such as covered telephones, ornate bathrooms and the like. "These properties," he points out, "have the power of satisfying two of the public's most pronounced traits, curiosity and the desire for novelty. They are purely exterior, these things, and yet they work wonders in sending people out of the theatre with a memory of some particular thing which forms the basis of an enthusiastic conversation when they start to describe the play to a friend. I long ago sent a rule to my scenario department, 'Say it with props.' You can point dramatic situations with more vividness by the use of symbolic properties than any single device."

No One Can "Write" a Photoplay

Words and Pictures Have Nothing in Common, and Improvement Must Come Along Radical Lines

(EDITOR'S NOTE:—*The following article, dealing with the shortcomings of continuity in its present form, does not necessarily represent the views of the Editor of Motion Picture News. It touches a field which has received little serious consideration and it is hoped that it will lead to helpful discussion of the subject.*)

By L. C. Moen

IF we were deliberately to seek out the perfect paradox, we could not do better than that complete contradiction in terms—"to write a motion picture." No man has yet "written" a motion picture, and no man ever will. No sculptor ever "carved" a sonata, and no musician ever "composed" a bas-relief.

Yet the talk goes on of "encouraging new writers for the screen," of "educating great authors to the needs of the photoplay," and such fiddle-dee-dee. As though any great picture had ever needed any more story than could be written on the director's cuff—and as though a literary artist, trained in the beauty and force of words, were any more likely to be able to create such a story than any other human being.

One would have thought that Goldwyn's costly Eminent Authors fiasco would have taught the executives something, at least—or, if not that, some of the high-priced failures made from high-priced literary and dramatic masterpieces. Evidently they have made no impression, for the liberally financed pilgrimages to Hollywood by the literati (with tongue in cheek) go merrily on, and with as barren fruit as always—and as always will be.

It is doubly a pity, for it not only means an economic waste in paying out millions for penny whistles that blow out of key, but it also means that the men really responsible for our successes are deprived of recognition and monies due them. There are two reasons—the Highbrow Complex, and the Literary Fallacy.

The Highbrow Complex

Deep down in their hearts, most of our production executives know better. They pretend to buy literary triumphs for their exploitation value, knowing full well that the story will have to be changed so completely that the very persons whom the title draws into the theatre will go out knocking the picture. The executives are, in reality, nourishing their Highbrow Complex. Publicly they scorn the jibes of The American Mercury, the Nation, The New Yorker, Vanity Fair, the New Masses and the loftier of the New York dailies, but privately (and consciously or not) they yearn to remove from themselves the stigma of pandering to the 12-year-old mind. It is a matter of simple mathematics that you cannot produce for the intelligentsiacs alone and spend $300,000 per negative. If you want to be highbrow, you must use dredges and mud-scows and unknown actors and one week in a studio on Poverty Row. If you want to produce grandly you must pick themes that will interest brows of various heights—or find an endowment fund or an Otto H. Kahn.

When Tolstoi remarked that he would rather write a lullaby with which a million mothers would rock their babes to sleep than a grand symphony for the few, he stated a creed which might well be on the wall over every film executive's desk. It is nothing to be ashamed of, certainly, but it is precisely the thing which the Highbrow Complex seeks to destroy.

Finding its first roots in the soil of illiteracy and poverty, the American motion picture has come to world leadership mainly because the men who moulded it had the common touch. Now they are commencing to be apologetic of the things that made them great, and are in danger of losing the ability to do great things.

The Literary Fallacy

Unfortunate as are the results of the Highbrow Complex, the Literary Fallacy strikes much deeper because it weakens the whole chain of picture production. We might define it as "the belief that pictures can be composed in words."

Continuity, in its present form, is the most deceptive factor in production today—and is the main reason that pictures are made in the cutting room and not in the studio.

Motion pictures are "motion pictures"—pictures in motion, pictures of motion, translate it as you will—and the story is always told through pictorial motion. Now you can describe pictures in words but very badly, and motions scarcely at all.

A thing of words can bear no close relation to a motion picture. That should be obvious. The word-concept must become a picture-concept in someone's mind before it can be placed on the screen. So long as the concept remains a thing of words, someone must visualize it before it becomes a thing of pictures. The person or persons who do that "write" the picture, and not the scenario writer. All the work done by the scenario writer in preparing a continuity may *improve the story* for screen use—but it *does not prepare it for filming.*

To realize the truth of this statement, consider your own experiences in viewing a motion picture adaptation of a favorite story. Never, probably, have you felt that it was the story as you saw it. In reading the word version, you had formed a certain picture-concept of the tale, and the director's concept was entirely different. Or, to take a closer parallel, read the review of a photoplay by a critic who is a really good descriptive writer, form a definite conception of what the film is like, then see it. It can never possibly be exactly what you visualized, because words stimulate the imagination of each person in a different way.

The continuity is convenient, because it breaks the story up into small units and puts it into handy form for translation into screen terms—but because it does not go far enough it throws the burden of "writing" the story on the director, the actor and the cutter, mainly.

The fault lies not with the scenarists. They are perhaps the most intelligent and hard working group in the industry, but they are facing an impossible task. The fault lies in the method furnished them—in the fundamentally wrong basic thought underlying production today—in the Literary Fallacy.

Form and Content

A motion picture consists of two inseparable things: Form and Content. Content, of course, is the story, and Form is the means by which it is told—pictured motion. You cannot consider the one without the other. You cannot write a novel without words; you cannot compose music without notes, and you cannot "write" a motion picture without motion and pictures. Anything else is a deceptive approximation which may go wide of the mark. Pictures must be planned in PICTURES.

Continuity fails because it does not go far enough. It describes Content (in word-concepts), but it does not put these concepts into visual form, and it leaves Form out of consideration almost entirely. It should be merely the first stage in preparation for a screen production. The art director visualizes Setting in his sketches, and the costume director visualizes the wardrobe, but we go no further. The action remains a word-concept until the players are actually before the camera, when it becomes visual—but that is the most inefficient and ineffective time at which to plan the action, movement and composition.

The all-important matters of Rhythm and Tempo are impossible to plan in the present continuity—yet these give the picture its whole effect of movement.

They All Have It

I am well aware that many directors consider Rhythm, Tempo, Composition, Dynamics and the like as merely something which the arty critics discover in pictures after they are made. So far as recognition of these factors go, they are right. These same directors, however, cannot make a picture without Rhythm, Tempo and Composition—even though they are likely to be woefully bad Rhythm, uneven Tempo and inefficient Composition. They are like Monsieur Jourdain in Moliere's play, who was astonished to discover that all his life he had been talking in prose. He had considered prose composition something sacred to authors.

Just so with motion picture producers. They are dealing in Light and Motion, and they cannot escape the use of the factors we have named. Next week we will consider precisely what they are and how they may be articulated.

(*To be continued*)

Birmingham Exhibitors in Protest Against F. P.

Pledge Themselves to Rent Films Only From Companies Not in Competition With Them

FOLLOWING the purchase of two theatres in Birmingham, England, one month ago by Famous Players-Lasky, reports reached here this week that exhibitors of that section in closed meeting had pledged themselves "to book films only from producers or renters who do not enter into competition with them as exhibitors." The Cinematograph Exhibitors Association, called upon to make this move general throughout England, voted to leave it to individual action in each region. Subsequently, it was reported, Liverpool exhibitors voted to support Birmingham theatre owners in their stand.

A dispatch to the New York "Times" stated that a C.E.A. member had asked the Chamber of Commerce to make representations to the Government in the matter, asserting that American interests sought to gain control of British theatres.

No statements have been given out by Famous Players, but the reason given for the purchase at the time it was made was that the only two first-run theatres in Birmingham in which they were given a fair chance were about to pass to another company, and that the only way in which they could prevent their being "frozen out" in that city was to buy the houses, which was done.

An editorial in "The Bioscope," "The Battle of Birmingham," represents a sane and clear-headed view. An extract follows:

"Frankly, we are of the opinion that Birmingham's isolated action is a mistake, and that it will be a still more serious mistake if exhibitors in other centers allow themselves to be stampeded into a grave, and possibly devastating, conflict without first making sure of their cause and, even more important, of their weapons. . . . Should a general fight take place, it might well prove the Armageddon of the British Film Trade. No matter which side won the victory, all parties would suffer, and they would suffer at a time which, given peace, promises an era of unusual prosperity. Therefore the responsibility of casting the fatal die must not be lightly undertaken, nor should exhibitors be asked to pledge themselves to a cause of whose merits they are not completely satisfied."

Film Rights to "The Miracle" Claimed By F. N. and M-G-M.

AN unusual legal tangle over the screen rights to "The Miracle" developed this week with the announcement that First National had purchased such rights from A. H. Woods, theatrical producer. Metro-Goldwyn-Mayer, as announced last week, has closed a similar deal with Joseph Menchen, who also claims to own the motion picture rights to the stage spectacle and pantomime made famous by Max Reinhardt.

Woods, according to First National, "has controlled the rights since 1913, when he presented the first screen version of the play at the Park Theatre, New York. The producer's rights to the property were upheld in court later, when he obtained a permanent injunction restraining another company from presenting a picture under this title. These rights have now been purchased by First National, and will be protected by whatever legal action may become necessary." Woods states that he purchased the holdings of Menchen, who produced the film in 1912.

Menchen asserts that Woods contracted only for distribution rights in the U.S. and Canada, and through failure to pay the final $5,000 required, breached the contract.

There the matter stands at present, and either arbitration or court action will be necessary, it is declared, to find out just who actually owns the film rights to the story.

New Non Flam Film Found

Cheap and Durable as Other, is Claim for English Product; Other Technical Inventions

SEVERAL technical inventions of more than ordinary interest were announced in Europe this week, including a non-flam film claimed to be actually superior to the present nitrate film; a cool projection light which will not ignite film; a gyroscopic tripod head which ends the usual difficulties in panning and tilting; and a triple width screen for panoramic scenes on a great scale.

Most important of these in its potential aspects is the non-flam film. Invented by H. J. Mallabar, F.R.P.S., it represents many years of research. A factory is now being equipped, and machinery already installed, it is declared, can produce more than 2,000,000 feet per month. An ultimate output of 250,000,000 feet per annum is planned. The cost is as low as that of ordinary stock, and tests are declared to show that wear, pliability, opacity, and so on, compare very favorably with nitrate film. It burns only with a direct flame, and when the flame is removed, the blaze goes out. The fumes from the burning material are not dangerous, and there is practically no chance of its explosion, it is claimed.

Like other non-flam films, the Mallabar product is an acetate base, but if the claims are correct, he has succeeded in removing the usual objections to the material. In this case, many new fields will be opened up to the motion picture which are now difficult because of stringent fire laws and the requirement of fireproof booths.

No details are available on the "cold light" as yet, only the bare announcement of its invention being made.

The gyroscopic tripod head, put out by a British camera firm, is not unlike the Akeley tripod in operation. The usual cranks for panning and tilting are replaced by a single long handle, by means of which the camera can be moved in any direction. Internal gears set two gyroscopes in motion when the head is moved, resulting in an absolutely even, steady movement and eliminating vibration.

The triple screen is being employed by Abel Gance, French producer of "Napoleon." Unlike the Magnascope, being used in New York on "Old Ironsides," it does not magnify the picture in its ordinary proportions, but projects three standard pictures side by side, the trio joining into a panorama of the usual height but three times the width. It is described as follows by the Paris correspondent of "The Daily Film Renter" (England):

"The ordinary screen is in the middle of two black curtains. He pulls a cord, the curtains disappear, and the screen is elongated on both sides. In taking the film three cameras are used one above the other, but in projection the three are placed side by side. . . . The great advantage of the triple screen will be its use for battle scenes and huge crowds, and M. Gance has great hopes of its usefulness in his 'Napoleon,' especially for the burning of the fleet at Toulon, the French army crossing the Alps into Italy and the big battles and cavalry charges."

British F.B.O. Launches International Plan

F. A. Enders, managing director of Film Booking Offices, Ltd., of England (not to be confused with F.B.O. in the United States, with which it has no connection) this week announced an international production schedule taking in England, America, France, Germany and Russia.

The British F.B.O. will produce two or three pictures a year in England. The American product is that of Columbia Pictures. Alliances have been made in France, Germany and Russia by which Mr. Enders will have a hand in the supervision of production, as well as the financing, which will give this company one of the most genuinely international programs of any firm in existence. He has already acquired several French, Russian and German films, and the first British production is nearly finished.

Shauer Sails for England on Annual Visit

E. E. Shauer, head of the foreign department of Famous Players-Lasky, sails on Friday night on the Aquitania for England to look over conditions there and on the Continent. He will remain abroad for several weeks, making his usual annual tour of the important branches.

Stiefel Bros. and Stanley Co. in Philly Theatre Deal

With the acquisition by the Stanley Company of six Stiefel houses in Philadelphia, including the York Palace and Columbia theatres which the Stiefel Amusement Company had previously taken over from George Werner, a new corporation will come into being, the Stanley-Stiefel Company, which will operate theatres under a lease. The six houses are, besides the York and Columbia which the Stiefels had aquired with an option to buy, the Elite, Fairmount, Twenty-fourth Street and Poplar.

Under the terms of the agreement the Stanley Company will hold 51 per cent interest with distribution to the Stiefels of some Stanley stock.

The East Coast Theatres Company, composed of Oscar Neufeld and Sam Stiefel, who with his brothers, Abraham and Nathan, comprise the Stiefel Amusement Company, intends to expand with the acquisition of thirty additional houses by the end of the year. Within the next few weeks six theatres are expected to augment the present East Coast chain of thirteen. Irving Weiss, formerly manager of the Swedesboro Theatre, Swedesboro, N.J., is now booker for the entire circuit and has been succeeded at Swedesboro by William Piether.

B. and F. Circuit of Toronto Organized by Bloom & Fine

Sam Bloom and Sam Fine, veteran Toronto exhibitors, have organized the B. and F Circuit of theatres in Toronto, comprising a number of attractive suburban houses Messrs. Bloom and Fine already controlled the Danforth, Plaza, Mavety and the Christie theatres. To these are being added a number of houses formerly controlled by Famous Players, these being the Beaver, Teck, York and the Classic. The B. and F. Circuit is also interested in a couple of new neighborhood theatres which are now being erected.

November Export Trade in Excess of October's

THE development of markets not heretofore of outstanding importance was a feature of our November export trade in motion picture films, it is indicated by the monthly report on that business just issued by the Bureau of Foreign and Domestic Commerce of the Department of Commerce, Washington, D. C.

Total exports for the month, 25,668,107 feet, with a value of $787,283, were materially in excess of the October totals of 20,417,005 feet, with a value of $660,218, due to an increase in the exports of positives from 15,407,639 feet, valued at $452,484, to 19,401,336 feet, valued at $579,076. Other exports were 3,469,996 feet of raw stock, worth $75,158, against 3,703,296 feet, worth $82,554, in October, and 696,905 feet of negatives, valued at $104,218, against 331,605 feet, valued at $112,607. Exports of positives to non-contiguous territories amounted to 2,099,870 feet, valued at $28,831, as compared with 974,465 feet, valued at $12,573.

Approximately 750,000 Feet of Film Presented to Leper Colony

THE Motion Picture Producers and Distributors of America Association this week presented more than 750,000 feet of film to representatives of the Surgeon-Generals of the United States Army to be used for the entertainment of eight thousand lepers isolated in the Philippines and Virgin Islands. This is an extension of the service of members of the M.P.P.D.A. who for some years have been furnishing pictures to "shut-ins" in hospitals and homes in the United States. Last year the lepers received two hundred reels of film. The gifts to these outcasts are absolute and out-right; the film is used and then destroyed.

Incorporated in the footage are 218 separate subjects of which 38 are comedies, 31 News Reels and the remainder feature pictures, both of the action and comedy type, in which many of the most popular stars appear.

Part of the shipment, sent this week aboard the steamship "Anniston City," comprised 179 reels from Famous Players, 147 from Fox Films, 75 from M-G-M and 21 reels from International News. The next shipment will include 221 reels from Universal, 75 reels from First National, 50 from Educational and 10 reels from Kinograms.

Hold First Exposition in Los Angeles

Trade Show, With Exhibits from Every Branch of Industry, at Ambassador Auditorium

THE first motion picture trade exposition ever held in the West will open at the Ambassador Auditorium, Los Angeles, on March 7th and continue up to and including March 12th. The primary object of this exposition is to introduce the many innovations both on the technical as well as the production side of the business. It is planned to make this an annual event in Los Angeles.

For this first exhibition the Ambassador Auditorium will be especially decorated and miniature motion picture studios, as well as many other novelties, will be on view to attract the interest of the general public as well as those engaged in the film business. The Hollywood Screen Test Studios will make free screen tests of all visitors calling at its booth and an entertainment program of vaudeville and music will be featured both afternoon and evening.

The project is sponsored by many of the leading companies in the industry both among the producers and distributors and the equipment houses. More than a score of prominent firms, including several well-known Eastern manufacturers, already have signed for exhibition space, it is said, and it is expected that practically every line in the business will be represented. Among those who have already made reservation are Eastman Kodak, Winfield-Kerner Company, Creco, Inc., Western Costume Company, Cinema Studios Supply, Cinema School, Bell & Howell, National Theatre Supply Company, Ashcraft Company and Calkins Decorating Company (which is decorating the Ambassador).

Screen stars will officiate at many of the booths where souvenirs will be distributed daily, it is said. Temporary headquarters for the exposition have been established in the Hollywood News Building, where a staff of workers is perfecting arrangements.

Adjustment Com. Named

Guy W. Currier of F.B.O. and Wm. F. Canavan of Stage Employees and Cameramen are Chairmen

GUY W. CURRIER, one of the owners of Film Booking Offices, and William F. Canavan, head of the International Alliance of Stage Employees and Motion Picture Operators, have been named chairmen of the committees respectively representing the producers and Coast Studio Unions formed recently through the instrumentality of Will Hays, to adjust any differences that might arise between the two factions.

It was the decision to form these committees that forestalled the threatened strike last December when the unions demanded that a closed shop system be adopted. The work of the committee is described as the widest in scope of any similar body ever named to preserve industrial peace in the picture business.

Frank Carruthers of Los Angeles, former president of the musician's union, and A. J. Barres of Washington, labor member of the Ship Building Labor Adjustment Board during the war, have been appointed secretaries of the committee. Barres, representing the producers, will establish residence in Los Angeles, where, with Carruthers, he will hear grievances and adjust, or report to the committee any differences which may arise.

M. P. T. O. of Texas to Discontinue Agitation on Circuits

AT a meeting of the board of directors of the Motion Picture Theatre Owners of Texas recently it was decided to discontinue the campaign against chain theatres which was to have taken the form of legal action against alleged unfair tactics. It is said that agitation on the part of some members at conventions neither have helped the situation nor obtained any beneficial results. The directors have voted to bar discussion of the subject at future meetings.

In November Col. H. A. Cole, president, was instructed to present to the attorney-general complaints against chain theatres including the Publix, Saenger, Dent and Robb & Rowley circuits. Ouster proceedings were to have been started. A number of members cited their grievances at the meetings, with Si Charninski taking the lead. He was supported by William Eppstein, Aztec, San Antonio; Joseph S. Phillips, Rialto, Fort Worth and several others.

Filing of information with the attorney-general was expected to be followed by a demand for investigation by the Federal Trade Commission of chain activities.

Expect F. P.-L. Victory in Government Case

Issue Narrowed to Legality of Block-Booking; Decision Due in Near Future

WASHINGTON, D.C.—A decision as to the legality of block-booking, as practiced by Famous Players-Lasky will be forthcoming in the near future, the Federal Trade Commission having taken the case under advisement following the conclusion of final argument on January 27th.

The two-day final argument, based upon briefs which heretofore have been filed by both sides, was confined very largely to the question of block-booking, all of the other alegations originally made in the five-year-old indictment on which the case is based having gradually been discarded as untenable. It is believed that in its decision the commission will not even consider the charge of monopoly, it having been admitted by the Government's counsel that ownership of theatres of itself would not be illegal and that competition, in producing and distributing, as well as in exhibiting, appears to be flourishing.

A considerable influence has been thrown into the case by the appointment to the commission of Abram F. Myers, formerly of the Department of Justice, where he was connected with the motion picture patents case, who appeared for the first time as a member. Mr. Myers asked many questions of counsel for both sides, and indicated that he failed to see any difference between the selling of films in wholesale quantities, as represented by block-booking, and the selling in like quantities of any other commodity.

Nothing in the way of new matter was injected into the case at the final hearing. Everything that could be said has been said in the 25,000 pages of testimony, the many thousands of pages of briefs and the millions of argumentative words which have flowed like water during the progress of the case. The original complaint was issued something over five years ago, only one of the commissioners who signed it—John F. Nugent—still being a member of the body.

Queries propounded by the commissioners during the final argument indicated that they were leaning more strongly to the opinion that Famous Players had fought competition with its own weapons, this being brought out when it was developed that block-booking has always been a trade practice and that unless Famous Players had been able to offer a complete program it could never have bucked the competition. Members of the commission had no hesitancy in saying that they thought Famous Players had a right to adopt the methods of its competitors, if necessary.

One by one the many charges with which the Government started out were dropped, until only block-booking remained in issue. Even if the charge of illegality of block-booking is upheld by the commission, it will lie with the courts to deliver the final findings on that question, for it is a foregone conclusion that Famous Players, after successfully beating down all the other charges, will not consent to abide by the commission's decision on that point. As a matter of fact, it is predicted in Washington, that the film company will be given a clean bill of health when the commission makes known its findings.

Alhambra, Milwaukee, Host on Laemmle's Birthday

Celebrating Carl Laemmle's sixtieth anniversary by inviting all whose birthday was the same as the Universal chief's to be the guests of the Alhambra Theatre, Milwaukee, on that day brought Fred S. Meyer, managing director, publicity in the city's four big dailies for his house. The Alhambra is one of the Universal exploitation theatres.

John R. Barton, Fla. Film Man, Dies in Auto Smashup

John R. Barton, manager of Universal's Florida branch at Jacksonville, was killed recently in an automobile accident while en route to Tampa with two brother film men. According to the two other occupants of the car, R. L. Barnes, state representative of the Liberty Film Company, and Harry C. Simpson, state representive of the Universal, the accident occurred on the Hopewell road, about 11 miles east of Tampa when a Ford car coming towards them with bright lights on blinded Mr. Simpson, who was driving, and he failed to see a truck that was parked along the side of the road, and so crashed into it.

Barton suffered a compound fracture of the skull and never regained consciousness after the accident. Barnes suffered several broken ribs and bruises. Simpson escaped with just a few cuts.

Ten Companies Incorporate in N.Y. During Week

Motion picture companies incorporating in New York State at Albany during the past week included the following: Treaty Amusement, Inc., Harrison, $10,000, Arthur C. Houghton, Harrison; Grace L. Johnson, Mt. Vernon; Genevieve E. Schmehl, East Port Chester, Conn.; Feature Distributing Corporation, capitalization not stated, Harry Lewis, Grant Hoerner, Alexander Brown, New York City; The Greenwich Village Film Producing Co., Inc., $50,000, Nicholas J. Rogalli, Gertrude Goldsmith, Eva Zucker, New York City.

New Compensation Bill Introduced at Albany

A bill has been introduced in the New York State Legislature at Albany inserting a new group in the workmen's compensation law to the end that persons employed in the production of motion pictures, who do not earn over $25 a day or more than $100 a week, may be entitled to the provisions of the law. A similar bill was introduced on February 16, 1926, but died in committee. The introducers of the present measure are Senator Greenberg and Assemblyman Alterman.

Calms Fears of Audience as Fire Nearby Burns

IN spite of a cry of "fire" shouted in the Victoria Theatre on Broadway, Lawrence, Mass., and the fact that more than 300 patrons of the theatre found themselves prisoners within the building while a serious fire raged next door, Manager George Woods, by his cool-headedness, prevented any panic among his guests. Although the heat in the house was extreme, patrons suffered no other discomfort and the show was continued until the fire next door was extinguished.

The fire started in a stock of textiles in a large clothing store and gained such proportions that assistance was called from Methuen, Andover and North Andover, Mass., and for more than an hour gave the firemen the hardest battle in years. The loss is estimated at $55,000.

Yeggs Kill Roscoe Wilson, Treas. Majestic, Ft. Worth

Lying in wait for him with the intention of seizing $5,000, two days' receipts of the Majestic Theatre, Fort Worth, Texas, two thugs shot and killed Roscoe Wilson, twenty-three, treasurer of the theatre, substituting a black bag, identical with the Majestic's, to make believe that a robbery had not taken place. The murder and hold-up occurred in front of the theatre on an opposite side street and when the dead man had been taking the cash to the bank. Before he could resist he was killed instantly, the murderers escaping in a high-powered roadster, later proved to have been stolen, which was found on the other side of the town. A reward of $1,000 has been offered for the capture of the thieves.

Fire Destroys Phoenix Opera House, Machias, Maine

W. G. Means, Jr.'s Phoenix Opera House, at Machias, Maine, was totally destroyed on January 23 by a fire which ravaged the Crane block adjoining the theatre and which for a time threatened the entire business section of Mathias with destruction. Help had to be sent for from all neighboring communities. The loss suffered was between $175,000 and $200,000.

Mr. Means, who also owns the Crane block as well as the theatre, says that he will start construction on a modern theatre and business block on the site as soon as insurance can be adjusted and the ruins removed. He has meanwhile leased the town's largest hall and will continue showing pictures until his new theatre is ready.

Schine Headquarters May Be Moved to Syracuse, N.Y.

Now that the Schine Brothers, of Gloversville, N.Y., have acquired a leading motion picture theatre in Syracuse, there is a strong possibility that the headquarters of the chain may be moved to that city. About thirty-five persons are now employed at the headquarters in Gloversville. Syracuse is more centrally located, particularly in view of the recent acquisitions by the Schine Brothers of theatres in Western New York. The two brothers now have seventy-seven theatres.

New Vitaphone Device, Approximately $5,000, for Small Theatres

A NEW Vitaphone device designed for use in the smaller theatres, is now being perfected and will be ready for the market in the very near future according to H. M. Rich of the Vitaphone Corporation. The latest synchronizing machine will sell at approximately $5,000, which includes full equipment and installation. Just what changes have been made in the Vitaphone in order to bring it within the reach of the smaller theatre owners was not divulged.

The Vitaphone Corporation signed over $500,000 worth of new contracts for the original machine last week according to Mr. Rich. Seven months ago the first Vitaphone was installed and, at the present time 25 theatres are running a Vitaphone program; new installations are being made at the rate of about 20 a month with a staff of 60 engineers setting up and operating the equipment.

Publix New Eng. Activity

Starts Acquisition of Community Type Houses in More Important of Smaller Cities

PUBLIX has started acquiring theatres of the community type in some of the more important smaller cities of New England, according to gossip current throughout New England. It is said that negotiations are under way in several Massachusetts cities and that the theatres will be added to the Paramount-William P. Gray Circuit which already operates 115 theatres, mostly in Maine.

As a starter in this campaign, Paramount-Gray interests have acquired the Strand Theatre in Malden, Mass., seating 1500, which has been in operation for six or seven years and is looked upon as one of the most successful of the picture-vaudeville houses in suburban Boston. The theatre has been owned by the Ideal Theatre Company of which Edward D. Aston and Patrick H. Carr are the largest owners and John P. Freeman has been managing director.

A new corporation has been formed, composed of J. J. Ford of Allston, R. D. Marston of Newton, and C. J. Shaw of Quincy, Mass., which takes over the theatre for the Paramount-Gray interests. The new company has 400 no par shares. J. J. Dempsey becomes manager.

Paramount interests have also acquired a piece of mill property located in the heart of the business district of Fall River where it is proposed to build a modern theatre immediately. It is probable that this will be managed by the Gray circuit.

Last summer the Louis K. Liggett interests acquired the Pocasset Mill properties in Fall River and have since liquidated at a considerable profit and are now disposing of the mill properties, which are among the most valuable large realty tracts in the city. It has been known for some time that two large theatre circuits were negotiating for some of these properties.

While announcement is made that the Paramount interests have secured a mill site in Fall River for a new theatre, no further formal announcement is made but it is believed that they have secured the best of the Pocasset Mill properties from the Liggett interests.

Following on the heels of the Malden Strand purchase comes the announcement that a new theatre is to be erected in Medford, the adjoining city, with a population of about 55,000. Owners of the property admit that one of the largest theatre circuits of the country is dickering for a lease of the proposed playhouse but they decline to reveal the company's name. Some believe that Paramount interests may be back of the deal.

Much interest is taken by exhibitors in the Malden Strand deal because of the fact that the Orpheum Theatre, a Ramsdell Brothers' house, has always featured Famous Players pictures. Ramsdell Brothers and Green an Eilenberg, who operate the Mystic, have pooled their interests in the new Granada Theatre, a 2,000-seat house recently opened in Malden, with the Ramsdell Brothers as managers. Just what effect Paramount's acquisition of the Strand will have on the other houses is being watched with interest by independent operators throughout New England.

Four More for Comerford; Buys Two Builds Others; Deal With Fox

THE Comerford Circuit this week took over the Capitol, at Waverly, a 1500-seat house and the Liberty, at Hazleton, seating 600; both cities in Northeastern Pennsylvania. In addition plans were announced for the start of construction on a 3500-seat house on the Square at Wilkes-Barre within 30 days and another theatre of similar capacity on Hampton Street near Main in the same city, which will be erected next Fall.

The Comerford interests and Fox Theatres Corporation are associated in ownership of the Great Lakes Theatre in Buffalo now under construction at Main and Chippewa streets, which is scheduled to open May 1st. The joint operation of the Great Lakes house is an individual venture and will not affect other theatres of the Fox or Comerford chains. The theatre is being operated under the name of the Chippewa Amusement Company.

Universal Now Has Forty-Three Houses in the Kansas City Territory

WITH the acquisition of the Josephson Circuit, embracing five theatres in the Kansas City territory, Universal now has a total of 43 houses in that section, making the chain one of the most important in that region.

The newly acquired houses are the Gilham Theatre, 1,000 seats; the Lincoln Theatre, 1,100 seats, and the Penn Valley Theatre, 750 seats, all in Kansas City, Mo., and the New Grand, 900 seats, in Mexico, Mo., and the new Main Street Theatre, 1,200 seats, in Lexington, Mo. The Mexico and Lexington purchases place Universal in two new towns in that territory. The Lexington house is the best house in that town and is modern in every respect. The three Kansas City houses passed to Universal January 22, and the other two on February 1st.

Md. Bars Only One Film

Censors Okay Ninety Percent of 6,342 Subjects Without Change; Recommend Change in Rules

THE annual report of the Maryland State Board of Motion Picture Censors for the period beginning October 1, 1925, and ending September 30, 1926, submitted to Governor Albert C. Ritchie, shows the percentage of cuts during the fiscal year covered by the report was smaller than in previous years.

The report stated that on the whole, the Board finds that the number of clean films has increased, and that the producers are trying to meet with the demands of the censors.

Out of a total of 6,342 subjects submitted, the report continues, 5,794 or nearly 90 percent were approved without change and that there were eliminations in only 584 productions. Four pictures were rejected, but three of these were passed later on in reconstructed form, leaving only one film absolutely barred by the Board.

During the entire year there was only one prosecution, which was brought about by the showing of an uncensored film. The offense was on the part of those outside of the motion picture industry and a fine of $50 was imposed.

Recommendation that a change be made in the law regulating the charges for duplicates or prints of films censored was made in the report. Under the change proposed, the original applicant would be allowed a period of three months in which to submit duplicate prints.

M-G-M Promotes Wm. Haines to Rank of Star

WILLIAM HAINES, the hero of "Brown of Harvard," "Slide, Kelly, Slide" and "Tell It to the Marines," has been elevated to stardom by the Metro-Goldwyn-Mayer company. Information concerning his first starring vehicle will be issued in the near future.

William Haines

At a chance suggestion Haines underwent a camera test in 1921 for the screen, and won out over thousands of other aspirants. He secured a contract with the Goldwyn company and, of course, gave up brokerage, the business on which he had been engaged. Following his small bit in "Three Wise Fools," Haines appeared in "Sally, Irene and Mary," "Mike," "A Slave of Fashion," "The Tower of Lies," "Lovey Mary" and "A Little Journey."

Patrons Walk Out When Films Burn In Ky. Theatre

The audience of the Cherokee Theatre, Bardston Road and Bonnycastle Avenue, Louisville, Ky., displayed presence of mind by walking and not running panic stricken from the house when films in the Cherokee's projection room became ignited.

The lights of the theatre were immediately turned on and there was no panic in the hurried exodus of the patrons from the house, according to officials of the Cherokee Amusement Company, which operates the theatre. The fire, starting at 7:50 o'clock Monday night, was extinguished without the aid of the fire department.

In his efforts to extinguish the blaze, A. S. Houskey, 1316 Winter Avenue, operator of the projector, suffered slight burns. Officials of the Cherokee Amusement Company estimate the loss at $150.

Lancaster, York Harbor, Me., Damaged by Flames

Lancaster Theatre at York Harbor, Me., a summer playhouse, was badly damaged by fire January 24th together with adjoining property. The loss is estimated at $50,000.

Montana Exhibitor Again Up For Democratic Nomination

Among the candidates who will come out for the Democratic nomination for Mayor of Butte, Mont., is W. J. Sullivan, the present manager of the Rialto Theatre there. He has been in office for the past two terms.

In And Out of Town

AL LICHTMAN, general manager of distribution United States and Canada for United Artists, returned to the company's home office early this week after having spent three months on the Coast conferring with Joseph M. Schenck about the 1927 product. While en route to New York Mr. Lichtman visited United Artists exchanges in Houston, San Antonio, Dallas and New Orleans.

CARROLL S. TROWBRIDGE, general representative for the Christies, has been on the road practically since last October in the interests of "The Nervous Wreck." He has made trips to the Southwest and has covered the Central West, the Atlantic Coast exchange cities, the Canadian branch offices and has now left on a trip to New England.

B. F. ZEIDMAN, general manager of the John Barrymore unit of the Joseph M. Schenck organization, arrived in New York, Wednesday, January 26th, with the first print of Barrymore's "The Beloved Rogue," scheduled for release in March. He will devote a week searching for a suitable story for the actor's second production for United Artists.

WILLIAM H. MORGAN, P.D.C. sales manager, selected the middle of last week's cold snap as the time in which to start his trip to Canada. He returned last Saturday and has since spent his time trying to get thawed out.

CRESSON E. SMITH, United Artists' general sales manager, Middle West division, left Sunday, January 30th, on a fortnight's trip to the Middle West in the interest of the seven new films United Artists is selling. He will visit Detroit, St. Louis, Milwaukee, Chicago, Indianapolis and Kansas City, returning to New York in the middle of February.

CLAUDE H. MACGOWAN, assistant treasurer of Columbia Pictures, has left for a business trip of several weeks which will take him to Columbia exchanges in Philadelphia, Washington, Pittsburgh, West Virginia and Detroit, and cities in the Middle West. Mr. Macgowan will look over the contracted business and promote the same among exhibitors on the remainder of this season's product.

HENRI ELLMAN, Columbia representative in the Chicago and Indianapolis localities, is in New York this week, for the purpose of conferring with Joe Brandt and Jack Cohn on several important matters concerning the distribution of Columbia films. Before leaving Chicago, Mr. Ellman completed arrangements for the showing of Columbia's war drama, "Remember," at the Capitol, a first-run house in that city.

IRVING L. WALENSTEIN, of Sterling Pictures, left Tuesday of this week, from his home in Boston, for Los Angeles where he will confer with production executives on future Sterling pictures. Mr. Walenstein took his family with him and they will make their future home in the movie metropolis. He will return to New York at intervals for conferences with President Henry Ginsberg.

ED. J. SMITH, Tiffany sales manager, left last Thursday on his third trip to the Tiffany exchanges in the East and Middle-West since his affiliation with Tiffany since last December. Plans are being formulated by Tiffany for a concentrated sales campaign in which all Tiffany managers will compete. The details will be announced immediately upon the return of Mr. Smith from his first trip.

T.O.C.C. Ball and Supper at Hotel Plaza, Feb. 21

Through Benjamin Knobel, chairman, the entertainment committee of the Theatre Owners' Chamber of Commerce has made known that the plans for the annual ball and supper of the T.O.C.C., at the Hotel Plaza, Monday evening, February 21, have been practically completed. Tickets, which are $10 each in price and limited to 400 in number, may be obtained at the chamber's quarters, Room 908, Times Building, New York, or the office of E. R. Behrend, 729 Seventh Avenue, New York. Those who desire box seats may make arrangements with the above parties.

It is expected that the entertainment features of the ball will be of a distinctive character.

Tacoma T. O. & Managers Meet and Elect Officers

H. M. S. Kendrick, manager of Pantages Theatres, Tacoma, Wash., was elected president of the Theatre Owners and Managers Association of Tacoma at the association's annual election of officers held in the Northwestern city last week. Other officers chosen were C. E. Clendenny, Victory Theatre, vice-president; Robert McKinnell, Rose Theatre, secretary, and Walter McNeish, Bijou Theatre, treasurer.

Details of the annual Tacoma theatre frolic were discussed and a committee consisting of D. S. Kimberly, Louis Perunko, R. R. Pratch, Frank Graphenbach and L. A. Drinkwine was appointed to arrange the details of the affair, to be staged on March 2nd.

James M. Hone, executive secretary of the Washington M.P.T.O., attended the meeting and reported on M.P.T.O. affairs for the ensuing season.

New Bill Introduced for Repeal of Fight Films Ban

Repeal of the act of 1925 prohibiting the interstate transportation of prize fight films is proposed in a bill introduced in the House of Representatives, Washington, D.C., last week by Congressman Black, of New York. This is the second such bill to be introduced this session, a similar measure having been introduced last month by Representative Freeman, of Connecticut.

There is little likelihood that any action will be taken upon this legislation this session. Hearings would be required before the committee could report the bill, and there is so little time remaining and so much to be done that it is becoming the practice to take up only such matters as it is certain can be disposed of by March 4.

Milton Sills Will Lecture at Harvard Business College

Milton Sills has been added to the list of notables in the motion picture industry who will lecture before students of the Harvard Business College during the recently announced motion picture course which is to begin March 15th.

Beetson Gives Statistics in First Report of Central Casting Corp.

FRED W. BEETSON, president of the Central Casting Corporation in Hollywood, gives some interesting statistics in connection with the first annual report of the company's activities. Almost twice as many extras secured work through this bureau as in ten offices throughout California, says the report, and two million dollars is placed in circulation with the merchants, making the bureau the largest of its kind in the world. The average daily placements are 710. The average daily wage is $8.46.

There are but twelve children employed in pictures on school days the report shows. Mr. Beetson again issues a warning to screen aspirants throughout the country not to come to Hollywood, as the regulation regarding no further registrations of extras is still in effect and will continue to be so for an indefinite period, due to the fact that the supply of extras greatly exceeds the demand.

Photophone Demonstrated in Schenectady, N.Y.

Device Developed by General Electric Records Picture and Sound on Same Film

THE "Photophone," developed by a group of General Electric Company engineers, who have been working on the same for the past six years under the direction of C. W. Stone, was given its first public demonstration last Saturday at the State Theatre in Schenectady, N.Y., before a small group of engineers and others. The demonstration included the showing of two films, one taken at the General Electric laboratories in Schenectady, when both the sound and the pictures were recorded simultaneously, and the other a film, the picturization of which was made at Hollywood, and the incidental music of which was recorded at the Capitol Theatre in New York City during the showing of the picture.

Both picture and sound are recorded on the same film. The sound record requires one-tenth of an inch on the face of the film and is made on the edge, leaving the balance for the picture.

The invention consists of a small device which it is possible to attach to any standard projecting machine. It differs from other machines of this nature in that it uses the light beam of the palaphotophone, a development of a few years ago.

The first film shown Saturday was the one that had been taken in Schenectady. It included vocal and instrumental selections as well as announcements by Kolin Hager, manager of the WGY radio broadcasting studio.

The second picture shown was "The Flesh and the Devil." The incidental music was recorded in New York and the undeveloped film bearing the music record was then brought to Schenectady, where the pictures were added. The apparatus for Saturday's demonstrations had been in course of installation at the theatre for some time past.

Norma Shearer Will Co-star with Novarro

THE rumors that have been flying thick and fast of late as to which player would have the role of Kathie in "Old Heidelberg," Metro-Goldwyn-Mayer's elaborate production which Ernst Lubitsch is directing, have been set at rest with the announcement that Norma Shearer will enact this role and would be co-starred with Ramon Novarro.

Norma Shearer

Pictures in which Miss Shearer has played or starred include "The Snob," "Excuse Me," "He Who Gets Slapped," "Lady of the Night," "A Slave of Fashion," "The Tower of Lies," "His Secretary," "The Devil's Circus," "The Waning Sex," "Upstage," and "The Demi-Bride." Miss Shearer was recently voted the most popular actress in a contest conducted by the Chicago "Tribune."

Zanuck Promoted Assoc. Executive to J. L. Warner

Darryl Francis Zanuck, promoted a short time ago to the post of assistant to Jack L. Warner, supervisor of production at the Warner Bros.' West Coast studio, has again been advanced, this time as associate executive to Mr. Warner, the place left vacant by Raymond Schrock. Mr. Zanuck is said to be the youngest motion picture executive in the industry.

Bowes & Schenck Members of Church Radio Committee

Co-operating with the National Broadcasting Company and its chain of stations, the New York Federation of Churches contemplates a religious broadcasting program, which they claim will be larger in scope than anything yet attempted. Included among the members of the National General Committee, also the executive body of the Church Radio League, are Major Edward Bowes of the New York Capitol, vice-chairman, and Nicholas M. Schenck, vice-president of Metro-Goldwyn-Mayer. The first of the new radio meetings will begin Sunday in the Empire Room of the Waldorf-Astoria with a "Young People's Conference" broadcast through the WEAF chain, and "People's Radio Vespers," including a musical program and an inspirational sermon sent out by WJZ.

The National General Committee will digest the wants of the listening public as expressed in their letters and decide on the character and make-up of the programs.

W. W. Hines Severs Connection with U. A.

William W. Hines, general sales manager of United Artists since the organization of the company in 1919, made public last week his resignation and the severance of his business relations with the releasing organization. He said that he would make an announcement shortly of his new connections.

Mr. Hines has been in the picture business for sixteen years, starting with the old Kinemacolor Company of America, and later with Triangle and Paramount. For a year he engaged in business in Wall Street, but resumed his work with United Artists again.

Casting for "The Heart Thief" Nearly Completed

Walter Woods, supervisor, and Nils Olaf Chrisander, director, have practically completed casting for "The Heart Thief," in which Lya de Putti will appear opposite Joseph Schildkraut, with Robert Edeson, Charles Gerrard, Eulalie Jensen and Frank Reicher interpreting surrounding characters. More names are promised for the cast within the coming fortnight.

F.P.-L.'s "The Rough Riders" at Cohan, Feb. 21

"THE ROUGH RIDERS," Paramount's road show attraction which visualizes the exploits of Theodore Roosevelt's renowned regiment of that name, will have its gala premiere at the George M. Cohan Theatre, New York City, on Monday evening, February 21. More than fifteen months of actual preparation were spent on this production in which appear Frank Hooper, impersonating Roosevelt, Noah Beery, George Bancroft, Mary Astor, Charles Emmet Mack and Charles Farrell.

With the Roosevelt epic, Paramount will have three road shows on Broadway at legitimate theatres. The others are "Old Ironsides" and "Beau Geste."

Kauffman F.N. Gen. Mgr. Cen. and East. Europe

ON February 26, Phil Kauffman, general manager of Regal Films, Limited, Toronto, will sail aboard the Leviathan to take up his newly appointed duties—those of general manager of First National for the territory of Eastern and Central Europe. Mr. Kauffman leaves Toronto on February 21 and will visit London and Paris enroute to Berlin where he will make his headquarters. His appointment follows closely upon that of William Bach, also of Toronto and former Canadian general manager of First National, who is now stationed at London as general manager of First National in Great Britain.

Phil Kauffman

"The Great Lakes" Winning Name in Buffalo Contest

Of the 4,700 or more persons who contributed over 20,000 names in the prize contest conducted in Buffalo, N.Y., to find a suitable name for the new motion picture theatre now under construction at Main and Chippewa streets and which the Fox Theatres Corporation and the E. M. Comerford interests will operate, nine persons will share in the award of $500 offered for the winning name "The Great Lakes." Besides those who submitted the exact name the award also includes those parties whose winning words had slightly different combinations. William Fox, Winfield R. Sheehan, M. E. Comerford and Frank C. Walker, composing the committee, feel that they came sufficiently close to be declared "in the money."

One contestant submitted 700 names in one batch and 300 in another "to upset," as he said, "the old bogy which exists in the cry of no material."

Work on "The Great Lakes" is progressing rapidly at the present time and the management hopes to be able to set the opening date for some time in April or early May. Gerald K. Rudolph, manager of publicity for Fox Films and representative of the Chippewa Amusement Corporation, returned to New York last Tuesday after conducting the contest.

Fire in Projection Room of Loew's Delancey, N. Y.

Loew's Delancey, a vaudeville and motion picture house at Delancey and Suffolk Streets, New York City, was well filled at 9 o'clock Wednesday night when a reel of film caught fire in the projection machine, at the rear of the balcony.

Smoke drifted through the window of the projection room. A boy in the balcony yelled "Fire!"

Downstairs in the orchestra a woman screamed, ran from her seat and fainted. Employees of the theatre worked quietly to calm the audience, however, and so there was no panic. Projection room employees extinguished the blaze in a few minutes.

Foreign-Language Insert for Imported's Press-Books

The press-book prepared for "Slums of Berlin," released by Imported Pictures Corporation, embodies a new idea in press-sheet service. To assist the exhibitor in working with the German-language press of his community the press-book for "Slums of Berlin" contains an advertising and publicity insert printed in German, thus enabling the exhibitor not aquainted with the German tongue to submit his advertising and publicity to the foreign-language press in ready-to-print form. This same idea will be incorporated in all press-books prepared for releases on Imported Pictures' program, the foreign-language advertising and publicity inserts being printed in the tongue of the special market the individual picture appeals to.

Plans $100,000 Theatre for North Little Rock, Ark.

A theatre costing more than $100,000, to be used for motion pictures and road shows, is to be built immediately in North Little Rock, a suburb of Little Rock, Ark. M. A. Lightman, of Nashville, president of the Arkansas Amusement Enterprises, made the announcement last week. The house will seat 1,200 and will be divided between a main floor and a balcony exclusively for negro patrons.

The Arkansas Amusement Enterprises were formed several months ago by various theatre owners in El Dorado, Camden, Fayetteville and North Little Rock, together with two or three theatres in Tennessee, including one in Nashville, under the supervision of Lightman.

Louis Wolheim Signed for U. A.'s "Two Arabian Nights"

Louis Wolheim, the Captain Flagg of the stage production of "What Price Glory," and creator of Eugene O'Neill's "The Hairy Ape," has been signed for one of the principal roles in "Two Arabian Nights," the Caddo production which Lewis Milestone is directing. United Artists is releasing the film. William Boyd, also of the "What Price Glory" stage production, is the leading player.

Denny Is Recuperating Nicely, Universal Says

REGINALD DENNY, the Universal star who underwent an emergency operation a little over a week ago at the Sylvan Lodge Hospital in Los Angeles, is well on the road to recovery, according to his personal physician, Dr. Louis Regan. He will be permitted to leave the hospital this week-end and will be able to resume work in less than three weeks. The doctor attributes this remarkable improvement in the condition of his patient to Denny's sturdy physique and unusual vitality.

Denny was at work on his next Universal special, "Fast and Furious," when the sickness overtook him. At no time during his illness has he suffered a relapse.

"Big Bill" Tilden To Have Role in New Vidor Film

William T. Tilden, 2nd, tennis champion, will render a characterization in King Vidor's new production, as yet untitled, which the director is now making with Eleanor Boardman and James Murray in the featured leads. "Big Bill" has announced that if this, his first serious attempt in film work, is successful, he will take up motion picture acting as a career.

Tilden will not retire from active court competition at present. He plans to remain at the Metro-Goldwyn-Mayer studio for about three months when he will then go abroad to represent America in the hard court matches at St. Cloud, France. In May he will be one of the contestants in the Wimbleton tournament for the grass court championship before returning to Hollywood.

Donald Reed Male Lead in "Naughty But Nice"

Donald Reed, 24-year-old leading man under contract with First National, will play the male role in support of Colleen Moore in her next picture, "Naughty But Nice." Following a series of screen tests, Reed was given the part. He was on the stage for more than a year, and has been in pictures two years and a half. He is six feet tall, of Spanish parentage, accounting for his dark brown hair and eyes. He is the only supporting player assigned to date. Production is expected to get under way during the early part of February. Miss Moore's latest picture, "Orchids and Ermine," is now being titled by Ralph Spence.

H. Kaufman, General Sales Manager Canadian "U"

Harry Kaufman, Toronto, a veteran of the film exchange business in Canada and former head of Premier Films, Limited, Toronto, has been appointed general sales manager of Canadian Universal Films, with jurisdiction over the six offices of Universal in the Dominion. Clair Hague, Toronto, continues as general manager for Canada, a position which he has held for more than 10 years.

Dr. Rudolph Lothar Member of First Nat'l Writing Staff

Dr. Rudolph Lothar, talented European author and dramatist, has been engaged by First National to write several original stories for production in the near future. Dr. Lothar, a resident of Vienna for thirty years, has visited nearly all of Europe. His dramatic works include twenty-five stage plays, all of which, it may be said, have been produced in practically all languages.

Belle Bennett in "The Man Who Forgot God"

BELLE BENNETT will play in Emil Jannings' support in his first American-made production, "The Man Who Forgot God," which Victor Fleming, director of "The Rough Riders," is to direct for Paramount.

Warner Bros. Prepare to Screen "Black Ivory"

THE Warner Bros. are preparing for the production of "Black Ivory," their next extended run production, which will follow "Noah's Ark" at the Warner studio. Monte Blue has been decided upon for the leading role of Jean Lafitte, a figure in American history, who is the center of Polan Banks' romantic story of New Orleans' old Creole days. The director and the leading lady have not yet been chosen as the Warners say that it will take some time to whip the preliminaries into shape as the picture is to be in every sense a super-production. "Black Ivory" is now in its sixth edition from Harper Bros. press. A live advertising and publicity campaign will precede the release of the picture.

United Artists Will Not Road-Show Its Productions

Concurring with United Artists' policy of giving exhibitors United Artists pictures promptly and without any delay for road-showing purposes, the two new United Artists' films, "The Beloved Rogue" and "Resurrection," will be issued to showmen while they are fresh in the public mind. To use the words of Joseph M. Schenck, "our new volume distribution plan provides that exhibitors be given United Artists pictures promptly. United Artists will concentrate on pre-release and first run houses for premieres." The sales directors of United Artists agreed with Mr. Schenck's statement after discussing the advisability of road showing the company's product.

"The Beloved Rogue" took six months to produce and represents an outlay of nearly one million dollars. Its New York premiere will take place at the Mark Strand in March. "Resurrection" also required a half year to make and was made on a huge scale.

Chas. Griffith Technical Chief "Two Arabian Knights" Unit

Charles Griffith, technical director of "What Price Glory," has been signed to act in the same capacity for "Two Arabian Knights," which entered into production this week under the direction of Lewis Milestone at the United Artists' studio. The only thing holding up camera work is the selection of a leading lady, as the sets are in readiness and practically all of the staff has been chosen. A dozen actresses of prominence have been given screen tests in the search to find the one who will play opposite William Boyd. Louis Wolheim has arrived in Hollywood from New York to create the role of a hard-boiled soldier.

First National Acquires Foot-Ball Story, "The Substitute"

First National, through John McCormick, general manager of production at the Burbank studio, announces the purchase of "The Substitute," a football story which goes into production in the near future.

Meehan Renews Directorial Contract With F.B.O.

J. Leo Meehan, who has been directing for F.B.O. for the past few years, has renewed his contract which is about to expire. The new contract with F.B.O. calls for a period of three years, starting February 1st.

Under his present contract Meehan has made five pictures for F.B.O. Four of them were stories by his late mother-in-law, Gene Stratton-Porter. The fifth story was "Mother," adapted from the Kathleen Norris tale of the same name. Mr. Meehan's wife, formerly Miss Jeanette Stratton-Porter, is well known as an adaptor of stories for screening purposes. Mr. Meehan has to his credit the distinction of being the only director who owns and actively manages a newspaper. Before becoming a motion picture director, Mr. Meehan founded the Pasadena "Morning Sun," a California daily.

"The Wreck," Columbia's First Release for Feb.

On February 5 "The Wreck," co-featuring Shirley Mason and Malcolm McGregor, will be released by Columbia Pictures. The story of this crook melodrama was written by Dorothy Howell. For the supporting cast Director William Craft has chosen Frances Raymond, Francis MacDonald, James Bradbury, Jr., and Barbara Tennant. The production marks the second appearance of Miss Mason on the Columbia schedule, her first portrayal having been the title role of "Sweet Rosie O'Grady."

"Ladies' Night in a Turkish Bath" Before "Gorilla"

The producing firm of Asher, Small and Rogers is after suitable screen material for the production schedule outlined by E. M. Asher and Edward Small. The former is now in New York primarily in the interests of First National's "McFadden's Flats," but he is also on the lookout for screen stories and plays. Small is now on the West Coast where he is preparing the Avery Hopwood farce, "Ladies' Night in a Turkish Bath" which is to be followed by the screen version of "The Gorilla."

Lee Garnes, Ingram's Cameraman, Arrives in France

Lee Garnes, first cameraman for Rex Ingram's directorial vehicle, "The Garden of Allah," has arrived at the director's studio at Nice, France. Shooting began two weeks ago on the picture, and this month the company goes to Africa to shoot exteriors in the Sahara Desert. Heading the cast are Alice Terry and Ivan Petrovich.

"The Love of Sunya" to Open The Roxy

S. L. ROTHAFEL (Roxy) announced last Tuesday night that he had chosen "The Love of Sunya," Gloria Swanson's first independent production for United Artists, for the opening program of his new Roxy Theatre. Mr. Rothafel said that he would open the Roxy the first week in March.

F. P. Eastern Studio Busy

Five Stories in Preparation For Filming After Completion of Four Now in Production

FOUR productions, now in work at the Paramount Eastern studio, are expected to be finished either this month or the early part of March and immediately following the completion of these pictures five more will be launched. This means a capacity schedule for the production forces in the East until late in spring.

During February and the early part of March Herbert Brenon will finish "The Telephone Girl;" Richard Dix will complete "Knockout Reilly" under the direction of Malcolm St. Clair; Gilda Gray will finish "Cabaret" under Robert Vignola's guidance, and Ed Wynn will bring to a conclusion "Rubber Heels," his first starring picture, with Victor Heerman in charge.

Raymond Griffith is expected in New York about the middle of February to discuss the start of a comedy tentatively titled "The Winning Spirit," which is to be directed by Frank Tuttle. This will be Mr. Griffith's first picture in the East since his elevation to stardom.

Richard Dix expects to complete his present production about February 12th and he will then start North for location work on his next feature, which will be directed by Elmer Clifton. The title has not yet been chosen. Immediately following this picture it is expected that Dix will start another, as he has reached an agreement with Associate Producer Le Baron to do an original story by Ray Harris titled "The Sky Writer," which, as may be inferred from the title, is an aeroplane story.

Likewise, it is probable that W. C. Fields will start his fourth starring Paramount picture about the first of March; this will be an original story by Gregory La Cava, who is also to direct.

Thomas Meighan's next picture is tentatively titled "We Are All Gamblers"; Mr. Meighan and Owen Davis are now in Florida working on the story. It is expected that Malcolm St. Clair will direct, and production is to start March 7th. On the same day Herbert Brenon will start production of another Owen Davis story, at present titled "The Devil Is Alive."

First National Production at Burbank on Increase

COINCIDENT with the First National Spring sales convention, which will be held at Burbank, production activities are expected to soar to the greatest heights, says Richard A. Rowland, general and production manager, now at the company's studio on the Pacific Coast. As an indication of this expected increase in production, Manager Rowland has just ordered the construction of two mammoth stages to cost approximately $200,000.

Ten First National films are now in the cutting-room, seven more are in work and nearly a score of productions are in preparatory stages for early filming. Those receiving final adjustments in the cutting-room are "Orchids and Ermine, "Venus of Venice," "Three Hours," "The Sea Tiger," "Long Pants," "All Aboard," "Somewhere in Sonora," "The Notorious Lady," "Convoy" and "High Hat."

In work are "The Tender Hour," "Camille," "Who Goes Where?" "See You in Jail," "The Sunset Derby," "The Patent Leather Kid" and "The Country Beyond."

Productions in the process of preparation are "Naughty But Nice," "Oh! What a Life," "American Beauty," "Rose of Monterey," "Diamonds in the Rough," "The Crystal Cup," "Bed and Board," "Glitter," "The Road to Romance," "The Stolen Bride," "Hard Boiled Harrigan," "His Son," "The Poor Nut," "The Butter and Egg Man," "Ladies' Night in a Turkish Bath," "Babe Comes Home," "The Gorilla" and "Broadway Nights." Also included in this list is a Richard Barthelmess picture, to which no title has as yet been appended.

"A Pair of Silk Stockings" Acquired for Laura La Plante

"A Pair of Silk Stockings," the stage success by Cyril Harcourt, will probably be the next Universal Jewel starring Laura La Plante. William A. Sieder, her husband, is expected to direct her. The new La Plante vehicle will probably reach the screen under the title of "Stolen Silks." Her latest comedy drama is "The Love Thrill," directed by Millard Webb, from a story by the director and Joe Mitchell. In the cast are Tom Moore, Bryant Washburn, Arthur Hoyt, Nat Carr and Jocelyn Lee. At present Miss La Plante is working on "Beware of Widows," from the stage play by Owen Davis.

"All Aboard" Completed by Johnnie Hines Unit

Camera work on "All Aboard," the newest Johnnie Hines starring comedy for First National release, has been completed and the production is now undergoing the process of editing, cutting and titling. It will shortly be ready for previews.

Edna Murphy heads the supporting cast in the story written by Matt Taylor for which Peter Milne and Horace Woodmansee prepared the scenario. An unusually large cast includes Anna May Wong, Sojin, Dot Farley, Babe London, Frank Hagney and Bull Montana among others. Charles Hines directed.

Sam Hardy Given Male Lead in "Broadway Nights"

The leading male role in Robert Kane's production for First National, "Broadway Nights," has been assigned Sam Hardy. This is the first lead that Hardy has played for the Kane organization, all of his other roles having been of a heavy nature. Lois Wilson is the chief player in "Broadway Nights," which was put into production Wednesday at the Cosmopolitan studio in New York.

Three U. A. Films for Nat'l Release in March

UNITED ARTISTS has set national release dates for three pictures just completed. "The Beloved Rogue" will be released nationally on March 5, "The Love of Sunya" on March 12 and "Resurrection" on March 19. All of these productions will be delivered to exhibitors directly in fulfillment of Joseph M. Schenck's promise of a year ago to issue pictures directly to exhibitors. They will not be roadshowed and after the regular pre-releases and first-runs, will be available for second and third-run engagements.

"The Beloved Rogue" is John Barrymore's first production for United Artists and it is said that it required twice as much time in production as any of the star's previous films. "The Love of Sunya," Gloria Swanson's first United Artists picture, is now being titled by Cosmo Hamilton. Albert Parker directed, Dudley Murphy was consultant on camera effects, and Robert Martin took charge of the camera. "Resurrection," Inspiration Pictures-Edwin Carewe's United Artists production, is now being titled by Count Ilya Tolstoy and Tom Miranda. Director Carewe will come to New York in about three weeks with the completed picture. Finis Fox wrote the scenario.

Two New Stories Purchased for Billie Dove

"American Beauty" and "The Heart of a Follies Girl," two new stories which will star Billie Dove, have been purchased by First National Pictures, officials of which regard the continuance of the rapid rise of Miss Dove to a stellar position as a matter of merit, and who will exert care in their selection of stories for her. "American Beauty" is a story by Wallace Irwin which was recently published in the "Saturday Evening Post." The other is by Adela Rogers St. John, and it appeared some time ago in the "Cosmopolitan Magazine."

Miss Dove is making preparations for her work in "The Tender Hour," George Fitzmaurice's initial production under his new First National contract. She recently finished a featured part in "An Affair of the Follies" with Lewis Stone and Lloyd Hughes.

Dent Takes Over New Post, U.A. General Managership

Augmenting considerably the executive staff recruited since the Pickford-Fairbanks plant became the United Artists studio, James Dent, the new general manager, this week took over his new duties. At various times during the past Dent has been connected with the Fox Films organization, the late Thomas Ince and Selznick. He began his career at the old Vitagraph studio in Brooklyn.

In his new position Dent is again associated with Myron Selznick, who was recently appointed production assistant to John W. Considine, Jr., general manager of the Joseph M. Schenck producing organization and head of Feature Productions, Inc., the largest of United Artists' contributors.

Bissell Special Representative for Tiffany-Color Art

Acting as the new special representative of Tiffany-Color Art Productions, H. C. Bissell left last Tuesday to cover the key cities throughout the country making his first stop in Philadelphia and Washington. His object is to make a special sales drive on the series of six Color Art subjects, photographed in Technicolor, and which have already been shown in leading first run houses in the United States, including the Paramount and Capitol in New York City. Among these short subjects are "The Barefoot Boy," "On the Trail of the Ranger," "The Isle of June," "Fisherman's Luck" and "Clothes Make the Woman."

Mr. Bissell has been in the motion picture industry for the past seven years. Before joining Tiffany he was manager of Universal's Albany office.

M-G-M Buys "The Miracle" for Lillian Gish

One of the most widely discussed theatrical properties in years, "The Miracle," has been purchased by Metro-Goldwyn-Mayer and will be used as a starring vehicle for Lillian Gish, with the possibility that Lady Diana Manners will play the role which she has had in the stage production.

"The Miracle" was written by Carl Vollmueller and produced in Europe by Max Reinhardt, who later came to America and staged it at the Century Theatre in New York on a costly scale. It has since been roadshowed in some of the larger cities. Reinhardt, who is now on the Coast, may supervise the screen production.

Two Pathe Comedians in Next Rex Feature

Oliver Hardy and Jimmy Finlayson, two of the comedians appearing in the majority of the Hal Roach "big name" two reelers, distributed by Pathe, venture into the field of heavy drama in "The Avenging Stallion," the new Roach production featuring Rex, the king of wild horses. Hardy will portray one of the two heavies in the picture, his other coherent being Theodore Von Eltz, who eventually reforms and becomes a first class hero. Finlayson will enact the role of father to Barbara Kent, the heroine of the tale.

Paramount Casts for Mildred Davis' "Too Many Crooks"

Mildred Davis and Lloyd Hughes have been selected to head the cast for "Too Many Crooks" which Fred Newmeyer will make for Famous Players. The supporting players include George Bancroft, El Brendel, Betty Francisco, Gayne Whitman, Otto Matieson, William V. Mong, John St. Polis, and Tom Ricketts.

First National Plans "The Little Cafe" for Leon Errol

General Manager John McCormick, in charge of the West Coast production of First National Pictures, announces that Leon Errol will star in "The Little Cafe," to be produced at the Burbank studio. It is a translation by Tristan Bernard of the French musical comedy, "Le Petite Cafe."

Eighteen U. A.'s in 1927

Lichtman Outlines Production Schedule After Conference With Schenck on Coast

BACK in the New York headquarters of United Artists after a three-weeks' visit with Joseph M. Schenck on the Coast, Al Lichtman announced this week that his company will release in 1927 eighteen or more pictures.

The pictures announced include one from Mary Pickford, story as yet unselected, "The Dove," a Norma Talmadge vehicle directed by Roland West which will go into work immediately after filming of "Camille," one from Gloria Swanson on which camera work will be started soon, one from Charles Chaplin and a Douglas Fairbanks picture for which the story material is now being gathered.

John Barrymore will make one, either an historical story or a present day life character. Buster Keaton will have two, one of which is now in production under the temporary title "Hercules, the Weak," a college story; two from Samuel Goldwyn, the first of which is a Henry King production starring Ronald Colman and Vilma Banky and based on Rudolf's "King Harlequin." Morris Gest will have "The Darling of the Gods" and the Duncan Sisters are making "Topsy and Eva," directed by Lois Weber.

Fred Niblo will make one to be known as a Joseph M. Schenck presentation of a Fred Niblo production. Roland West will produce "The Purple Mask," which will be started when Mr. West finishes direction of "The Dove." "Two Arabian Knights" will be a Caddo production supervised by John W. Considine, Jr., and directed by Lewis Milestone with William Boyd and Louis Wolheim in the east; the story is based on Donald McGibeny's magazine story.

Three and possibly more productions will be announced in the near future, said Mr. Lichtman.

P. D. C. Scenarists Active

Writers at Both De Mille and Metropolitan Studios Preparing New Productions for Filming

THE scenario departments at both the De Mille and Metropolitan studios are at present busily engaged in preparing the many productions scheduled for filming within the next few months. Practically every writer on both staffs is actively occupied in turning out scripts from which the productions, released through Producers Distributing Corporation, will be filmed.

Douglas Doty is whipping the script for "Vanity," Leatrice Joy's next starring picture, into shape. Donald Crisp is scheduled to direct. Garrett Fort, who adapted "White Gold" for the screen in collaboration with Tay Garnett, is assisting William K. Howard and C. Gardner Sullivan in the editing of this newest Jetta Goudal starring picture.

F. McGrew Willis, of Metropolitan, is assisting with the editing of "No Control," his screen adaptation of Frank Condon's "Saturday Evening Post" story "By Remote Control." Scott Sidney directed this picture, with Harrison Ford and Phyllis Haver in the leading roles. Zelda Sears is at Metropolitan working on the script of "The Night Bride," which stars Marie Prevost under E. Mason Hopper's direction.

Bertram Millhauser and Beulah Marie Dix are busy on "The Country Doctor," which is designed to bring to the screen the story of one of America's truly unsung heroes. No director has as yet been assigned to this picture.

Albert Shelby LeVino is putting the final touches on the script for "Turkish Delight," Irvin S. Cobb's first original for the screen, which will feature Julia Faye, Kenneth Thomson and Rudolph Schildkraut. Paul Sloane will direct.

Four Feb. F. N. Releases

Schedule Headed by "McFadden's Flats" and Harry Langdon's "Long Pants"; Three Are Comedies

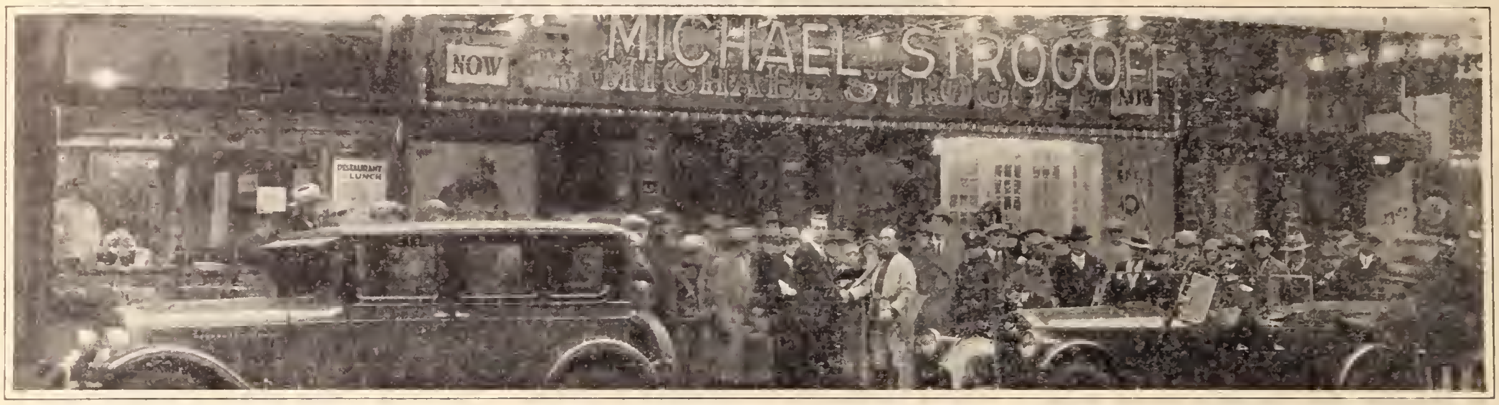
FIRST NATIONAL PICTURES will release four productions during the current month of which three are comedies and one other a mystery story. "McFadden's Flats" which will open in the New York City Mark Strand Theatre, and "Long Pants," Harry Langdon's newest comedy, head the list of releases which also includes "Easy Pickings" and "An Affair of the Follies."

Asher, Small and Rogers produce "McFadden's Flats" with Charlie Murray and Chester Conklin in the leading roles; it is dated for release February 5th. Gladys Brockwell, Al Roscoe, Alma Bennett, Frankie Darro and Priscilla Bonner support Langdon in his latest comedy effort which was directed by Frank Capra. It is a story of adolescence scheduled for release February twenty-seventh. The picture will have its premiere showing in the East.

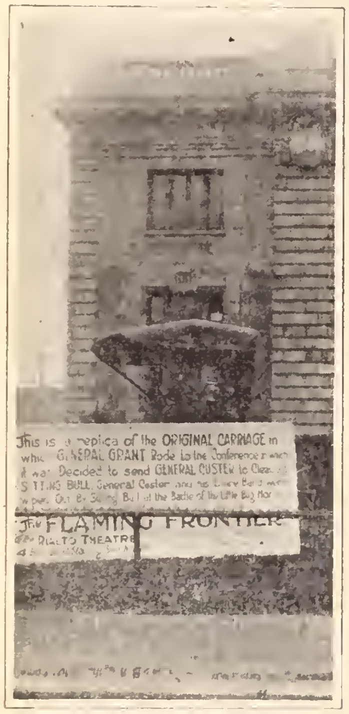
Lewis Stone, Billie Dove and Lloyd Hughes are featured in "An Affair of the Follies" which was produced by an Al Rockett unit with Millard Webb directing. It is a dramatic story of a show-girl, a neck-tie salesman and an inventor-millionaire. Released February 13th.

The mystery story for the month is "Easy Pickings" with Anna Q. Nilsson, Kenneth Harlan and Billy Bevan in the leading roles. Frank Griffith produced, and George Archainbaud directed, with a supporting cast including Philo McCullough, Jerry Miley, Charles Sellon, Zack Williams and Gertrude Howard. It is set for release February 20th.

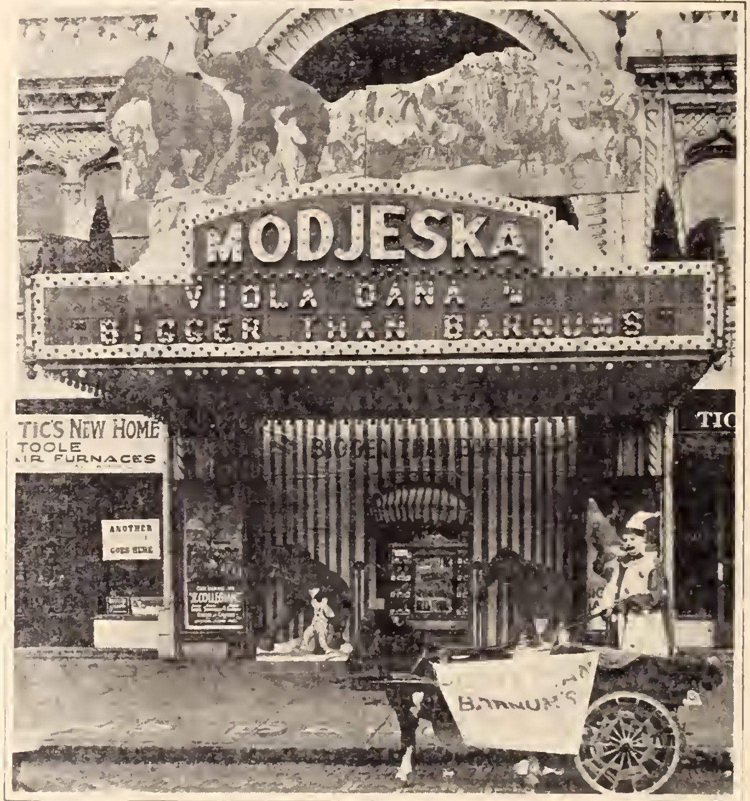
Exhibitors Service Bureau

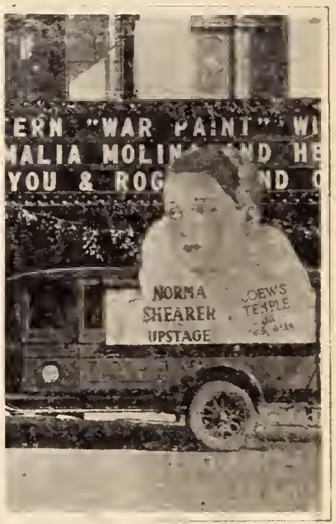


An ex-Russian officer in a "Michael Strogoff" uniform was the great exploitation stunt which the management of the Broadway-Strand Theatre in Detroit used in a campaign for the Universal screen spectacle. Photo above shows his arrival at that theatre in a Pierce Arrow


This is a replica of the ORIGINAL CARRIAGE in which GENERAL GRANT Rode to the Conference when it was Decided to send GENERAL CUSTER to Clean up SITTING BULL, General Custer and his Entire Band were wiped Out By Sitting Bull at the Battle of the Little Big Horn
The FLAMING FRONTIER
Rialto Theatre

Exploitation for Universal's "The Flaming Frontier," right in the front yard of the town hall, Muskegon, Mich.

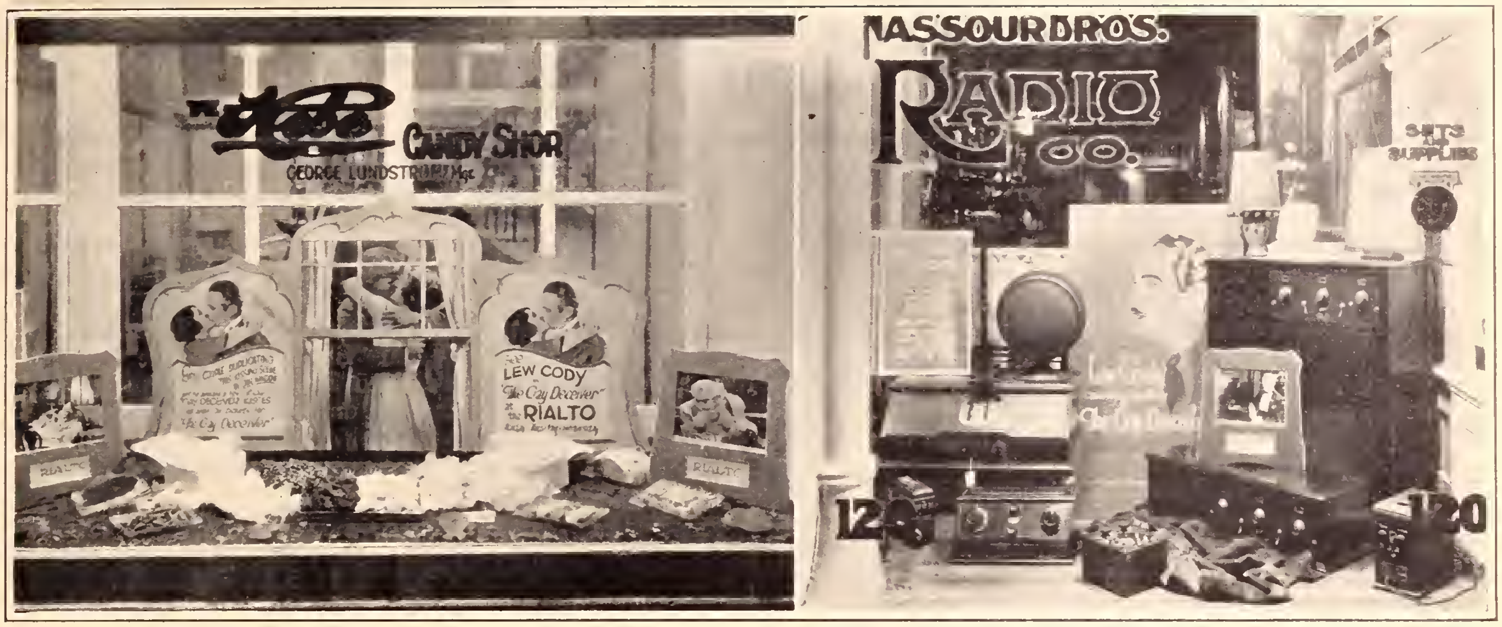




Above—Huge cut-outs mounted on motor trucks told Birmingham fans about the showing of "Upstage" (M-G-M), at the Temple Theatre

Left—Circus lobby display and ballyhoo used by Manager F. J. Miller of the Modjeska Theatre in Augusta, to exploit his showing of "Bigger Than Barnum's" (F.B.O.)

No trouble getting window displays with material like this. Photos show exploitation in Dallas for "Valencia" (M-G-M), at the Palace Theatre



Two window tie-ups which figured importantly in the extensive exploitation campaign for Metro-Goldwyn-Mayer's "The Gay Deceiver" at the Rialto Theatre in Colorado Springs. The confectionery shop, the window of which is shown on the left, offered free tickets and a box of candy to the couple duplicating in the window the kissing scene from the play

Follow Harmonica Contests on Coast

Virtuoso Signed for Tour of West Coast Theatres

The West Coast Theatres, following the completion of their remarkably successful series of Educational-Juvenile Comedies-Harmonica contests staged in leading cities of the Pacific Coast, are cashing in now on the publicity and good-will resulting from these contests. One of the outstanding "follow-up" campaigns is the engagement of Arthur Turelly, harmonica player, to appear in twenty-five theatres under the direction of Fanchon and Marco. Turelly's extended engagement opened on January 21st.

During the appearance of Turelly in each theatre, the house orchestra members will receive special instruction in harmonica playing. This means that a selected group of musicians from each theatre will be available, without additional cost, in the future as a special attraction in the presentation of special motion picture features.

Interest in harmonica playing is now becoming nation-wide, and it is estimated, conservatively, that there are twice as many either playing or learning how to play the harmonica as at this time last year.

Display for "Whispering Wires" Features Phone

Manager F. J. Miller used a lobby stunt for "Whispering Wires" that got lots of attention when that film played at the Modjeska Theatre, Augusta, Ga.

Attractive stills of the picture attached to a large piece of beaverboard was placed in the lobby. Wording underneath the stills read, "Anita Stewart in Whispering Wires—Plenty of Mystery, Thrills and Comedy."

In front of the beaverboard was a table upon which was placed a telephone with concealed wire connection in the box office. This 'phone was intermittingly rung by the cashier—always attracting much attention.

"A" is Mystery Symbol in Drive for "The Scarlet Letter"

A TEASER campaign, worked out on an unusually large scale and employing some novel ideas to feature the letter "A" in newspaper, poster and theatre billing, brought gratifying results as exploitation for "The Scarlet Letter" at the Florida Theatre, St. Petersburg, Fla.

The campaign was started ten days in advance of showing.

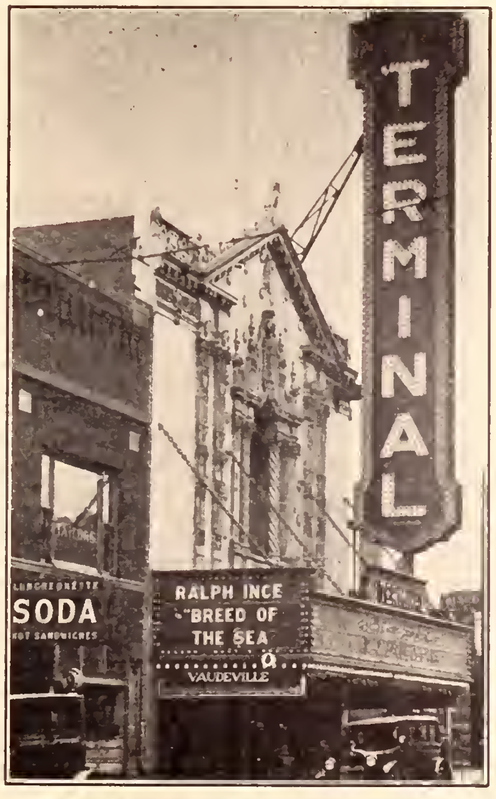
A large letter "A" was painted on a three-sheet and placed in a three-sheet frame in the lobby. This was followed by two shadow boxes, with a large red "A" painted on white glass with electric bulb behind it.

Next, a truck was put on the streets carrying a ten-foot red "A" in the center of the body, the letter "A" being made of beaverboard. This stunt tied up with the teaser campaign in the newspapers.

The newspaper teasers were in the form of a large "A," and were scattered throughout the papers for three days in advance of play date.

Just before "The Scarlet Letter" trailer went on the screen, at the end of each performance, the front drapes were closed, and then a scarlet "A" was projected on the drapes—the size of the letter being 30 feet tall and about 20 feet wide at the bottom. After a few seconds, the trailer was then faded into the "A"; the drapes then parted and the trailer was run on the screen.

This is how Manager Chas. H. Amos projected the large letter: Took a sheet of copper the size of a regular slide and cut the letter "A" out in the center. A piece of scarlet gelatin was pasted over the opening; then the plate was put in a slide machine and projected through a wide angle lense.



Ascher's Terminal Theatre, Chicago, with marquee billing to feature showing there of F.B.O.'s "Breed of the Sea"

Newspaper Drive Exploits "Syncopating Sue"

A total of 458 inches of newspaper space was used to exploit "Syncopating Sue" at the Fifth Avenue Theatre, Seattle. The opening shots comprised some reverse copy with a bit of attractive art work which could hardly be missed. The first play-day some more art work was used with a background of sheet music signifying jazz, a neat drawing of Corinne Griffith and also an attractive way of presenting a title and copy. This was very much of an original idea with this theatre, for they have seemed to have left out the usual advertising idea.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIBITORS						
Skyrocket, The	—	9	19	—	60	7,250 Ft.
FAMOUS PLAYERS						
Ace of Cads	1	3	15	2	66	7,786 Ft.
Aloma of the South Seas	—	4	22	3	69	8,514 Ft.
American Venus, The	1	6	28	3	66	7,931 Ft.
Behind the Front	1	2	31	31	82	5,555 Ft.
Blind Goddess, The	—	4	22	8	74	7,249 Ft.
Born to the West	—	4	33	—	67	6,043 Ft.
Campus Flirt, The	—	1	19	11	80	6.702 Ft.
Canadian, The	—	3	11	—	64	7,753 Ft.
Cat's Pajamas	—	1	13	4	75	5,863 Ft.
Crown of Lies, The	—	8	8	—	55	5,020 Ft.
Dancing Mothers	—	5	26	2	68	7,169 Ft.
Desert Gold	—	6	27	3	69	6,900 Ft.
Diplomacy	4	6	15	—	55	6,950 Ft.
Eagle of the Sea, The	—	3	11	—	64	7,250 Ft.
Enchanted Hill, The	—	—	21	4	75	6,326 Ft.
Everybody's Acting	—	2	9	1	68	6,139 Ft.
Fascinating Youth	—	2	22	1	69	6,882 Ft.
Fine Manners	—	8	20	—	61	6,435 Ft.
For Heaven's Sake	1	12	36	10	68	5,356 Ft.
Forlorn River	—	9	15	1	60	5,992 Ft.
Good and Naughty	—	3	9	2	68	5,503 Ft.
Grand Duchess and the Waiter,	—	8	18	9	71	6,314 Ft.
Grass	2	1	7	—	57	6,348 Ft.
Hands Up	2	8	33	—	62	5,883 Ft.
Hold That Lion	2	5	19	2	63	5,811 Ft.
It's the Old Army Game	4	7	16	1	56	6,889 Ft.
Kid Boots	1	2	29	2	69	5,650 Ft.
Lady of the Harem	1	5	13	—	59	5,717 Ft.
Let's Get Married	—	—	23	4	74	6,800 Ft.
Lucky Lady, The	1	6	9	—	56	5,942 Ft.
Mannequin	1	8	27	2	64	6,981 Ft.
Mantrap	—	5	20	—	64	6,077 Ft.
Miss Brewster's Millions	1	9	13	—	56	6,457 Ft.
Moana	3	6	13	1	56	6,133 Ft.
Nell Gwyn	2	2	15	2	65	6,741 Ft.
New Klondike	2	13	30	1	60	7,445 Ft.
Padlocked	—	1	22	3	72	6,700 Ft.
Palm Beach Girl, The	—	5	28	5	70	6,918 Ft.
Popular Sin, The	—	2	8	—	58	6,244 Ft.
Quarterback	—	—	28	14	80	7,114 Ft.
Rainmaker, The	4	5	23	4	64	6,055 Ft.
Runaway, The	—	6	14	1	63	6,271 Ft.
Say It Again	—	4	19	—	65	7,443 Ft.
Sea Horses	1	13	24	—	58	6,671 Ft.
Secret Spring, The	4	3	3	—	41	5,710 Ft.
Show Off, The	1	2	22	2	68	6,195 Ft.
Social Celebrity, A	—	7	17	2	64	6,025 Ft.
Song and Dance Man, The	2	15	14	—	52	6,997 Ft.
So's Your Old Man	1	3	16	4	69	6,347 Ft.
Splendid Crime, The	2	9	15	—	56	6,069 Ft.
That's My Baby	1	4	26	3	68	6,805 Ft.
Tin Gods	—	2	21	7	75	8,568 Ft.
Untamed Lady, The	2	11	17	5	62	6,132 Ft.
Variety	1	5	14	11	71	7,804 Ft.
Volcano	1	4	13	—	61	5,467 Ft.
Wanderer, The	5	14	19	8	61	8,173 Ft.
We're in the Navy Now	—	—	13	12	84	5,519 Ft.
Wet Paint	6	6	18	—	54	5,109 Ft.
You'd Be Surprised	4	11	13	—	51	5.994 Ft.
You Never Know Women	—	7	15	—	60	6,064 Ft.
FILM BOOKING OFFICE						
Arizona Streak	—	3	8	2	68	4,640 Ft.
Beyond The Rockies	—	1	14	1	70	4,851 Ft.
Bigger Than Barnum's	2	7	12	2	58	5,391 Ft.
Blue Streak, The	—	2	8	3	72	4.950 Ft.
Born to Battle	2	—	19	—	65	5,100 Ft.
Cowboy Cop, The	—	2	7	1	67	4,385 Ft.
Dead Line, The	—	1	9	—	67	5,000 Ft.
Flaming Waters	3	12	15	4	59	6,591 Ft.
Hands Across the Border	—	2	27	4	72	5,367 Ft.
Her Honor, The Governor	1	2	5	2	65	6,709 Ft.
Isle of Retribution	3	3	13	3	63	6,388 Ft.
Jade Cup, The	3	2	5	—	49	4,656 Ft.
King of the Turf	3	7	17	2	60	6,210 Ft.
Kosher Kitty Kelly	1	3	9	1	62	6,103 Ft.
Laddie	1	2	19	1	67	6,931 Ft.
Lone Hand Saunders	—	—	10	4	79	5,447 Ft.
Masquerade Bandit, The	1	1	7	1	65	4,919 Ft.
Non-Stop Flight, The	3	4	14	1	59	5,650 Ft.
One Minute to Play	—	4	25	7	73	7,713 Ft.
Prince of Pep	—	2	7	1	67	4,911 Ft.
Queen O' Diamonds	—	4	8	—	60	5.129 Ft.
Tough Guy, The	—	5	24	12	75	5,454 Ft.
Two Gun Man, The	—	—	21	8	78	5,139 Ft.
When Love Grows Cold	4	13	8	—	46	6,500 Ft.
Wild to Go	—	—	11	—	70	4,750 Ft.
FIRST NATIONAL						
Amateur Gentleman, The	2	2	11	2	64	7,791 Ft.
Brown Derby, The	—	3	16	5	73	6,700 Ft.
Dancer of Paris	1	4	18	2	66	6,220 Ft.
Duchess of Buffalo, The	1	2	10	1	64	6,940 Ft.
Ella Cinders	—	4	17	8	74	6,540 Ft.
Far Cry, The	2	5	22	—	61	6,868 Ft.
Forever After	—	—	7	5	83	6,330 Ft.
Girl from Montmartre, The	—	8	17	—	60	6,700 Ft.
Great Deception, The	—	3	10	2	68	5,855 Ft.
Greater Glory, The	—	2	6	4	75	9,710 Ft.
Her Second Chance	1	4	10	3	66	6,420 Ft.
High Steppers	—	4	10	—	61	6.136 Ft.
Into Her Kingdom	1	3	12	1	64	5,855 Ft.
Irene	—	2	27	19	81	8,400 Ft.
It Must Be Love	—	4	16	1	66	6,848 Ft.
Joanna	1	5	16	6	69	7,900 Ft.
Just Suppose	2	7	15	2	60	6,270 Ft.
Kiki	—	4	17	8	74	8,299 Ft.
Mademoiselle Modiste	—	1	25	1	70	6,230 Ft.
Memory Lane	—	5	21	4	70	6,825 Ft.
Men of Steel	—	1	16	4	74	9,153 Ft.
Mismates	—	5	9	—	59	6,905 Ft.
Miss Nobody	—	3	12	3	70	6,859 Ft.
Old Loves and New	—	6	10	—	59	7,423 Ft.
Pals First	—	5	10	—	60	6.834 Ft.
Puppets	—	4	13	—	63	7,486 Ft.
Rainbow Riley	—	8	25	1	64	6,450 Ft.
Ransom's Folly	3	5	16	—	58	7,322 Ft.
Reckless Lady, The	—	7	13	1	61	7,336 Ft.
Savage, The	—	4	15	2	62	6,275 Ft.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Senor Daredevil	—	2	14	6	75	6,402 Ft.
Splendid Road, The	1	7	22	2	64	7,646 Ft
Sporting Lover, The	1	4	9	1	61	6,446 Ft.
Strong Man, The	—	1	10	1	70	6,882 Ft.
Subway Sadie	—	1	17	3	72	6,727 Ft.
Sweet Daddies	1	1	13	6	75	6,562 Ft.
Syncopating Sue	—	4	12	1	65	6,770 Ft.
Too Much Money	1	9	11	1	57	7,600 Ft.
Tramp, Tramp, Tramp	1	3	17	5	70	5,831 Ft
Wilderness Woman, The	—	7	21	2	65	7 533 F
Wise Guy, The	—	1	11	1	70	7,775 F
FOX						
Black Paradise	1	—	16	—	67	4,962 Ft.
Blue Eagle, The	1	2	7	1	63	6,200 Ft.
Cowboy and the Countess	—	3	14	2	68	5,000 Ft.
Desert's Price	—	3	7	4	72	5,709 Ft.
Dixie Merchant, The	2	4	10	—	56	5,126 Ft.
Family Upstairs, The	1	2	13	2	67	5.971 Ft
Fighting Buckaroo, The	—	6	7	—	56	5,095 Ft.
Fig Leaves	—	3	9	3	70	6,498 Ft.
First Year, The	1	5	11	1	61	5,038 Ft
Flying Horseman, The	—	—	14	1	72	4,971 Ft.
Gentle Cyclone, The	1	1	11	1	62	4,825 Ft.
Gilded Butterfly, The	—	5	8	—	56	6.202 Ft.
Golden Strain, The	1	7	14	2	62	5,989 Ft
Great K. & A. Robbery, The	—	1	8	3	75	4,800 Ft
Hard Boiled	—	2	14	1	68	5,680 Ft.
Johnstown Flood, The	—	5	16	5	70	6,357 Ft.
Man Four Square, A	2	—	15	1	66	4,744 Ft.
Marriage License	1	1	9	—	61	7,168 Ft.
More Pay—Less Work	—	2	8	1	67	6,027 Ft.
My Own Pal	—	2	23	1	69	6,058 Ft.
No Man's Gold	—	1	18	4	74	5,745 Ft.
Palace of Pleasure	1	7	11	—	57	5,467 Ft.
Road to Glory, The	1	1	14	1	67	6,038 Ft.
Rustling for Cupid	1	3	12	—	61	4,835 Ft.
Sandy	2	9	19	3	62	7,850 Ft
Shamrock Handicap, The	—	—	11	1	79	5,866 Ft.
Siberia	—	2	8	1	67	6,950 Ft
Silver Treasure, The	1	1	10	—	63	5.386 Ft.
Three Bad Men	—	—	16	8	80	8,710 Ft.
Tony Runs Wild	1	2	10	4	71	5,477 Ft.
Wages for Wives	5	3	10	2	56	6,352 Ft.
When the Door Opened	5	7	14	—	52	6,515 Ft.
Womanpower	1	1	12	1	67	6,240 Ft.
Yankee Senor, The	3	3	19	1	62	4,902 Ft.
Yellow Fingers	1	3	10	—	60	5,594 Ft.
METRO-GOLDWYN-MAYER						
Auction Block	2	13	20	2	59	6,239 Ft.
Bardelys the Magnificent	—	—	6	4	83	8,536 Ft.
Barrier, The	1	3	25	3	68	6,480 Ft.
Battling Butler	1	5	16	4	67	6,970 Ft.
Beverly of Graustark	—	2	38	3	71	6,977 Ft.
Black Bird, The	1	3	26	9	73	6,688 Ft.
Blarney	7	5	6	—	42	6,169 Ft.
Boy Friend, The	3	2	11	1	59	5,584 Ft.
Brown of Harvard	2	3	26	20	78	7,941 Ft.
Dance Madness	—	9	19	2	63	6,393 Ft.
Devil's Circus, The	—	6	25	4	68	6,750 Ft.
Exquisite Sinner, The	2	10	8	—	50	5,844 Ft
Gay Deceiver, The	3	4	5	1	53	6,624 Ft.
Ibanez' Torrent	2	7	15	3	62	6,769 Ft.
La Boheme	1	4	15	4	68	8,781 Ft.
Love's Blindness	2	3	4	1	54	6,023 Ft.
Lovey Mary	—	3	15	1	67	6,167 Ft.
Magician, The	1	3	5	1	59	6,960 Ft.
Mare Nostrum	—	3	13	3	70	11,000 Ft.
Mike	1	9	35	10	70	6,755 Ft.
Monte Carlo	1	8	16	1	58	6,512 Ft.
Paris	3	4	13	—	57	5,580 Ft.
Road to Mandalay, The	2	2	24	8	72	6,551 Ft.
Temptress	—	4	14	7	74	8,221 Ft.
Tin Hats	—	—	10	3	77	6,598 Ft.
Upstage	—	2	8	1	67	6,048 Ft.
Waltz Dream, The	3	2	14	2	63	7,322 Ft.
Waning Sex, The	—	2	21	2	70	6,025 Ft.
War Paint	—	2	7	3	69	5,032 Ft.
PATHE						
Devil Horse, The	1	—	12	2	71	5,853 Ft.
PROD. DIST. CORP.						
Bachelor Brides	1	2	11	—	62	6,612 Ft.
Braveheart	1	4	9	7	72	7,225 Ft.
Clinging Vine, The	1	3	7	1	61	6,400 Ft.
Danger Girl, The	—	7	5	—	53	5,647 Ft.
Eve's Leaves	1	3	6	2	63	6,750 Ft.
Fifth Avenue	1	3	7	—	57	5,503 Ft.
Forbidden Waters	3	4	5	—	48	5,335 Ft.
Gigolo	—	4	14	2	67	7,295 Ft.
Last Frontier, The	—	5	12	—	61	7,800 Ft.
Made for Love	2	10	3	—	43	6,703 Ft.
Man From Red Gulch	—	5	6	—	56	5,437 Ft.
Million Dollar Handicap, The,	1	7	16	5	66	6,095 Ft.
Paris at Midnight	—	3	10	1	66	6,995 Ft.
Prince of Pilsen, The	3	2	11	2	62	6,600 Ft.
Red Dice	1	3	16	1	65	7,257 Ft.
Rocking Moon	1	2	16	1	66	6,013 Ft.
Silence	2	2	11	2	64	7,518 Ft.
Steel Preferred	5	5	16	9	66	6,717 Ft.
Three Faces East	4	5	20	6	65	7,419 Ft.
Unknown Soldier, The	—	1	20	14	81	7,979 Ft.
Up in Mabel's Room	—	1	15	12	89	6,345 Ft.
Volga Boatman, The	—	2	24	31	85	10,050 Ft.
Whispering Smith	—	2	21	—	67	6,155 Ft.
Wild Oats Lane	1	3	9	1	62	6,900 Ft.
Young April	—	3	8	1	65	6,858 Ft.
STATE RIGHTS						
Phantom of the Forest, The	1	1	8	—	62	5,700 Ft.
Somebody's Mother	—	—	6	4	82	5,249 Ft.
UNITED ARTISTS						
Bat, The	—	1	21	15	79	8,219 F.
Black Pirate, The	2	7	15	12	71	8,200 Ft.
Partners Again	2	5	9	2	59	5,562 Ft.
Son of the Sheik, The	—	1	20	21	84	6,685 Ft.
Sparrows	4	7	11	3	57	7,763 Ft.
Stella Dallas	1	3	20	8	73	10,157 Ft.
UNIVERSAL						
Arizona Sweepstakes, The	1	6	20	2	64	5,418 Ft.
Beautiful Cheat, The	7	1	14	—	53	6,583 Ft.
Blue Blazes	—	1	15	—	68	4,659 Ft.
Chasing Trouble	2	4	5	—	50	4,585 Ft.
Chip of the Flying U.	—	1	16	4	74	6,596 Ft.
Cohens and Kellys, The	—	3	19	20	82	7,774 Ft.
Combat, The	—	6	11	—	59	6,714 Ft.
Demon, The	—	2	9	—	65	4,539 Ft.
Desperate Game, The	—	2	7	5	76	4,400 Ft.
Fighting Peacemaker	1	2	7	—	59	4,292 Ft.
Flaming Frontier, The	1	5	13	9	73	8,829 Ft.
Little Giant, The	3	7	9	—	51	6,929 Ft.
Love Thief, The	1	5	6	—	53	6,822 Ft.
Man in the Saddle, The	2	4	8	2	60	5,492 Ft.
Marriage Clause, The	—	—	10	4	79	7,680 Ft.
Midnight Sun, The	—	5	11	2	65	8,767 Ft.
My Old Dutch	2	4	10	—	56	7,750 Ft.
Old Soak, The	—	—	11	1	73	7,445 F
Phantom Bullet, The	—	4	12	1	65	6,148 Ft.
Poker Faces	2	1	11	4	69	7,808 Ft.
Rolling Home	2	2	12	5	69	6,993 Ft.
Runaway Express, The	1	3	5	1	59	5,865 Ft.
Set Up, The	1	2	7	1	63	4,600 Ft.
Six Shooting Romance	—	2	15	—	66	4,869 Ft.
Skinner's Dress Suit	3	7	17	4	62	7,025 Ft.
Sky High Corral	—	2	7	1	67	4,871 Ft.
Stella Maris	—	2	14	1	68	5,786 Ft.
Still Alarm, The	—	5	17	5	70	7,406 Ft.
Take It From Me	4	3	7	4	61	6,649 Ft.
Texas Streak, The	—	1	9	3	75	6,259 Ft.
Under Western Skies	—	4	16	3	69	6,452 Ft.
Watch Your Wife	—	6	6	—	55	6,980 Ft.
Western Pluck	1	3	5	3	66	4.207 Ft.
What Happened to Jones	1	6	21	6	69	6,726 Ft.
WARNER BROS.						
Across the Pacific	—	1	14	4	75	6,954 Ft.
Bride of the Storm	—	2	13	1	66	6,800 Ft.
Broken Hearts of Hollywood,	1	1	10	—	63	7,770 Ft.
Cave Man	1	2	12	1	65	6,843 Ft.
Fighting Edge, The	2	2	20	2	66	6,369 Ft.
Footloose Widows	—	3	8	1	67	7,163 Ft.
Hell Bent Fer Heaven	1	1	11	1	66	6,578 Ft.
Hero of the Big Snows	2	3	11	—	58	4,745 Ft.
His Jazz Bride	3	3	7	2	58	6,420 Ft.
Man Upstairs, The	1	5	7	1	58	6,251 Ft.
Night Cry, The	—	1	20	4	74	6,300 Ft.
Oh! What A Nurse	2	2	14	2	65	6,987 Ft.
Pleasure Buyers, The	3	7	10	1	54	7,131 Ft
Private Izzy Murphy	—	—	6	5	84	7,889 Ft.
Sea Beast	—	1	15	10	80	9,950 Ft.
So This Is Paris	2	2	7	1	59	6,135 Ft.
Why Girls Go Back Home	1	2	8	—	60	5,262 Ft.

Three of the five prominent window displays which figured as a highlight of the campaign for the presentation of Warner Bros.' "Don Juan" and Vitaphone at the Aztec Theatre in San Antonio. The merchant tie-ups were all based on the 15-cent edition of the novel.

Spectacular "Don Juan" Campaign Staged in San Antonio

A CAMPAIGN in which the spectacular exploitation stunts as well as those highly effective sales efforts which get results but which, owing to repeated use, lack some of the theatrical flavor of the others, combined to introduce "Don Juan" and Vitaphone to San Antonio as one of the most startling attractions of the age. The drive was staged by Wm. Epstein, managing director of the Aztec Theatre, where Vitaphone had its San Antonio premiere.

The two outstanding features of this campaign, which covered the city from stem to stern, were the tie-up with the Missouri Pacific Railroad, which ran special excursion trips Saturday and Sunday, January 8th and 9th and 15th and 16th, for the University students from Austin; and the use of 10,000 photoplay editions of "Don Juan," which were sold for 15 cents per copy and which were placed in practically every store of importance in San Antonio. This latter feature was responsible for the most thoroughgoing co-operative drive with merchants the Texas city has ever seen.

There was a great deal of local newspaper publicity developed around the star of "Don Juan" and the Vitaphone invention.

Details of the Campaign

The following itemized list of the exploitation efforts put forth by Epstein, and supplied this department by him, gives an idea of the extensive as well as intensive character of the campaign:

We billed one hundred miles from San Antonio in all directions with 100 24 sheets for "Don Juan" and the Vitaphone.

We had window displays in five of the most prominent stores.

We had a special section in the San Antonio "Evening News" for Saturday, January 8th.

We had 30,000 Rotogravures in colors inserted with the special section.

3,000 books of "Don Juan" were given away free on the 11th day of the showing in the Aztec Theatre.

1,000 autographed John Barrymore photographs were given away free at the theatre on the 14th day of the showing.

10,000 heralds were inserted in the Saturday issue of the Spanish paper, "La Prensa," Saturday, January 15th.

10,000 postal cards were mailed out to homes.

10,000 heralds were distributed around town as well as at the Race Track.

Local Merchants Feature "Scarlet Letter" Sales

"Scarlet Letter" days, during which merchants of Bartlesville, Okla., featured special sales, was an exploitation stunt which registered for the Majestic Theatre's presentation of the picture of that title.

The tie-up was arranged with the Halliburton-Abbott Department store, whereby the officials designated a certain day of the week as "Scarlet Letter" Day. All the sales prices were displayed with red lettering. The store also played up "The Scarlet Letter" in their newspaper advertising and window displays.

A "Scarlet Letter" herald was placed in each package that left the store for a week preceding the playdate and continued so during the run of the film.

In return for the publicity, the Majestic Theatre advertised "Scarlet Letter" day by placing posters for the store in the lobby of the theatre. The theatre carried a line in their newspaper ads and ran a trailer on the screen.

Goose and Fox Pals in This Theatre Window Display

A goose and a gray fox living peacefully together in a wire pen form the unique advertising feature in the show window of Smalley's Theatre, Oneonta, N.Y. The two were placed side by side in a pen with a wire partition between them, but the partition has been torn aside and they are now living in the same apartment with the partition removed.

3 Features—5 Acts for 1 Admission

Bowdoin Square, Boston, Also Includes News and Comedy

Exhibitors who think they are providing full programs for their patrons, should confer with Al Somerby, the popular manager of the Bowdoin Square Theatre, Boston.

Somerby provides his patrons with the following program: Three feature pictures, five vaudeville acts, News, Comedy and a Serial. On Friday night, in addition, he has what he calls Bargain Night when two or three extra vaudeville acts are presented.

There is continuous performance and the patronage of the theatre shows the people appreciate his efforts to provide a program which will please everybody. Last week, in addition to the regular numbers, Freckles Barry appeared in person for a few minutes.

Display Machine in "Flesh and the Devil" Lobby

Manager Warren Irvin used a new invention in his lobby that was the means of increasing his business tremendously when "Flesh and the Devil" played at the Imperial Theatre, Charlotte, N.C.

The invention is a machine, electrically driven and constructed similar to a ferris wheel. It is encased, and electric lights are on the inside. On the wheel are spaces for eight cardboard signs to be used to advertise any commodity, so Irvin used stills on "Flesh and the Devil." On the top of the case is a space for the title of the picture, and on the back appeared the title of the coming picture and stills of the next attraction.

The machine was planted in the center of the lobby, where every passer by could see it.

Temporary Ban on Fire Scenes

Manager W. P. McGeachie, of the Algoma Theatre, Sault Ste. Marie, Ontario, has deleted all fire scenes from the news reels which he screens and will continue to do so, he says, because he believes the people are nervous about fires.

Short-Subjects and Serials

Roach Signs McGowan to New Five-Year Contract

When Robert McGowan recently completed "Love My Dog," the sixtieth picture of the "Our Gang" series, he simultaneously finished his five-year contract with Hal Roach. Roach, believing that the director of this Pathe release has achieved an outstanding success in the directorial line of short comedies, has promptly signed the director to a new five-year contract, said to be the finest ever presented to a director of short-length comedies. The period embodied in the contract starts on April 15. Mr. McGowan will spend the next three months vacationing and will sail from Los Angeles on the S.S. "Finland" through the Panama Canal to Havana, Cuba.

Anthony Mack and Charley Oelze, McGowan's assistants through the major part of the past five years, will collaborate on the making of "Our Gang" comedies during McGowan's absence. A new feminine face is being considered to replace Mary Kornman, who, with Mickey Daniels, is touring the vaudeville world. The most likely prospect for the position of leading lady for "Our Gang" seems to be Jean Darling, now in stock at Hal Roach's.

Three of the principal episodes from the Educational two-reeler, "Duck Out"

Pathe's Feb. 13 Schedule

Includes Chaplin Re-Issue "Shoulder Arms," Sennett and Roach Two-Reel Comeaies

A CHARLIE CHAPLIN re-issue, "Shoulder Arms," heads the list of short subject releases by Pathe for the week of February thirteenth; also included are a Mack Sennett and Hal Roach two-reel comedy, a chapter of the Pathe serial "On Guard" and the usual issues of Topics of the Day, Pathe Review and Pathe News.

Syd Chaplin and Edna Purviance support Chaplin in the travesty on the late war. The Roach production is an "Our Gang" comedy filmed in Europe and Jimmy Finlayson appears in the cast. Robert McGowan directed under the supervision of F. Richard Jones.

"The Plumber's Daughter" is the title of the Mack Sennett comedy in which Alice Day is starred with a supporting cast including Eddie Quillan, Danny O'Shea, Alma Bennett, Evelyn Sherman and Don Maines. Larry Semon directed under the supervision of J. A. Waldron. Paul Whitman and Harry McCoy are responsible for the story.

Pathe Review No. 7 presents "A Bouncing Business": The rubber "farms" of the Philippines. The process of harvesting from gathering the sap, to drying and pressing; "Harrogate"; Pathecolor view of the principal watering place in northern England, a city that retains its rural charm despite rapid growth in recent years; "Squeezing for Safety"; Uncle Sam's Bureau of Standards in pressure tests of steel, brick, stone, limestone, etc., tests that tell why our great structures are known to be safe.

"On Guard," the current Pathe Serial, reaches its third chapter this week in the episode titled "Silent Evidence." This serial, written by Major Robert Glassburn, U. S.A., received the cooperation of the United States Army. Cullen Landis heads the cast, supported by Muriel Kingston, Louis Du Pre, Charles Martin, Walter Lewis, Tom Blake, Edward Burns and the Mysterious Horseman.

Topics of the Day No. 7 offers the latest wit and humor culled from the press of the world. "The Crawl Stroke Kid" is the current-release of the Aesop Film Fables Series of animated cartoon comedies. Pathe News issues Nos. 16 and 17, present pictorial portrayals of last moment world happenings.

Laemmle Buys Rex; First Vehicle "Thunderhoofs"

PAYING a price said to be the equal of any ever paid for a race horse, Carl Laemmle has purchased Rex, the king of wild horses. The Universal president also acquired the horse star's equine comrades, Lady, the heroine, Marquis, the villain, Paris, juvenile and female impersonator, and Moe and Eva, low comedy relief burros. The equine group has already been moved to new quarters at the Universal back ranch, where they are training for their forthcoming vehicles the first of which will be "Thunderhoofs," a spectacular wild horse story to be directed by Henry McRae, former director-general of the Universal City film plant, who recently resigned his executive position to assume the Rex assignment.

Edward Meagher is now completing the script for "Thunderhoofs" and it is anticipated that work will be started within a week, when the production unit, including June Marlowe, Hugh Allen, Howard Truesdale and William Bailey, goes to the Arizona locations, chosen by McRae.

Jack Lloyd in "Busy Lizzie," Current Educ.-Mermaid

Jack Lloyd, character man, who has acted many roles in Educational-Mermaid comedies, appears in a virtually straight make-up, except for a mustache, in "Busy Lizzie," an Edna Marion-George Davis co-featuring vehicle. He is seen as the proprietor of a gown shop and effects no make-up.

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Comedy highlights from "Slippery Silks," a Fox Imperial comedy

Resume of Current News Weeklies

KINOGRAMS, NO. 5261: Paris—Crowds riot when President opens new street as extension to Boulevard Haussmann; Miami Beach—Suzanne Lenglen, and other tennis stars, arrive for rest after lengthy tour; Rome—Winston Churchill arrives to study the application of Fascism; New York—Brings Mona Lisa painting here and claims it is the only original by Leonardo da Vinci; Amateur runners build big track on roof of a skyscraper; blind men and women inmates of "The Lighthouse" are taught dancing, swimming, billiards, and card playing; St. Louis—Rolla A. Clark successfully demonstrates he can eat tacks and glass without harm in exhibition at Jewish Hospital; Chicago—Cobb and Speaker are exonerated by Judge Landis from all connection with game-fixing; San Diego, Cal.—Big destroyer fleet is kept in readiness at all times and can be in action within thirty days.

KINOGRAMS, NO. 5262: Poland Springs, Me.—Sappala, Nome hero who carried serum to diphtheria-stricken city, wins great annual dog-team race; St. Paul-Minnesota boys hold their yearly race with pet dogs pulling sleds; Newport, Ky.—Unprecedented rise of Ohio River floods whole town and thousands are made homeless; Chicago—National Crime Commission holds its first meeting to devise ways and means of stamping out the gunmen; Oakland, Cal.—California oarsmen start training and university boat teams show fine form; Palm Beach—Intimate views of society childred at play on beach that is barred to the public; Daytona, Fla.—Big recreation centres are thrown open to public and young and old alike join in games; New York—Forty-one camels arrive on ship from Tibet to be shipped to circuses throughout the country; Honolulu—Automobile tows surf board dare-devils through canal and furnishes the newest thrill in water sports.

FOX NEWS, Vol. 8, No. 35: White Plains, N.Y.—Browning vs. Peaches Separation suit starts; New York City—Pekingese dog owners of United States hold national show of their diminutive Chinese pets; In the Day's News—Ban Johnson retires as American League head after row with Landis; New York City—Girl not yet 20 achieves fame in art world—has 200 of her paintings on exhibit; Los Angeles—Bill Tilden, nabob of net, shows Babe Ruth, sultan of swat, how to play game of tennis; Bourget, France—Paul Granveaud, age 5, is youngest parachutist in world—and his mama and papa are proud of it; Miami, Fla.—Helen Meany of Olympic aquatic fame, practices diving in sunshine; New Oleans—Racing season is on at famed Fairground track, and thousands see running of Rex Handicap.

FOX NEWS, VOL. 8, NO. 36: North Atlantic States—Coastwise ships creep in from the sea, heavily weighted down with ice; Kent, England—Brilliant society throng turns out at historic Hever Castle, the Astors' country seat; Oakland, Cal.—Many candidates try for positions on University of California crew in first workout of season; Trenton, N.J.—New Jersey sets new record among States for women legislators, with 9 in Assembly; Purdys, N.Y.—A host of descendants surround Mr. and Mrs. Robert F. White as they observe golden wedding; Ellis Island—How immigrants are handled at great clearing house for future citizens; Honolulu—A sight to thrill tourists is surf spear fishing, in which agile natives seldom miss mark; New York City—Now they teach dancing by radio—a glimpse into studio where aesthetic instruction is broadcast; La Ward, Tex.—A spectacle soon to pass from Western plains is wild-horse round-up by "Broncho busters."

INTERNATIONAL NEWSREEL, No. 10: New York City—Zero spell brings arctic to New York; Winter Haven, Fla.—Gorgeous floats in great orange festival; Weigh Scales, Pa.—Huge wildcat brewery gets axe from Uncle Sam; Seattle, Wash.—27 Fighting airplanes for mother ship Langley; Oakland, Cal.—California crews show speed in first tests; Cincinnati, Ohio—Traffic tied up as rising river inundates city streets; White Plains, N.Y.—Crowds battle to see "Daddy" and "Peaches"; Benares, India—It's bathing time again for India's penitents; In Rocky Mountains—Dauntless airmen patrol highest snow clad peaks; Paris, France—Burma's sacred cats win at French show; Los Angeles, Cal.—When you're discouraged think of this chap; Shanghai, China—Grave crisis in China as anti-foreign agitations menace white residents.

INTERNATIONAL NEWSREEL, NO. 11: San Francisco, Cal.—"Spring" cleaning for mighty battleship; Oriental beauty experts pick Queen of Chinatown; Multnomah, Ore.—Winter's touch adds new beauty to famous falls; Albany, N.Y.—Skating stars in great winter sport carnival; Louisville, Ky.—Rising river waters inundate Louisville; Washington, D.C.—President Coolidge greets 500 enthusiastic graduates of Americanization schools; Chicago, Ill.—Otto Reiselt, three-cushion-billiard champion, shows some of his star shots; Williams Bay, Wis.—Scientists at Yerkes Observatory seek new facts about moon with aid of hugh new lenses; Gainesville, Ga.—Brenau College girls celebrate Prosperity Day; Philadelphia, Pa.—Harry Connaughton, all-American guard on Georgetown team, receives cup as most valuable athlete of 1926; Johannesburg, Africa—Latest dances from birthplace of jazz; New York City—New army of drys here all way from Thibet; Fort Totten, N.Y.—Anti-aircraft guns in thrilling "war" tests; Poland Springs, Me.—Sepalla, Nome's rescuer, wins dog race classic.

PATHE NEWS, No. 11: St. Moritz, Switzerland—Remarkable skating features ice carnival on noted rinks; St. Louis, Mo.—Milady's favorite flower in exquisite display; Munich, Germany—Great demonstration honors former German Empire; Marietta, Ohio—Ohio River overflows banks, flooding valley towns; Toledo, Ohio—McAdoo defends prohibition enforcement; Washington, D. C.—Defines U. S. stand in Chinese crisis; Chicago, Ill.—Ty Cobb exonerated from grave charges in baseball scandal; Rome, Italy—Winston Churchill on Roman holiday; Culver, Ind.—Young academy cadets show horsemanship in snow; Pekin, China—Troops of North China's great war lord fill Pekin. Off the English Coast—Great Britain's mighty sea warriors in battle maneuvers; Denver, Colo.—Day's auction sales go above $1,000,000 at national stock exhibition; Detroit, Mich.—Delphier wins Michigan State 5-mile championship skating race.

PATHE NEWS, NO. 12: New York City—Representatives of church organizations welcome Bishop Diaz, exiled by Pres. Calles; Miami, Fla.—Set new world record for distance running; New York City—Doughboys leave for foreign service; Philadelphia, Pa.—Noted athletes honored at Penn Athletic Club dinner; Star oarsman tries out new metal scull; Washington, D.C.—700 pupils of Americanization School visit White House; Cape Town, So. Africa—South African Premier welcomed home from Imperial Conference; St. Paul, Minn.—Youthful mushers vie in speedy dog derby; Chicago, Ill.—To bar arms from criminals; Puerto Babezas, Nicaragua—Revolution brings U.S. Marines to Nicaraguan soil; Pt. Pleasant, W.Va.—Midwest floods continue to spread havoc; St. Louis, Mo.—Bring "sound" to children who live in great silence; Point a la Hache, La.—Government officials inspect Mississippi River spillway.

Lige Conley Engaged by Mack Sennett as Director

Realizing the value of the wide experience gained by Lige Conley in his long association with various comedy producers, Mack Sennett has persuaded the comedian to temporarily discard his make-up box and try his hand at directing and writing Sennett comedies.

Conley's first crack at the Sennett studios was the direction of Ben Turpin in a new two-reel comedy as yet untitled. He is now preparing a story with the collaboration of Harry McCoy for the Jimmy Smith series.

Earl Rodney directed for the first time the Madeline Hurlock and Eddie Quillan combination in "The College Kiddo," and is now working on their newest offering based on the Catalina Channel Swim. Rodney is also responsible for the first of the new Sennett offerings featuring the Sennett Keystone Kops. Alf Goulding and Harry Connett have finished the direction of a new comedy for the Jimmy Smith series entitled "Smith's Candy Shop." They are now shooting another of the same brand, "Smith's Cook."

Ann Christy In Christie-Educational Comedies

The first Christy girl to join the Christie comedies is Ann Christy, seen in minor roles of previous Christie comedies, and signed the other day by Al Christie. Her first important part will be as feminine lead in a forthcoming Jimmie Adams comedy. Miss Christy went to Hollywood from Indianapolis four years ago and has been in motion pictures for only six months, "atmosphering" and doing small parts.

Bobby Verbon discovered this latest addition to the Christie unit, recommending that Ann, one of the extras in his comedy, "Wife Shy," be given a part that developed in the picture. Miss Christy, before joining the Christie unit, worked with Billy Dooley in "Have Courage" and Harry Langdon in "Long Pants."

Davis, Beauchamp and Dunham in "Hot Lightning"

Three comedians, all featured players in Educational comedies, have much to say in the fun making of a new Mermaid comedy, "Hot Lightning," which was recently completed at Educational's Hollywood studio. George Davis, Clem Beauchamp and Phil Dunham are the three principals and they were directed by Stephen Roberts. The feminine sex is represented by Lucille Hutton and Eva Thatcher. Davis and Dunham have been featured in Cameo comedies, the latter also appearing in main supporting roles in Mermaid comedies. Beauchamp holds a similar record.

Pathe to Release New Buddy Roosevelt on February 13

Buddy Roosevelt's new outdoor feature production, "Between Dangers," is scheduled for release by Pathe on February 13. The story, produced by Lester F. Scott, Jr., was adapted by Richard Thorpe from the Action Magazine story by Walter J. Coburn, "Ride 'Em Cowboy." Besides doing the continuity for the picture, Thorpe also directed.

Five in Feb. From Sterns

Universal Will Distribute Comedy Productions; "Newlyweds" and Buster Brown Included

STERN BROTHERS will release five two-reel comedy productions during February through Universal, it was announced this week; heading the list is one of the "Newlyweds" series and a "Buster Brown" Junior Jewel Comedy.

"The Newlyweds Build," the newest of the "Newlyweds and Their Baby" series, is the first release of the month. Sunny McKeen plays Snookums, Ethlyne Clair is Mrs. Newlywed and Jed Dooley is the husband. Gus Meins directed, and the release date is February 2nd.

On the seventh of the month "Buster's Sleighride," of the Buster Brown Junior Jewel series, was marketed. Arthur Trimble has the "Buster Brown" role, and Doreen Turner portrays the Mary Jane part. Tige is played by Pete, the dog comedian.

"What's Your Hurry?" the latest of "The Excuse Maker Series," is scheduled for February 9th release. Charles King is starred and Constance Darling has the feminine lead. Sam Newfield directed.

The newest "What Happened to Jane" comedy, titled "Thanks for the Boat Ride," is a February 16th release. Wanda Wiley is starred, and Art Rowlands, Al Alt and Betty Baker have the principal supporting roles. Charles Lamont directed; the locale is laid along the San Francisco and Southern California ports.

"George Runs Wild," of the "Let George Do It" series, is slated to go to exhibitors February 23rd. Sid Saylor has the name part, Ethlyne Clair has the principal feminine role, and the cast includes the Hollywood Beauties. Scott Pembroke directed the film version of the George McManus cartoon.

Sennett Plans Revival of Old Keystone Komedy Kops

The oldtime Keystone Komedy Kops of Mack Sennett are to be revived. Rather than let their memory die, the comedy producer has decided that a new group of comedians will play the roles in which Ford Sterling, Charlie Murray, Chester Conklin, Mack Swain and Fatty Arbuckle brought laughter to those who witnessed their antics. Andy Clyde is Chief of Police Sterling, Barney Hellum plays Sergeant Conklin, William Armstrong and Tiny Ward appear as Sergeants Murray and Swain respectively. The kops will be seen in the same old type of uniform and two quart helmets and will not be modernized in any way except in the introduction of Eddie Quillan as a traffic kop.

The Keystone patrol will go careening on its way as of yore, and the kops will continue to fall all over themselves in the first of the new kop comedies, in which they pursue Madeline Hurlock and Johnny Bruke, a beautiful speed demon and a crook.

Educat'l Completes Three

Bobby Vernon's "Duck Out", Billy Dooley's "Sailor Beware", "Chicken Feathers"; Feb. Release

THERE has been no let-up in production at the Educational studios since the first of the year and from the comedies and novelty subjects planned it is not expected that any noticeable diminution of activity will be experienced for the next few months. Three comedies were finished this week, Bobby Vernon's "Duck Out," Billy Dooley's "Sailor Beware" and a Christie comedy featuring Anne Cornwall and Jack Duffy titled "Chicken Feathers." These will be released during this month.

A country lad is Bobby Vernon in "Duck Out" and he serves as general utility man in a rural hotel. His supporting cast includes Frances Lee, Bill Irving, Andy Clyde, Bill Blaisdell, Billy Engle and Edna Gregory. William Watson directed.

Billy Dooley again plays the "misfit sailor" in "Sailor Beware," which was directed by William Watson. Vera Steadman appears opposite the star and the supporting cast comprises Eddie Baker, Max Asher, George Hall and George Burton.

Anne Cornwall and Jack Duffy are co-featured in "Chicken Feathers," the latest Christie Brothers comedy. The principals are supported by a large cast made up of the Christie Beauty Squad and Bill Irving, Billy Engle, Ann Christy and Jimmy Harrison.

In addition to the complete comedies, Earl Rodney is at present directing Jimmie Adams in the comedy star's newest vehicle taken from a story by Sig Herzig. Vera Steadman has the leading feminine role and Eddie Baker is one of the principals in support. No title has been announced as yet for this picture, which is the fourth of six to be produced this season.

Sennett Signs Goulding to Direct "Smith Family" Series

Mack Sennett has arranged for a separate production unit to continue his series of domestic comedies built around the doings of the "Smith Family," Raymond McKee, Ruth Hiatt and Mary Ann Jackson. The comedy producer has engaged Alf Goulding, director of feature length and two-reel comedies, to a long term contract to continue this series of domestic farces depicting on the screen the average American family, whether Smith or Jones, in all its humorous aspects.

Sennett selected the types for the comedy family over a year ago, when he placed the above mentioned players under contract for the series. Omar, Norman Kerry's black and white spotted great dane, plays the family pup.

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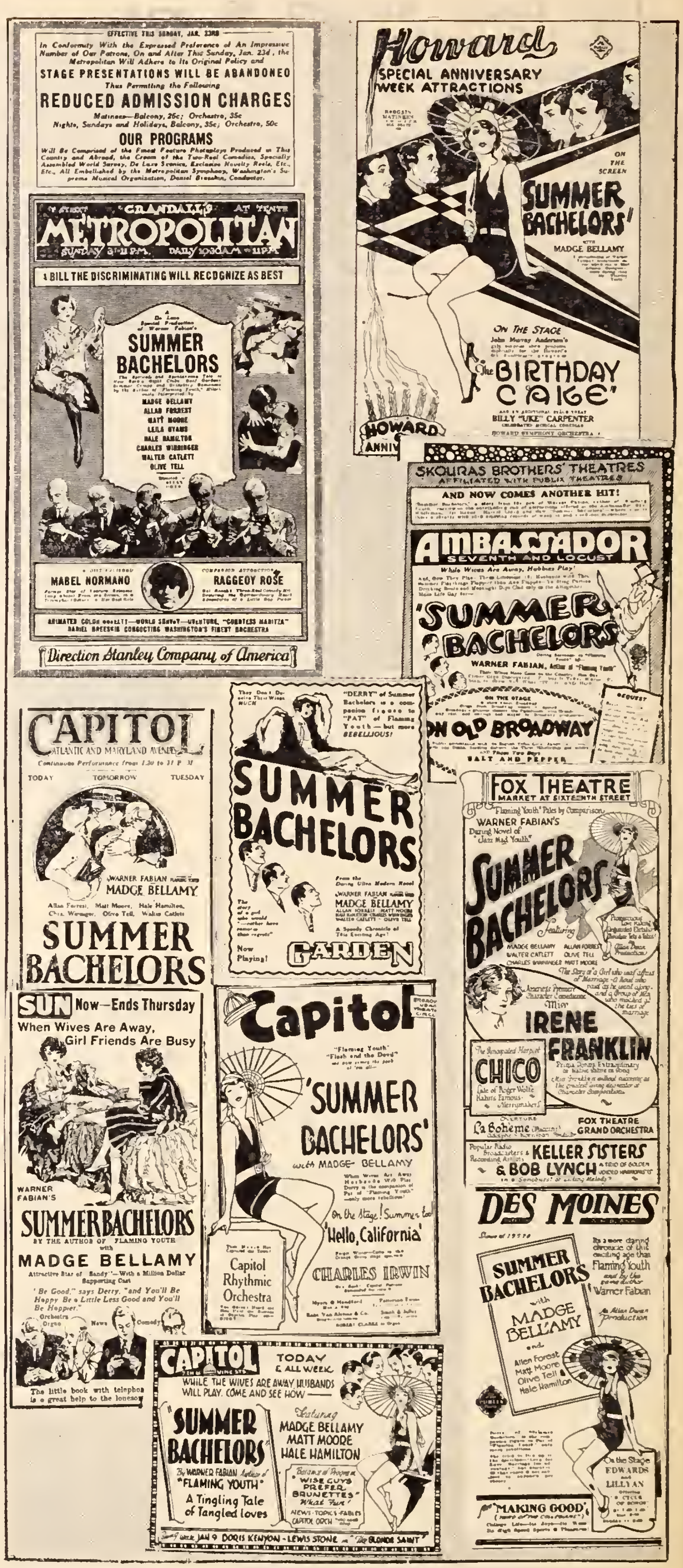

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In Conformity With the Expressed Preference of An Impressive Number of Our Patrons, On and After This Sunday, Jan. 23d, the Metropolitan Will Adhere to Its Original Policy and

STAGE PRESENTATIONS WILL BE ABANDONED

Thus Permitting the Following

REDUCED ADMISSION CHARGES

Matinees—Balcony, 25c; Orchestra, 35c

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Will Be Comprised of the Finest Feature Photoplays Produced in This Country and Abroad, the Cream of the Two-Reel Comedies, Specially Assembled World Survey, De Luxe Scenics, Exclusive Novelty Reels, Etc., Etc., All Embellished by the Metropolitan Symphony, Washington's Supreme Musical Organization, Daniel Breeskin, Conductor.

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SUNDAY 3 TO 11 P.M. DAILY 10:30 A.M. TO 11 P.M.

A BILL THE DISCRIMINATING WILL RECOGNIZE AS BEST

SUMMER BACHELORS

MADGE BELLAMY

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LEILA HYAMS

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DANIEL BREESKIN CONDUCTING WASHINGTON'S FINEST ORCHESTRA

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SPECIAL ANNIVERSARY WEEK ATTRACTIONS

ON THE SCREEN

"SUMMER BACHELORS"

WITH MADGE BELLAMY

ON THE STAGE

John Murray Anderson's

"The BIRTHDAY CAKE"

BILLY "UKE" CARPENTER

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AND NOW COMES ANOTHER HIT!

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SEVENTH AND LOCUST

While Wives Are Away, Hubbies Play!

"SUMMER BACHELORS"

WARNER FABIAN, Author of "Flaming Youth"

ON THE STAGE

ON OLD BROADWAY

SALT AND PEPPER

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ATLANTIC AND MARYLAND AVENUES

Continuous Performance from 1:30 to 11 P. M.

TODAY TOMORROW TUESDAY

WARNER FABIAN

MADGE BELLAMY

Allan Forrest, Matt Moore, Hale Hamilton, Chas. Winninger, Olive Tell, Walter Catlett

SUMMER BACHELORS

They Don't Deceive Their Wives MUCH

"DERRY" of Summer Bachelors is a companion figure to "PAT" of Flaming Youth—but more REBELLIOUS!

SUMMER BACHELORS

From the Daring Ultra Modern Novel

WARNER FABIAN

MADGE BELLAMY

A Speedy Chronicle of This Evening Age!

Now Playing!

GARDEN

SUN Now—Ends Thursday

When Wives Are Away, Girl Friends Are Busy

WARNER FABIAN'S

SUMMER BACHELORS

BY THE AUTHOR OF FLAMING YOUTH

with

MADGE BELLAMY

Attractive Star of "Sandy"—With a Million Dollar Supporting Cast

"Be Good," says Derry, "and You'll Be Happy. Be a Little Less Good and You'll Be Happier."

Orchestra Organ News Comedy

The little book with telephon is a great help to the lonesom

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"Flaming Youth" "Flesh and the Devil"

"SUMMER BACHELORS"

with MADGE BELLAMY

On the Stage! Summer too!

"Hello, California"

CHARLES IRWIN

Capitol Rhythmic Orchestra

CAPITOL

TODAY & ALL WEEK

WHILE THE WIVES ARE AWAY HUSBANDS WILL PLAY. COME AND SEE HOW——

"SUMMER BACHELORS"

By WARNER FABIAN Author of "FLAMING YOUTH"

A Tingling Tale of Tangled loves

Featuring

MADGE BELLAMY

MATT MOORE

HALE HAMILTON

"WISE GUYS PREFER BRUNETTES" What Fun!

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"Flaming Youth" Pales by Comparison

WARNER FABIAN'S

Daring Novel of "Jazz Mad Youth"

SUMMER BACHELORS

featuring

MADGE BELLAMY ALLAN FORREST

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An Allan Dwan Production

The Story of a Girl who was afraid of Marriage—a Road who paid as he went along, and a Group of Men who mocked at the ties of marriage

America's Premier Character Comedienne

Miss IRENE FRANKLIN

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FOX THEATRE GRAND ORCHESTRA

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DES MOINES

SUMMER BACHELORS

with MADGE BELL'AMY

and Allen Forest, Matt Moore, Olive Tell & Hale Hamilton

It's a more daring chronicle of this exciting age than Flaming Youth and by the same author Warner Fabian

An Allan Dwan Production

On the Stage EDWARDS and LILLYAN

"MAKING GOOD"

How "Summer Bachelors" (Fox) was advertised at a number of leading first run houses. The group above includes reproductions of newspaper displays, adapted from press book layouts, which exploited the film at the following theatres: Howard, Atlanta; Capitol, Atlantic City, N.J.; Fox Theatre, Philadelphia; Ambassador, St. Louis; Capitol, Cincinnati; Sun, Omaha; Garden, Milwaukee; Metropolitan, Washington, D.C.; Des Moines Theatre, Des Moines, and Capitol, Detroit.

Opinions on Current Productions

"An Old Flame"

(Fox-Helen and Warren Comedy—Two Reels)

(Reviewed by Paul Thompson)

"WARREN" gets in wrong again with "Helen," but that hardly constitutes news inasmuch as that is what he is always doing. And this time it is really not his fault. Marjorie Beebe keeps him out all night in the auto, and it certainly looks bad to her parents and to Kathryn Perry, his movie better-half. For a matter of fact, Allan Forrest was interested in only two things: concluding the business deal with James Marcus, his host, and in his own wife. But Marjorie was not to be denied, although in the end she got the same sort of a deal that has been reported wrongly or rightly since Biblical times in the Joseph-Potiphar's wife story.

"Warren" got off wrong literally and figuratively when he picked up the wrong bags on the arrival of the train at his journey's end, and miles later on had to make a jump for it, and the trouble continued until the family had put some distance between themselves and the troublesome family with whom they were to stay.

It is amusing and will please; there is no doubt of that because it contains a real idea and a lot of amusing and absurd situations.

The Cast: Kathryn Perry, Allan Forrest, Lydia Yeamans Titus, James Marcus, Marjorie Beebe, Leslie Fenton. Director, Harry Sweet. Supervisor, George E. Marshall. Story, Mabel Herbert Urner. Scenarist, Frances Hylan. Cameraman, George Meehan.

Released January 30.

"The Sky Sentinel"

(Fox-Variety—One Reel, 784 feet)

THIS is a particularly beautiful picture showing a camper with his two horses making a pilgrimage to Mount Robson in the Canadian Rockies. It contains some of the finest camera shots I have seen for months. This applies to the scenic phases and to the wild animals which have been caught for the most part with a tele-photo (long distance) lens. If anything thrown on the screen could instill a desire to travel this certainly will. You feel like leaving at once to book train passage to the scene of the picture. Surely no greater tribute than that can be paid. My most profound obeisance to the man who took these shots.—PAUL THOMPSON.

"Seeing the World"

(Pathe-Roach—Our Gang—Two Reels)

(Reviewed by Paul Thompson)

THIS is the first of what unquestionably will be a series of pictures dealing with the recent trip to Europe of Hal Roach's group of amusing and entertaining youngsters. As far as I can make out it is really a sort of introduction to tell movie exhibitors and patrons that such a trip has taken place. There is no story or plot to it, merely a travelogue that takes in London, Paris, Rome, Naples, Venice, and other places, with the youngsters usually in the foreground of the picture but with the familiar views the thing. What little plot there is concerns the fall of Farina from the Eiffel Tower and Jimmy Finlayson (their guide) attempting to save him. Then it turns out that the whole picture is a dream of the school teacher (Finlayson) induced by a narcotic which the youngsters, his pupils, had put in his drinking water.

As said before, it is not characterized by anything like a plot and really is a travelogue, but with the idea of leading up to many and presumably amusing adventures of the gang on the European Continent. With a fore setting, if they achieve anything like the legitimate laughs which they have on California soil, the trip will have been more than worthwhile. There is no group in pictures today that can touch this outfit. The credit is not only theirs but Robert McGowan's, as director-author, and F. Richard Jones as supervisor.

"Hello Hollywood"

(Castle Films—One Reel)

HOLLYWOOD as it was 25 years ago, before the motion picture, and as it is today with its enormous studio space is one view in this number of the Novelty series produced by Castle. How they staged the thrillers in the old days, the slap-stick comedy and the Western hair-raiser, is shown in the early part of the picture; then the modern story with its artificially created atmosphere, trees decorated with cotton to produce the effect of snow, water tanks for providing rain, air-blowers for wind and the mechanical contrivance which makes lightning strike wherever and whenever the electrician wills—all are set forth in detail. This number closes with airplane views of the principal studios.

While without a doubt this is sure to interest the fans I don't believe it is good business to give away the "tricks of the trade" for if this sort of thing were shown very often it would tear down the illusion so necessary to the fan's enjoyment of a production.—HAROLD FLAVIN.

"High Spirits"

(Educational-Cameo Comedy—Two Reels)

(Reviewed by Paul Thompson)

HERE is more meat than usually characterizes two-reelers. It tells the story of a policeman with a wife who has spiritualistic leanings. Disgruntled because it usually means a cold dinner or little to eat, he decides to put an end to the same. He visits the seance and ends by proving the man a fake and arresting him. Future warm dinners were in the offing at the fade-out.

The story affords an opportunity for Nate Watt, the director, to put on some weird stunts and show how they are done by the faker. Two visiting colored people who are confronted with skulls and skeletons are naturally even more terrified than the gullible white patrons.

The moral is, do not trust mediums; if you do, do not marry a cop who is apt to break up seances because of cold suppers.

John Sinclair, Ernest Shields and Toy Gallagher are the three important players.

Short Shots No. 9

(Castle Films—One Reel)

THIS reel is one of a series which show scenes taken all over the world of the little known or unusual in the lives of the people. This number starts with jiu-jitsu, two of its exponents exhibiting several trick ways of flooring the adversary; also there are shots of indoor golf in New York City, a dare-devil doing his "stuff" on the land equivalent of a surf-board which in this case is drawn by an automobile; also the latest in eyeglasses, which seemed rather silly.

On the whole it is an entertaining and instructive number.—HAROLD FLAVIN.

"Busy Lizzie"

(Educational-Mermaid Comedy—Two Reels)

(Reviewed by Paul Thompson)

A VAST amount of work must have gone into the making of this Mermaid comedy, for everybody is on his toes from start to finish. Director James Jones, or possibly it was Supervisor Jack White, saw to that. Edna Marion is an errand girl in a modiste's, Jack Lloyd is the proprietor, George Davis has the role of a crook trying to rob the place and Glen Cavender is the cop who tries to prevent the robbery. Edna misses the street car, begs a ride from the crook, George, lands on a cake of ice which in its flight takes in or on a traffic policeman. Then to a limousine to arrive at the shop in style. Pursued by the flying cop, Edna poses as one of the clothes dummies and fools both cop and burglar who has arrived to rob the shop. The end witnesses the apprehension of the burglar.

Edna Marion, who is featured with George Davis, suggests, physically, and in her methods, Mabel Normand. She has been in many Christie comedies and other two-reelers. As the shop-girl she is piquant and adds greatly to the value of the picture.

"Are Brunettes Safe?"

(Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

HERE is an instance where the title, as far as I can see, has nothing whatsoever to do with the plot of the piece. Charley Chase runs a question and answer column on a Los Angeles newspaper. For some reason Charley decides to go home to the mother of one of his contributors because he bears such a striking resemblance to the man who has enclosed his picture. Arrived there he fools his own "mother" and falls in love with his "sister." Then the real boy arrives (double exposure) and straightens it all out so Charley can claim Lorraine Eason.

It is an entertaining and amusing comedy with several excellent players in it. They number Charley Chase, Lorraine Eason, William Walling, Kate Bruce, Buddy Post, and Polly Moran. James Parrott directed and F. Richard Jones supervised. Chase has a decidedly ingratiating personality that fits admirably the reporter-hero of the piece.

"The Crawl Stroke Kid"

Pathe-Aesops Fables—One Reel)

QUITE obviously, this was inspired by the English Channel hegira of last year, but why was so much time permitted to elapse before it was released on the screen? Did the performance of the young Canadian in making the Catalina Island-California Coast swim prompt the two artists and Pathe to throw their entire menagerie and zoo into the water? Whatever the reason, an amusing animated cartoon has been evolved. I hope that the result is not a reflection on any of the successful swimmers because "Thomas Kat" in the role of the trainer is not what you might call exactly honest. When the race seems lost he blows up "Milton Mouse" and utilizing an electric fan, using this power as a propellor to reach the coast before the competing menagerie. En route the mouse is fed in the most approved fashion and even has a finger bowl at the end of the meal. It is quite an amusing satire on the channel-swimming hysteria and will occupy a deservedly high place in the Pathe Fables list.—PAUL THOMPSON.

"The Plumber's Daughter"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

ALICE DAY is the star of this Mack Sennett comedy. She is a movie sister of Mabel Normand. They are much alike in facial expression and hoydenish actions. Eddie Quillan is the boob lover who leaves Alice to drown—no this is not "An American Tragedy" comedy—while he saves himself. Danny O'Shea plays the hero, the rich man's son who pulls Alice out of the lake and falls in love with her and she with him. It is comparatively simple for Danny to sidestep his engagement to the gold-digging Alma Bennett and thwart her equally mercenary mother, Evelyn Sherman, and marry Alice. But before that happens Alice dresses up as a masculine helper to her father, replacing the timid Eddie. She succeeds in wrecking the Beverly Hills home of Mr. O'Shea through a bursting main and generally upsetting the placid routine of a millionaire's home. But she gets her man in the end.

Larry Semon, sometime newspaper cartoonist and himself a comedian of parts, directs "The Plumber's Daughter" and keeps his characters on the go, a requisite of farce-comedies. The total result is an amusing entertainment which will make a hit in most theatres.

J. A. Waldron supervised Semon's work. February 13th is the release date.

"Present Arms"

(Bray-MacDougall Alley—Two Reels)

(Reviewed by Faul Thompson)

A BOYS' military academy is the setting for the present troubles of the MacDougall Alley youngsters. Its possibilities are not realized, from my viewpoint. One of the kids is anxious to see a big league baseball game and gets a girl to change clothes and places with him. She gets her full measure of trouble in the drill squad and he in his masquerading as a girl in the bleachers. Finally, he returns to the academy much the worse for wear.

For originality or amusing incidents it cannot compare with recent Alley comedies.

"In for Life"

(Universal-Bluebird—One Reel)

THERE may be no giving in marriage in Heaven but the defect or blessing is more than made amends for in the average Bluebird comedy. Neely Edwards is a veritable movie Mormon inasmuch as every other picture, conservatively, finds him mixed up in some matrimonial mis adventure or other. Consuela Dawn is the object of his affections in this particular picture. A ticket for speeding and for parking unduly long brings the lovebirds before a magistrate. Neely tells a pathetic fairy tale that wins the judge or antagonizes him (it all depends on your viewpoint). He ends by marrying the couple which is rather a harsh fine for just violating the traffic laws. However, it is what they want or think they want so it is alright by me.

Amusing and entertaining as most of the Neely Edwards pieces are. Jay Belasco directed. Released February 28.

"Snookums Disappears"

(Universal-Newlyweds"—Two Reels)

(Reviewed by Paul Thompson)

I HAVE always wondered how painters, artistic and temperamental under ordinary circumstances, could ever bring themselves to paint children. Even needing money would hardly justify the trouble encountered. And when you take a spoiled brat such as George McManus' "Snookums" the painter would be justified in charging several times his ordinary rates. What that spoiled kid can think up in the way of trouble (with the help of Gus Meins, the director) is more than some. He smears his face with paint, shoots an arrow through the canvas and generally puts the studio out of commission. Not content with that he wanders into an adjoining apartment, pursued by his moronic father. Inasmuch as the apartment is occupied by a couple, of which the husband is justly or otherwise very jealous, you can figure out for yourself just how popular Sid Saylor, Sunny McKeen's cartoon father, is when he goes in pursuit of his errant screen offspring. And it helps a lot when he protests that that is his object, not to visit the wife, and the kid has managed to disappear and so cannot be introduced as exhibit A.

One of the best of the recent "Newlyweds" because of the situations devised.

Released March 2.

"Oh Boy"

(Bray-MacDougall Alley—Two Reels)

(Reviewed by Paul Thompson)

HERE are illustrated the social inequalities which wealth and poverty represent. On the one hand Buddy and his pals compelled to utilize a very much battered Ford; Cuthbert with his youthful inamorata riding in a smart, expensive car. But there is justice even in Hollywood. At the end, when the two cars collide in the garage, Cuthbert is left at the wheel of the still more disreputable Ford while his enemies are ensconced in the limousine and even have acquired the little girl. Before this denouement many things have happened, including the cutting off of the trouser buttons belonging to Cuthbert with the imminent dropping of that all-too-necessary article of wear. Also, a frog is placed down his back to make the button-cutting even more effective. But Cuthbert shows his mettle by trouncing the gang and taking away their collective suspenders. But his revenge is of short duration.

While the picture is rather trite yet it contains enough material to make an appeal to a wide circle of movie-goers. There is always an undeniable appeal in kid pictures, possibly because they get to not only children of their own age but to oldsters who are living again their, in some cases, remote youth. Sometimes the MacDougall Alley coterie hit the bull's-eye with original and decidedly laugh-provoking situations and characterizations.

"A Strange Inheritance"

(Universal-Western—Two Reels)

(Reviewed by Paul Thompson)

INHERITING one child would be bad enough, but multiply that by five and you have some idea of what Ben Corbett and Pee Wee Holmes were up against. The latter's uncle in the East shipped the quintet on to the ranch because he was broke and the two pals became or tried to become nurse-maids, governesses, etc., but "not so good." In despair, they finally pack them in a trunk for shipment back home. The trunk becomes dislodged from the express wagon and rolls down a cliff. Are they hurt? Foolish question. Kids are tough as they are could not be harmed by a greater fall than that. They emerge to greet their father who, it seems, is not poor at all but just testing out Pee Wee. The inference is that the latter is cut off in the will because of his inability to get along with the kids. But show me the man who could.

Vin Moore directed this two-reeler, which will be released March 5.

"Tenderfoot Courage"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

THEY certainly make it difficult for Fred Gilman in this Mustang two-reeler, but he wins out and captures Alma Rayford and, as husband, part ownership of her ranch. But then he should, for he prevented the rustlers stealing her cattle and proves what a crook her foreman has been. For some unknown reason, though he has lived in the West for two years, Fred Gilman (alias Hal Brennon) is known as a tenderfoot. But before the two reels have unwound he is established as anything but that despised and supposed mollycoddle. Several fights, much hard riding, the rescue of the kidnapped girl and the thorough discomfiture of the ex-foreman: what more could the most rabid Western fan demand?

Credit for the directions goes to William Wylie. Released February 26th.

"Peaceful Oscar"

(Educational-Lloyd Hamilton Comedy —Two Reels)

(Reviewed by Paul Thompson)

LLOYD HAMILTON is penalized by his wife after she fires the maid and the chef to the extent of acting in the role of both while she is "throwing" a tea. Naturally he is anything but a success. Consequently he too walks out and seeks the beach with Billy Hampton, the son of the family. Here again he encounters the maid, Toy Gallagher, who is the object of the affections of the chef, Henry Murdock, and the butcher's boy, Chick Collins. Hamilton, despite the competition, is not averse to philandering with Toy himself. In revenge, Murdock fastens Lloyd's son to a bunch of toy balloons with the result that the youngster goes aloft to the distress of everybody at the beach. That marks the climax of the picture which includes many rough and tumble fights, etc.

It is marked by no particular originality or brilliance but will serve for those who like the somewhat fat comedian and his mincing mannerisms.

The cast includes the star, Blanche Payson, Billy Hampton, Toy Gallagher, Henry Murdock, Chick Collins. William Goodrich directed.

"Mike Wins a Medal"

(Educational-Life Cartoon—One Reel)

MESSRS. Gibson, Wadsworth, Sherwood and McGrory, the Life quartet, have arranged for Mike to become a horn-tooter. While he is doing this, Nibbins sets fire to the apartment. Then an animated cartoon version of "The Fourth Alarm," with Mike playing the role of hero. Aided by a stream of water from one of the hose carts he mounts to the roof of the skyscraper and picks Little Nibbins off the coping to which he is hanging. Their descent to the street and safety is not quite so plausible but, making due allowance for moving picture audiences' credulity, they will probably get away with it.

I think the Life series is improving, but has much distance to travel.—PAUL THOMPSON.

"Sculpturing From Life"

(Bray—Magazine No. 5)

THIS is divided into three parts. The first shows how a sculptor makes a statue. First the pencil sketch, then the plaster cast, built on a wire framework which is flexible so that the arms, legs, head, etc., can be twisted and turned to the pose which is desired.

The second subject is "The Ancient Game of Polo." Aside from the captions which tell us the game was originated two thousand years ago in Persia, there is nothing startling or new. It is a series of polo ponies in action and at rest like hundreds of other similar pictures made familiar to us through news reels.

"Budding Apple Trees," taken in a nursery of 75,000 young trees, shows how the grafting is done on wild apple trees and the results.—PAUL THOMPSON.

"The Arctic Frontier"

(Bray—Magazine No. 6)

ANOTHER three-part Bray Magazine. First, a series of moving pictures in Alaska along the Yukon showing native life. How fish are caught and cured; primitive water wheels; the fur trappers, etc. The pictures were taken along the line of the new government railroad and form a mildly interesting travelogue.

Subject number two is landing a man-eating shark. It is always an amazing thing that the monsters can be landed by hook and line and this picture shows graphically how it is done. A few pistol shots at the end help quite a bit in the conquest of these dreaded pirates of the sea.

"How Did You Get That Hat?" enables you to answer the question. It portrays the entire process of hat-making.

Paradise For Two

Not Up to the Dix Standard, But Fairly Pleasing

(Reviewed by Laurence Reid)

THE law of averages must be obeyed. Richard Dix has been having an unusually good run of worthy pictures, and it was only natural that something would come along that didn't quite ring the bell. This "Paradise For Two" is nothing much more than a frame upon which to hang some gags. After they have been dissipated it evaporates into thin air.

The idea centers around that reliable wheeze of the confirmed bachelor who must marry within a specified time or lose his inheritance. It's an antique, you may be sure, but it is always screenable if there are enough tidbits of humor generating through it. One must hand it to Gregory La Cava, the director, for making it pleasant enough. He gets over the thin places pretty well. It is Dix's job to fool the administrator of the estate by hiring a wife, but who capitulates to her charms in the end. Thus he wins both a spouse and a fortune.

The star plays the young bachelor-benedict in a light, easy manner and his support is competent as furnished by Betty Bronson and Andre Beranger. It doesn't go bedroom farce. La Cava keeps it in the spirit of light comedy—without complications.

The Cast: Richard Dix, Betty Bronson, Andre Beranger, Edmund Breese, Peggy Shaw. Director, Gregory La Cava.

THEME: Light comedy revolving around bachelor who must marry within specified time or lose his legacy.

PRODUCTION HIGHLIGHTS: The hiring of the actress to impersonate the wife. The romantic development. The easy playing by star and the acting of Andre Beranger. The silhouettes. The subtitles. The backgrounds.

EXPLOITATION ANGLES: Certainly affords teaser possibilities. Mention the Dix-La Cava combination in fashioning excellent light comedies. Capitalize the star as gifted in light comedies, etc.

DRAWING POWER: O. K. for any type of house. Dix's following should be satisfied with this one.

Length, six reels. Released January, 1927.
Produced and distributed by Famous Players.

High tension incidents from the First National release, "The Lunatic at Large"

Still views of "New York," a Paramount feature

Up Stream

An Actors' Boarding House Is Screened

(Reviewed by Paul Thompson)

FROM big spectacular efforts such as "The Iron Horse," "The Three Bad Men," etc., John Ford, the youthful director for Fox, has shifted temporarily to a smaller canvas. It is eloquent evidence of the versatility and cleverness of the man that in a genre picture of the type of "Up Stream," dealing with the inhabitants of an actors' boarding house, he has done a piece of work that is every bit as effective as the larger, more sweeping strokes characteristic of the bigger canvases. "Up Stream" is a worthy companion piece to "Upstage," the Norma Shearer picture of vaudeville. The difference is that for the most part the action is confined to a boarding house sheltering different types of actors.

The story is of the simplest. A young Englishman, Earle Fox, possessor of a famous theatrical name, but himself a failure, is loved by a girl, Nancy Nash, who is a member of a knife-throwing team. The other member of the team, Grant Withers, loves her. Fox gets the chance to play "Hamlet" in London and makes a John Barrymore hit. Like so many of his ilk he thinks he alone is responsible, not crediting the coaching of an old Shakespearian actor, Emile Chautard, for his success. Nancy marries Grant, and Earle, returning to this country, visits the boarding house as a publicity stunt in time to be present at the wedding.

The Cast: Nancy Nash, Earle Fox, Grant Withers, Lydia Yeamans Titus, Raymond Hitchcock, Emile Chautard, Sammy Cohen, Ted McNamara, Judy King, Lilian Worth, Jane Winton, Harry Bailey, Francis Ford, Ely Reynolds. Director, John Ford. Author, Wallace Smith. Scenarist, Randall H. Faye. Cameraman, Charles Clark.

THEME: Life in a typical boarding house for actors. Romance of girl who loved in vain the conceited actor who made good.

PRODUCTION HIGHLIGHTS: Directing, playing, atmosphere, humor, real-ness.

EXPLOITATION ANGLES: Play all the above. Ford's name, Hitchcock, Titus, famous stars, etc.

DRAWING POWER: Should be excellent.

Produced and distributed by Fox.
Length, 5,510 feet. Released January 30.

New York

Melodrama All Around the Town

(Reviewed by Laurence Reid)

WHAT appears to be a kaleidoscopic close-up of the metropolis is on view in this picture. It doesn't miss many points of interest and from an atmospheric issue it manages to deliver the punch. The camera work is genuinely effective—so much so that it shows up the shortcomings of the story. The theme is an old friend and projects the idea of contrast. In other words a rich society girl from far uptown falls in love with a lowly musician from the lower East Side.

The hero is a trap-drummer—the pride of Tin Pan Alley—and things develop romantically enough until a rival from the sidewalks throws his hat into the ring. Then the film goes melodramatic by ushering in a murder and a courtroom scene. It presents several absurdities in its hectic fling, but the characters manage to make themselves interesting.

The players are much better than the story they decorate, though Miss Taylor might have refrained from representing herself in grotesque attire. The action is retarded here and there and could be profitably shortened. The titles aren't much help. It is quite uninspired.

The Cast: Ricardo Cortez, Lois Wilson, Estelle Taylor, William Powell, Norman Trevor, Richard "Skeets" Gallagher, Margaret Quimby, Lester Scharff, Charles Byers. Director, Luther Reed.

THEME: Melodrama of contrast between rich and poor with wealthy girl falling in love with East Side boy.

PRODUCTION HIGHLIGHTS: The atmosphere. Scenes of New York. The meeting of hero and heroine. The acting by principals. The courtroom episode.

EXPLOITATION ANGLES: Title affords fine possibilities for teaser campaign and showing stills for lobby display. The cast should be advertised. Bill as timely film of New York.

DRAWING POWER: Title and cast should draw them. Suitable for average houses.

Produced and distributed by Famous Players.
Length, 6,877 feet. Released January, 1927.

Interesting moments in the course of the unreeling of the Fox Films feature, "Upstream"

Scenes from "Paradise for Two," a Paramount comedy drama

The Lunatic at Large

Errol Takes Up Aviation—Among Other Things

(Reviewed by Paul Thompson)

THE hero, Leon Errol, is introduced as the motive-power for a cart containing four other tramps. He escapes and lands in an insane asylum because he has been offered a hundred dollars by a passerby in a limousine to take his place for twenty-four hours. Among the inmates is one who is sane. His crazy twin brother plied him with chloroform and escaped to wed the fiancee. Errol becomes convinced of the sanity of the incarcerated brother and succeeds in reaching the girl who is giving an engagement party. Before he can convince her of the truth two attendants come to take him, Errol, back to the sanitarium. She departs with the nut to be married and honeymoon on a dirigible. Errol follows and rescues the girl, both landing through the aid of a parachute. Sane brother in auto catches them as they land, knocks down the side of a nearby parsonage and is married to the girl, Dorothy Mackaill. Exit Leon with his promised reward—ten thousand—no, not dollars, but cigar coupons.

And yet there is method in his madness, for the result is an invariably amusing and entertaining farce-comedy. Errol, with not many chances to use his flexible legs, does an excellent bit of pantomimic work as the tramp playing the role of the god-from-the-machine. His reactions to the discovery of the manias of his fellow prisoners in the sanitarium are diversified and well done.

The Cast: Leon Errol, Dorothy Mackaill, Kenneth MacKenna, Jack Raymond, Warren Cook, Tom Blauke, Charles Slattery. Director, Fred Newmeyer. Supervisor, Earl Hudson. Author, J. Storer Clouston.

THEME: Hero finds self in a lunatic asylum. Escapes to rescue girl from marrying on a dirigible the crazy twin brother of boy wrongly detained in asylum.

PRODUCTION HIGHLIGHTS: Dirigible sequences.

EXPLOITATION ANGLES: Leon Errol's "Sally," "Louis the Fourteenth" and "Follies" fame. Dirigible scenes.

DRAWING POWER: Excellent.

Length, 5,521 feet. Released January 2.
Produced and distributed by First National.

Between Dangers

Buddy Roosevelt Comes Into His Own

(Reviewed by Paul Thompson)

THE hero certainly got off to a bad start. He is discovered blackjacked in the saloon's backroom with the papers proving his right to the ranch missing. And then when he arrives by freight in the town near which his property is located he gets mixed up in a bank robbery. A citizen is shot and inasmuch as the unshaved, disreputable-looking stranger who is found on the sidewalk near the bank has nothing to prove his identity, naturally he is suspected of the murder and the robbery. The three crooks who robbed him back East in the saloon see to it that this suspicion is spread with the result that Buddy is threatened with a lynching. The sheriff, Charles E. Thurston, and his daughter, Alma Rayford, are about the only people who have any faith in the young man. As though the preceding troubles were not enough for one mortal in one moving picture, the foreman of the ranch which Buddy has inherited is a crook. He killed the elder Roosevelt and was the ringleader of the bank robbery.

While obviously not much money has been spent on the production, it is good entertainment. Melodramatic in the extreme, yet it is good, plausible melodrama, well directed and well acted. There are thrills galore and many exciting, hectic situations.

The Cast: Buddy Roosevelt (star), Alma Rayford, Rennis Young, Al Taylor, Allen Sewall, Charles E. Thurston, E. W. Borman, Hank Bell. Author, Walter J. Coburn. Director and continuity, Richard Thorpe.

THEME: Hero inherits ranch but, having lost his papers, has to prove ownership. Fights two sets of crooks to win sheriff's daughter and vindication.

PRODUCTION HIGHLIGHTS: Intricate and interesting plot. Thrills throughout. Good direction and acting.

EXPLOITATION ANGLES: Foregoing.

DRAWING POWER: Excellent.

Length, 4,533 feet. Released February 13.
Produced by Action Pictures, Inc. (Lester F. Scott, Jr.).
Distributed by Pathe.

Highlights from "The One-Man Game," a current Universal release

Hardy action is picturized in "The Last Trail," a Fox Films Western as these stills will bear evidence to

Stage Madness

Virginia Valli Dances and Pays the Piper

(Reviewed by Paul Thompson)

THIS original story by one of William Fox's new bright young men, Polan Banks, converted into a scenario by the older and more experienced Randall H. Faye, tells the oft-told tale of the woman who prefers a stage career to that of domesticity. Victor Schertzinger directed. And for this preference the woman pays as she is reputed to do in life for most things, although I think the generalization is a bit broad. Quite as often it is the man who has to dig emotionally as well as financially for what he seeks and sometimes finds. Virginia Valli leaves the French ballet stage to marry an impoverished artist. She tires of matrimony and maternity and listens to the voice of her manager and not platonic friend. He does make her famous but at the cost of husband and child.

It is not a particularly striking picture, but has the merit of rather continued interest even if you can almost foretell the outcome. Old-fashioned and making an obvious appeal to the sentimentally inclined it never really grips as you would like to have it. Good performances are given by the featured player and by Carmenati, Tellegen and Bradford. Schertzinger has done as good a directorial job as might be expected with the material at hand.

The Cast: Virginia Valli, Tullio Carmenati, Virginia Bradford, Lou Tellegen, Richard Walling, Tyler Brooke, Lillian Knight, Bodil Rosing. Director, Victor Schertzinger. Story, Polan Banks. Scenario, Randall H. Faye. Cameraman, Glenn McWilliams.

THEME: Woman deserts husband and child for stage career. Pays penalty. Breaks legs, murders lover and dies.

PRODUCTION HIGHLIGHTS: Good acting of three principals. Interest a stage story usually possesses for public. Spectacular sequence in which principal characters appear.

EXPLOITATION ANGLES: Prominence Valli, Carmenati and Tellegen. Preceding P.H.L.

DRAWING POWER: Fair.

Produced and distributed by Fox Film Corp.
Length, 5,320 feet. Released January 9.

The Last Trail

Tom Mix, Tony and Zane Grey Co-star

(Reviewed by Paul Thompson)

ONE thing will always be found in a Tom Mix Western—and for this there is invariably gratitude—and that is a novel twist. In addition there is almost always a plethora of action. "The Last Trail" is no exception. Zane Grey wrote the novel, which probably 'steen million followers of his know, and John Stone did the scenario from this for Mix to star in under Lew Seiler's direction. The combination is effective. It starts off most auspiciously with Mix riding like mad to get back to the stockade with a girl whom he has rescued from the Indians. This serves as sort of a prologue to the actual story. The latter concerns itself with the son who is born to this white girl and left by her to the care of Tom. And the inevitable love affair with "the girl," in this case Tom Geraghty's daughter Carmelita. Of course, there has to be a villain. He is William Davidson and he is some villain, for he robs stage coaches that carry ore from his own mines. It is the best illustration I know of of playing both ends against the middle. But in the end Tom unmasks him. To make a trust of this crookedness, William tries to get the stagecoach mail and express-carrying concession into his own hands so that there will be no question about the future success of the hold-ups. This leads to an intensely thrilling race between competitors for the concession.

It is good melodrama and worthy of star and excellent supporting cast. Credit goes several ways, taking in Tom, his horse, company director and cameraman Dan Clark.

The Cast: Tom Mix, Carmelita Geraghty, William Davidson, Frank S. Haguey, Lee Shumway, Robert Brower, Jerry the Giant, Oliver Eckhardt. Director, Lew Seiler. Author, Zane Grey. Scenarist, John Stone. Cameraman, Dan Clark.

THEME: Western drama. Conflict between hero and villain, latter head of express robber gang.

PRODUCTION HIGHLIGHTS: Opening ride rescuing girl from Indians. Stage coach race for concession.

EXPLOITATION ANGLES: Grey and Mix's respective popularity.

DRAWING POWER: Good.

Produced and distributed by Fox Film Corp.
Length, 5,190 feet. Released January 23.

Some of the action and "bad man" atmosphere may be imagined from the still photographs of the Pathe Western release, "Between Dangers"

Interesting sequences in the Fox Films production, "Stage Madness"

A One Man Game

Fred Humes Picture Has Novel Twists

(Reviewed by Paul Thompson)

THE hero (Fred Humes) didn't look so good when he was unshaved and wearing a somewhat dirty shirt and unpressed trousers, unshined shoes, etc., so he decided to become a mold of fashion and a mirror of form (or something like that to indicate a sartorial renaissance) to win Lotus Thompson. There was no reason why he should because he was one of the leading ranch owners of the neighborhood and one of the directors of the local bank. Had he made known these facts to Lotus and her supercilious movie mother, Julia Griffith, there would have been no necessity for him to dress up and pretend to be a Duke. But then you might rightly object, there would have been no story. And right you are. But it was worth while because Fred discovered that he really was in love with the tomboyish Fay Wray and she with him. Hence the end shows them going into the office of the justice of peace across the street from the attempted bank robbery. They didn't need to come out for us to know what happened in there.

Good stuff. Snappy with several novel twists. Will make friends for star and company and hold those already following Humes' career.

The Cast: Fred Humes (star), Fay Wray, Harry Dodd, Clarence Geldert, Norbert Myles, Budd Osborne, William Malan, Lotus Thompson, Julia Griffith. Director, Ernest Laemmle. Author, William Lester. Scenarist, same.

THEME: Western. Rich ranch owner masquerades as a Duke. Wins love of ranch owner's daughter instead of effete, hard-boiled Easterner. Blocks bank robbery and does a few other child's play stunts.

PRODUCTION HIGHLIGHTS: Humes' metamorphosis into a dude. Ingenious twist to plot. Good photography.

EXPLOITATION ANGLES: Preceding.

DRAWING POWER: Good.

Length, 4,689 feet. Released January 30.
Produced and distributed by Universal Film Corp.

Regional News from Correspondents

Albany

H. C. BISSELL, former manager of the Universal Exchange in this city, is now hitting the high spots over the country, having accepted a position of special representative for Tiffany and visiting key points only. E. J. Smith, general manager for Tiffany, and S. F. Juergens, treasurer, were here during the week, going over matters with Jack Krause, local manager.

Boris Samsonoff, of New York, formerly a salesman for Metro-Goldwyn in Albany, has become local manager for the Chase Pictures Corporation.

Mrs. Belle M. Taylor, owner of the Richmond Theatre in North Adams, Mass., left last week for Europe. This is the second pleasure trip Mrs. Taylor has made to the Continent.

Carrying about four yards and a half of railroad tickets, Mrs. Tony Veiller, wife of the manager of the Mark Ritz in Albany, left on Sunday for Palm Beach where she will remain the rest of the winter. Tony went as far as New York City and returned later in the week.

John B. Harte, who has two theatres in Bennington, Vt., left during the past week with his wife and five children for Florida, where they will remain until spring. Relatives of Mr. Harte will look after the theatres during his absence.

When James Ruane, one time a well-known resident of Albany, went with the Empire Theatre in North Adams, Mass., he was given a two weeks' trial. He has now been there for four years and it looks as though he was good for many more to come.

The Strand in Ogdensburg has just installed the low intensity arc projection apparatus and likewise a new screen.

One of the oldest men operating a motion picture theatre in this section is L. E. Avery, of Brandon, Vt., who is sixty-four years of age, and who was formerly in the feed business. Mr. Avery is conducting a fine theatre and appears to be making a success of his latest venture.

Mrs. Henry Sequin, of Rouses Point, is still at the Plattsburg Hospital, recovering from an operation. Some of the film salesmen from Albany called at the hospital last week and spent a few minutes with Mrs. Sequin.

Jerry LaRock, theatre owner of Warrensburg, claims to be the best "rum" player in all Northern New York, and has issued a challenge to any other exhibitor in the territory.

Al Barton, who is a partner of Lew Fischer in the theatre at Ticonderoga, is now recuperating in a hospital in that place, following an operation of a few days ago.

Rapid progress is being made these days on the new business block being erected by Fred Mausert in Glens Falls, and which is located directly in front of his theatre. Entrance to the house will be through a handsome marble arcade.

Charles Marshall, of Ausable Forks, has returned from a trip to Williamsport, Pa. W. F. Kennedy, of the Lyceum in Champlain, was in town during the week.

Fenton Lawlor, of the First National Exchange, had an experience last week that he will not soon forget. He started for Parishville, but took the wrong road, and after going for two or three miles, inquired from a farmer if he was on the right road. Mr. Lawlor was informed that his car was the first one on the road since last fall and probably the last one until spring. After considerable shoveling, Mr. Lawlor managed to make his way back to the main highway and has cut Parishville off his list until spring.

Uly S. Hill, manager of the Strand houses in Albany and Troy, was in New York nearly all of last week going over matters with the officials of the Stanley Company.

Associates of Edward Hochstim in the First National Exchange presented Mr. and Mrs. Hochstim with a chest of silver when they returned last week from their honeymoon.

Ben Stern has been running bachelor hall, as well as managing the Lincoln Theatre in Troy. Mrs. Stern has been spending a week or two with relatives in Atlantic City.

According to a report current along Film Row, Miss Jane Halloran, secretary of the Albany Film Board of Trade, will be married in April to Robert Bertschey, formerly of Albany, but who has been manager of the Capitol Theatre at Riverhead for a considerable period.

John A. May, comptroller of the Schine Circuit, and Pete Dana, also of the same company, were in town during the week, appearing before the Film Board of Trade.

As a mere suggestion, two new Peerless low intensity arc lights have been installed at the Avon and Olympic theatres in Watertown. Ray Woodford, electrical expert employed by the Schine Bros., came to Watertown and supervised the installation.

If Lew Freiberg and Al Marchetti, both well-known figures on Albany's Film Row, will but release the brakes they will be able to shove their car much easier. This is a suggestion coming from several exchange managers and others who had gathered at the Albany Film Board of Trade last week, and glancing out, witnessed the futile efforts of the two associates on the opposite side of the street.

The Jefferson, in Auburn, dedicated a new $25,000 organ last week, featuring "Dusty" at the console. The house will now give an organ specialty each week, as a part of its program of entertainment.

Although A. J. Pincus, branch feature sales manager for Pathe, arrived with wet feet after a trudge through slush to visit Paul S. Murray in Middlebury, Vt., he brought home the bacon in the way of several contracts and appeared satisfied.

Buffalo

THE new Fox theatre, now under construction at Main and Chippewa, will be named the Great Lakes Theatre. Nine persons submitted that title in a $500 prize contest. Work on the new house is progressing rapidly and it is hoped to have the theatre ready for opening by May.

The Victoria Theatre, at West Ferry and Grant, is to install the Vitaphone, according to an announcement by George E. Williams, manager.

E. J. Smith, general sales manager of Tiffany Productions, Inc., was in town last week end, conferring with Joe Miller, local manager of the Renown Exchange, calling on friends along Film Row and visiting with exhibitors. From Buffalo, E. J. went to Chicago and Minneapolis.

William A. Haynes has resigned as manager of the Lafayette Square Theatre. It is understood he plans to assume new duties in New Orleans. His successor has not as yet been named.

The Playhouse, formerly the Palace, which has been closed for some time undergoing repairs and alterations, has re-opened in Cattaraugus, N.Y. The house now has a new lighting system, new decorations in silver gray and maroon and a new location for the projection booth. New lenses have been installed in the machines. The balcony is equipped with new wicker chairs.

Four brothers, Nicholas J., Constantine J., Theophilos J. and Basil Vassiliadis and Barney Wohwinkel are planning a new theatre to be built at Goodyear Avenue and Nevada Street. It will cost $500,000.

"Rudy" Interbitzen has resigned from the sales staff at the First National exchange. He had been covering the Syracuse territory.

The Buffalo Motion Picture Projectors Union held its annual ball the past week in Eagle's Hall. A goodly throng was present and there was much joy.

O. T. Schroeppel, formerly with Universal, has been appointed office manager of the Renown Pictures exchange.

Construction is to start at once on the new Keith-Albee Theatre in Rochester, under the personal supervision of the Banorge corporation of Rochester. The plans call for a seating capacity of 3,000.

Harold Ramsay, organist at Shea's Buffalo, played the past week at Shea's North Park as guest organist. It is reported that he also will play a week soon at the Shea, Kensington.

Ben Wallerstein, owner and operator of the Commodore and Broadway theatres, Buffalo, recently spent several days in New York City looking 'em (pictures, of course) over.

The secretary of the Buffalo Film Board of Trade, Miss Emma M. Abplanalp, has advised the Motion Picture News that in a recent issue appeared an error in reference to the publishing of a Buffalo film trade directory. This, Miss Abplanalp informs us, was not published by the Film Board of Trade but through the generosity of the Motion Picture Theatres Association, J. H. Michael, chairman.

Leon Shafer has been appointed manager of the State Theatre in Rochester, recently acquired by the Schine Theatrical Corporation. The new Schine Liberty Theatre will open about March 1st in Kodak Town.

Daniel B. Cunningham has sold the Palace Theatre in Cattaraugus, N.Y., to Rhode Rathjen and Wallace, Inc.

Otto Siegel, formerly with Metro-Goldwyn-Mayer's sales staff in Buffalo, has been engaged as a member of the local Universal sales forces. Otto is one of the best known fillum peddlers in this neck of the woods.

The Lafayette Square Theatre has contracted with Warner Brothers for the installation of the Vitaphone, says an announcement by that house, following a visit to New York of Morris Slotkin and W. A. Hayn, general manager and manager, respectively. The first performance will be given the week of February 27th.

Atlanta

FACING the glare of lights which rendered the front and marquee of the theatre brighter than day, thousands of Birmingham people crowded their way into the new Empire, which opened last Friday night.

There was an air of pleased expectancy when Musical Director Villani swung his orchestra into the opening bars of the National Anthem, promptly at 7:30 P.M.

Managing Director Jack Cunningham then made the introductory address of welcome and presentation of the theatre to the people of Birmingham.

The Empire Orchestra of twelve pieces, under the direction of Giddio Villani, presented a musical program varied and pleasing.

Birmingham adds another handsome moving picture house to her already large list and the latest recruit is one of the handsomest in the South.

Among the many representatives of the various film exchanges present were: Ben Cammack, Earle E. Griggs, and J. W. Greenleaf, of Universal: C. L. Peavy and A. R. McRae, of F.B.O.; Hank Hearn and Bill Specht, of Liberty-Specialty; John Mangham, of Arthur C. Bromberg Attractions: C. R. Beacham and P. A. Strachan, of First National; Mat Whitham, of Fox; L. J. Duncan, P.D.C.

Local and out-of-town exhibitors in attendance included Dick Kennedy, of the Rialto; Willis Grist and Danny, of the Galax and Strand; Henry and Mrs. Hury, of the Champion and Frolic; Ben Jaffe, of the Palace, and Joseph S. MacHenry, all of Birmingham, together with Mr. and Mrs. W. T. Thornton, of Carbon Hill; Joe Wheeler, of Montgomery; Mrs. A. H. Watson and Edwin Watson, of Montevallo; Earl R. Collins, of Anniston; Harry E. Pierce, of Talledega. C. K. Howell, the architect who designed the Empire, was also an honored guest.

Messrs. Charles, Frank and John Merritt, of the Marvin Wise Circuit, who operate the Empire, are to be congratulated upon the excellence of their newest theatre. Managing Director Cunningham and Publicity Director Sam Fox, whose untiring efforts brought about such a splendid premiere.

After the final curtain, the Empire owners and staff entertained at an informal banquet and dance at Birmingham's newest hotel, the Bankhead, where all participants helped celebrate the advent of Birmingham's finest moving picture theatre.

Harry E. Pierce, one of the most popular men in the Southern film circles, has purchased the Rivoli Theatre, formerly operated by Earl R. Collins, at Talledega, Ala.

Earl R. Collins has purchased the Lyric Theatre from F. T. Banks, of Anniston. Earl intends to make the Lyric one of the finest show houses in the South and will completely renovate the house, putting in the best available attractions of stage and screen.

Dan Michaelove, Southern manager of Universal Theatres, and assistant sales director of Universal, accompanied by Willard Patterson, were Birmingham visitors the past week. They were joined here by Homer George, former manager of the Atlanta Theatre.

J. C. Watlington, formerly of Dallas, is now in charge of Inter-State's Trianon. Wally, as he is known to his friends, is one of the best publicity men on Karl Hoblitzelle's staff and is, personally, a prince of a fellow. An informal welcoming party, consisting of Raymond Willis, of the Lyric, Willis Grist, of the Galax, and Danny of the Strand, presented Wally with the keys to Birmingham.

Sam Early, formerly of Stafford, Ala., has taken over the Lyric, Townley, formerly operated by C. B. Hendon, on February 1st.

J. H. Butner, manager of the Atlanta branch of Educational, is on an extended trip to Florida. Mr. Butner recently was awarded the E. W. Hammons cup for December.

John W. Mangham, Jr., Atlanta branch manager of Arthur C. Bromberg Attractions, left the latter part of last week for a business trip through Florida. He expects to be away for probably a month or six weeks.

W. G. Underwood, general manager of Liberty-Specialty Film Distributing Corporation, with headquarters in Dallas, Texas, spent several days in Atlanta last week, during which time he conferred with Carl Weeks, district manager, and Hank Hearn, Atlanta branch manager, of Liberty.

L. Dalafas, who operates the Lyric Theatre at Gordon, Ga., was a visitor on Film Row the early part of this week.

Harry G. Ballance, district manager for Famous Players-Lasky, with headquarters in Atlanta, paid a visit to Charlotte last week.

Ben Y. Cammack, branch manager for Universal in Atlanta, visited Nashville recently.

E. A. Booth, of Greenville, Tenn., president and general manager of Booth Enterprises, operating a chain of motion picture and vaudeville houses in Tennessee, was in Atlanta last Tuesday, accompanied by C. S. Jones, who is associated with Mr. Booth in the management of several of the houses.

The Booth Enterprises operates the Liberty and Princess at Greenville; Lyric at Jonesboro; Gay at Newport; Jefferson at Jefferson City; Grand at Lenoir City, and Moneta at Sweetwater. Mr. Jones is manager of the theatres at Lenoir City, Jefferson City and Sweetwater.

Cincinnati

THE following officers were elected to serve the Cincinnati Film Board of Trade at a recent meeting of that organization: Frederick Strief (Universal), president; Hugh Owens (Famous-Players), vice-president; Maurice White (Educational), treasurer. Evelyn McNamee was reappointed secretary, which office she has held for some time. Roy Haines (First National), retiring president, was presented with a handsome wrist watch at a banquet given in his honor at Hotel Alms.

Rudolph Knoepfle, who has been the managerial head of the Fox Exchange in Cincinnati for the past eleven years, has resigned to take up activities in New York. He has been succeeded by Ira Cohen.

Considerable excitement not a part of the regular program was given patrons of the Boulevard Theatre, Cincinnati, recently when Calvin Newport, an usher, attempted to make a man in the audience vacate the space he was occupying in the aisle.

Anderson and Giles, colored owners of the new theatre built especially for members of their race on West Fifth Street, Dayton, Ohio, announce that the house will be ready to open soon.

George Tosheff, Columbus, Ohio, announces that he will do some very extensive, as well as very expensive remodeling on his theatre, located at 1395 Parsons Avenue, in the Ohio capital.

The Price Block at Norwalk, Ohio, has been purchased by Wesley Price, who acquired the interests held by his relatives. The Linwood Theatre is located in the block, of which Price is now exclusive owner.

Phillip J. Wood, who is at the head of the M.P.T.O, Ohio, at Columbus, has been spending part of his time looking up. old friends at Dayton, Ohio.

The Palace Theatre, Hamilton, Ohio, is celebrating its seventh anniversary with appropriate ceremonies. Much white space has been donated by local dailies for interesting readers covering the event.

Florida

FIVE of Tampa's leading theatres are minus their managers this week, they having gone to the state meeting of managers of Publix houses held in Miami. The five missing managers are, James M. Weist, of the Tampa; George B. Peck, of the Victory; O. G. Finley, of the Strand; J. H. McLaughlin, of the Franklin, and A. C. Thornton, of the Seminole. All these houses are owned by Consolidated Amusements and operated under the Publix system. General Manager John B. Carroll also accompanied the managers. Sam Katz, president of the Publix Theatres Corporation, and a party of officials will meet with the Florida managers, numbering one hundred. The meetings will be held at the Miami-Biltmore Hotel.

Charles A. Sappal, president of the Maceo Amusement Company, and S.-B.-T. Properties of Tampa, was forced to take a three days' vacation in bed, caused by a strained back. Charlie has a beautiful home just west of Howard Avenue. Lately he bought a connecting lot and is having an Italian style sunken garden built on it. He jumped in to help with a heavy marble slab which was being moved and wrenched his back.

Bradenton is to have a new theatre to be known as the Starland. The house is being built by Frank E. Kimball, who will manage it also. It will be ready for the grand opening the first week in February.

The new Florida Theatre at Haines City opened this week. Cecil Fernandez, projection expert of Tampa, installed the booth equipment and supervised the first show. Cecil says the new house is a beauty and their projection is second to none. E. P. Line is the manager.

Des Moines

DOROTHY GOTTERMAN and Cecelia Hughes, of the Universal office, added romance to the busy round of business when they returned from the Christmas holidays wearing engagement rings. Miss Gotterman is bookkeeper and Miss Hughes stenographer, and they will continue on the job for some time, they say.

The Des Moines Film Board of Trade annual dinner and get-together of exhibitors and exchange men was held at the Fort Des Moines Hotel on the last day of January. The party was planned by a committee headed by Les Phillips, of the Producers Distributors office.

Two new machines, equipped with Peerless lamps, were bought from the Des Moines office of the National Theatre Supply Company by A. H. Blank for the new theatre at Newton. This theatre, which has recently been named the Capitol, is in the new Maytag Hotel Building and while the outside of the theatre is not complete and there is much work to be done on the interior, it is thought probable that it will be ready to open within sixty days. The lobby frames for the new theatre were also purchased.

Mr. and Mrs. Roy Jones, of the Gem Theatre at Des Moines, are inaugurating something new for this city at their theatre. Off the lobby there is a small office and here they have installed a popcorn machine. Last week they gave away a bag of popcorn to each patron. It was also marking the beginning of a new serial which is being run at the Gem. Later Mr. and Mrs. Jones may add candy bars to their stock for sale.

The Opera House at New Market changed hands last week. The theatre was sold by D. Pace to Lacey and Schrack, who seem to be newcomers in the theatre business.

Visitors in Film Row last week were more numerous than usual. Among those who visited the film offices was Fred Wewurka, of the Colonial Theatre at Osage. He said that he is looking for several more theatres to buy. C. W. Kale, of Truro; Mr. Michael of Scranton, Mr. Holt of Montezuma, Mr. Carrigher of Clear Lake, W. W. Booth of Belle Plain, H. A. Debolt of Cedar Rapids, John Waller of Osceola, Joe Stack of Carol, and Mr. Rhodes of Sory City, were also in to book up pictures.

R. L. McLean, representative of Producers Distributors from the St. Louis office, has just returned after several weeks spent in Des Moines territory on special exploitation.

A new screen was purchased for the theatre at Hildrith, Iowa. The sale was made through the office of the National Theatre Supply Company.

Rube Wagel, booker of the Producers Distributors, is back at the office almost as good as new after quite an extended illness.

Something new in Film Row is the establishment of a poster exchange at the offices of the Tiffany Film Company. According to the comments of the film men this innovation is highly acceptable and will be a most successful development. The poster exchange department is in charge of Ted Yarowsky, who gained his experience at the offices of Universal in Des Moines. P. Wintrob, who came from the Omaha office to take charge of the Des Moines office of Tiffany, installed the new department.

Tom Arthur, manager of the Cecil Theatre at Mason City, received a mystery package through the mail which investigation proved to contain $6,442. The note enclosed with the money said that it was in payment of a "debt of many years." But Mr. Arthur has no clue as to who the debtor was. The package, which bore a Dubuque return address, was addressed to "Thomas Arthur."

The Woodard Brothers of Story City, recently sold their theatre there. The theatre was bought by E. A. Rhodes, a Marengo man. Possession of the house was given on January 24. One of the Woodward Brothers, who has been operating the house, plans to go to Colorado, where he will have charge of a picture house. W. J. Muller, theatre broker, who reports the change in ownership, says that he believes Mr. Woodward will locate at Brighton, Colo. Mr. Woodward's brother has been a silent partner in the theatre at Story City.

The theatre at New London has changed hands. This theatre, which was named the Alamo, is now owned by Mr. S. Perkins. Mr. Perkins was previously an exhibitor in Iowa, but he has not been in the theatre business of recent years.

A transfer of ownership was made of the house at Albert City. The house was previously owned by W. W. Kischer and will now be under the management of Fred Kischer.

Detroit

C. H. MACGOWAN, general sales manager for Columbia Pictures Corporation, was a visitor in Detroit last week, where he was in conference with Branch Manager A. W. Bowman.

Arthur Whyte, of the Keith-Albee Circuit, and Duke Hayden, of Producers Distributing Corporation, attended a meeting which Bob Cotton held at the local Detroit Exchange.

Royal A. Baker, Detroit police censor, has moved over to the Columbia office, where he will make his headquarters.

Jim Allen, manager for Warner Bros., has returned from New York, where he had attended a meeting with the home office officials in regard to the Vitaphone. Arrangements have been made to install the Vitaphone in several towns in Michigan, including Flint, Mt. Clemens, Jackson, Muskegon and Battle Creek. While in New York Mr. Allen had heard four new sets of the Vitaphone which he says are far greater than the first.

Carrol Trowbridge, special representative for the Christy Comedies, stopped in Detroit while on his way to New York.

E. H. Beck, city salesman for A.B.C., has finally let out a secret which he was holding for a long time. The other day he made the announcement that his family is growing, as he had become a father to a baby boy.

Denny Vane, who operates the Tibbetts Theatre at Coldwater, Michigan, is contemplating closing his house for a few weeks so as to remodel the entire theatre and install a new organ.

Al Moritz, manager of the Tiffany Exchange, has returned from a trip through the State.

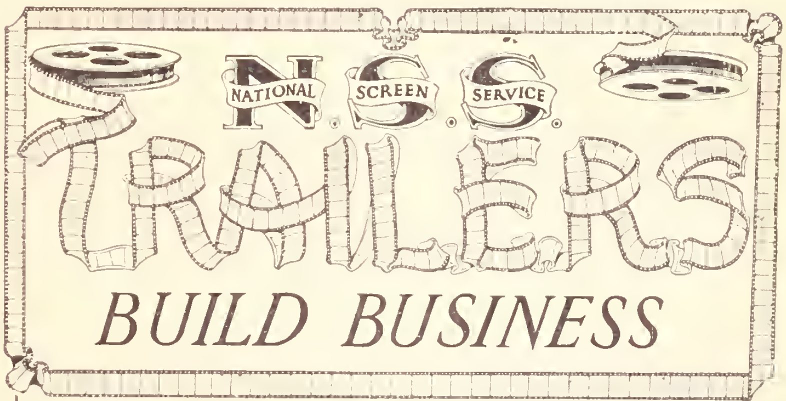
Al Livesy, salesman for Columbia, was called to Philadelphia last week owing to the sudden death of his mother.

R. C. Seery, who has been manager of First National's Chicago office, has been appointed district manager. He will have supervision of the Detroit, Chicago, Milwaukee, Omaha, and Des Moines exchanges.

Henry S. Koppin, of the Woodward Theatre Company, opened his new theatre last week, the Calvin, in Dearborn. This new house seats 1,800, all on the ground floor.

George Johnston, for the past year in charge of the publicity department for the Kleist Theatres in Pontiac, is now in charge of all publicity for the National Amusement Corporation and Jean Goldkette orchestra.

Workmen have begun the tearing down of the buildings which occupy the site of where the new United Artists Theatre is to be put up.



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Milwaukee

RALPH K. MOSIMAN, manager of the Rex Theatre at Oshkosh, was in the city for a short while on Wednesday. Mr. Mosiman's wife's illness curtailed his visit.

The M.-G.-M. Efficiency Club had a very enjoyable first anniversary party, according to the members. About thirty-five gathered at the Elks Club on the 22nd, for dinner, after which they elected officers for the ensuing year. Every officer was retained in his position for another year. Sam Shurman will continue as president, Miss R. M. Grant as vice-president, Miss Viola Rasch as recording secretary, R. J. Sickels as treasurer, and Leslie Jacques as sergeant-at-arms. S. A. Shirley was elected honorary president.

Neil Duffy, of the Elite Theatre at Appleton, was in the city on Tuesday, arranging his bookings and visiting his friends among the exchanges.

Saxe Amusement Enterprises announce the opening of the new Oshkosh Theatre at Oshkosh on February 5th. Homer Gill has been appointed manager. Mr. Gill was previously associated with Publix Theatres at Sioux City, Iowa.

J. G. Frackman, manager of Progress office, spent the week-end in Evansville, Ind., visiting with his family.

Sam Thiron, manager of the Bijou Theatre at Green Bay, was among out-of-town exhibitors to visit Film Row this week.

Dan Kelliher, of the Princess Theatre at Elkhorn, and of the Majestic at Lake Geneva, was in the city for a few hours on Wednesday.

Mrs. C. Eckhardt, manager of the Palace Theatre at Wisconsin Rapids, was a recent Milwaukee visitor. A new organ has just been installed in the Palace.

The "BULLetin," the new Saxe house organ, is out. It is a weekly pamphlet, full of quips and "wise cracks" and a great deal of interesting news about the various Saxe managers and Saxe theatres.

The new Fischer Theatre, the Portage, at Portage, is scheduled to open about March 20th.

Sam Ludwig is acting as manager of the Radio Theatre, which was recently under brief control of the Goetz Bros. I. Dexter is assistant manager.

Jack Plant, manager of the Modjeska Theatre, is buying a car. The Auto Show didn't seem to help his problem much, for Jack is still trying to solve the big question of which car to buy.

Len Brown is now managing the Parkway Theatre at Madison. Previously Mr. Brown was manager of Fischer's Appleton at Appleton.

Al Robarge has put in a new Kilgen organ in the Cosmo at Merrill and is at present engaged in remodeling the house.

Sam Miller of the Fischer Theatres, Chicago, was in the city during the week, dodging in and out of the various exchanges.

Frank Galaska has been appointed the manager of the Regent Theatre, which was recently sold by Fred Seegert to Goetz Bros. George Matzka is the assistant manager. Mr. Galaska, previous to his association with Goetz Bros., was the manager of the Kosciuszko Theatre. The Parkway, which was also recently acquired by Goetz Bros., is being managed by Leon Goetz, with William Marx as assistant.

Frank Cook, of the Bijou Theatre, at Appleton, made a brief visit to the various film exchanges this week.

Roland Waterson, organist at the Tower Theatre, has been appointed organist of the new Plaza Theatre.

George Herzog, who manages the Strand at Manitowoc, was in the city for a few days, checking his bookings.

The Empire Theatre, recently purchased by Goetz Bros., is undergoing extensive renovation and remodeling. The entire front of the theatre will be changed and a canopy added. Sixty thousand dollars are being spent in rebuilding the house, which will be known as the Oriental. It is expected to be ready for formal opening about the 1st of May. Frank Galaska, who manages the Regent, will supervise the management of the new Oriental.

S. L. Seidelman succeeds R. Schultz as booker in the Educational Exchange. Mr. Seidelman was formerly associated with Paramount as special sales representative.

Otto Meister, of bowling fame, says that his new bowling ball has quite a bit of suction, and that because the air seems to grasp and control his fingers, he cannot be as accurate as he was in the first game with the new ball. However, when he overcomes this difficulty there will be a radical change in the standings of the film men's bowling teams. The team standings remain much as they were within the first few weeks of league playing. .

Bert Fisher, it is reported, has taken over the management of the Lincoln Theatre from Steve Blum. Mr. Fisher also controls the ,Park and Mozart theatres.

William Scharun, better known as "Boots," cashier at the local Celebrated office, is out of the hospital after his recent operation for appendicitis. He spent a few hours visiting the offices last week, and expects to resume his duties shortly.

The Community Theatre at West Allis was the scene of a peculiar accident recently when a piece of cord-wood was hurled through the doors of the lobby. A piece of firewood which had dropped to the pavement directly in front of the theatre from a passing truck, was run over by another truck in such a way as to catapault it through the glass of the door. Although several persons were in the lobby at the time, no one was hurt.

Butte

W. A. SIMONS, operating the Simons Circuit in Missoula; E. Powell White, of the Strand Theatre, Livingston; Albert Nadeau, General Manager of the Washoe Amusement Company at Anaconda; Bud Hartwig, of the Hartwig Theatre at Dillon, were in Butte during the National Wool Growers convention.

During the week of the Wool Growers convention in Butte, Frank Ward, Pathe News cameraman, was busy filming important and distinguished visitors of the convention.

Clarence Severson, manager for the local Universal Exchange, is in Billings on a several days' hunt. His campaign will take him to the territory adjacent to Billings before he returns to Butte.

J. T. Warren, salesman for Universal, is in the east end of the state and reports conditions good.

E. Powers White, President of the M.P.T.O., was in Butte last week to hold a directors meeting of the organization of which he is president. He also attended the Montana Film Board meeting held at that time.

"Buck" Wade, who represents M.-G.-M. in the Butte exchange, is out of the city on a business mission for the exchange.

Robert D. Boomer, who has been one of the salesmen for Universal, has resigned his position and accepted the cashiership of the local Pathe office.

"Date" Hall, Pathe booker, is kept busy these days booking dates for Laugh Month.

G. H. Warren, new Feature Sales Manager for Pathe, is out on a trek over Montana.

Salesmen of the Pathe office were home last week attending a sales meeting. They have all gone back to their respective territories.

Tom Walsh was in Lewistown last week.

J. J. Harrington, salesman for Associated First National, is covering Montana territory with the new First National product.

Branch Manager Lawrence J. McGinley, of the Salt Lake City Paramount Exchange, has been in Montana at the Butte office for a few days.

Dave Farquhar, Salt Lake City exchange manager for Warner Bros., has been making a swing through Montana on behalf of the Warner Classics.

Canada

THE ice hockey team of Famous Players Canadian Corp., Toronto, is well on the way toward its second Toronto Industrial League championship. The film stars have played three games so far and have won them all. Local exchange officials and exhibitors are giving the Famous Players excellent support.

An order has gone out to the theatres in Ontario and Quebec, to keep the roofs of the theatre buildings clear of heavy snow. This instruction has been sent out each winter since the collapse of the Knickerbocker Theatre in Washington, D.C. This season, however, there has been comparatively little snow in the cities of the Dominion.

Manager L. C. Straw, of the Colonial Theatre, Port Arthur, Ont., drew a big crowd through the sponsoring of the local dog team race, arrangements having been made to have the race finish in front of the Colonial. Manager Straw had a Scottish piper and drummer to welcome the dog drivers after their long run. The prizes were presented on the stage of the theatre afterwards, and a big crowd attended.

Pete Egan has been the manager of the Capitol Theatre, Regina, Sask., for only a few months and he was taken completely by surprise when the employes of the Capitol presented him and Mrs. Egan with a handsome silver tea service. The party repaired to the Capitol Tea Rooms after the ceremony for a celebration.

New York and New Jersey

JOSEPH McGINLEY, East Orange's 185-pound film critic and censor who functions on the local police force, and who not long ago crashed the big daily newspapers in a story dealing with his review and approval of a motion picture characterized by a member of the clergy as offensive to public decency, has undoubtedly profited by his contact with the celluloid drama; that is, to the extent of making an arrest in the most approved motion picture fashion.

In response to a call to the police station last Monday, Patrolman McGinley and his assistants surrounded a stationery store in the process of being robbed. McGinley went to the roof, noiselessly opened the skylight and let fall his whole 185 pounds on the suspect. When the man revived, he and an alleged accomplice outside were charged with attempted robbery.

The latest report concerning Morris Jacks, Red Bank exhibitor who has twice been arrested and charged with violation of the New Jersey vice and immorality act, is that Mr. Jacks is again operating seven days in the week, having obtained a restraining order which permitted such a procedure. In the meantime, relief is looked for in the passage of the bill before the State legislative body, which, if passed, would grant all communities local option.

"I knew him when," said Pelham Lynton of the Pathe exchange, speaking of the producer of "Drag," that much at present discussed nursery tale that will be presented in drama form to Patterson theatregoers in the Lyceum Theatre on Thursday evening, this week. "Yes," continued Lynton, "and he's doing very nicely, thank you, now!"

And by the way, does everyone in Lynton's territory know that this salesman who has made an enviable reputation for himself selling Pathe comedies, was for a period of a dozen or so years connected with important parts in the legitimate drama, playing with such famous stars as Lionel Atwill, Lil' Langtry and others just as well known at that time.

Incidentally, with the advent of legitimate shows at the Lyceum, Patterson, that house will discontinue motion pictures for the time being.

Walter Reade, head of Reade Theatrical Enterprises of New Jersey and elsewhere, left last Sunday night for a six weeks' sojourn at Palm Beach, Fla. In order to be sure of having a reliable brand of transportation while there, Mr. Reade took his Rolls-Royce with him.

While on the subject of Reid's (this one spells his name differently) let us advise that Al' Reid, former manager of the Mosque Theatre, Newark, will in the future have the supervision of all of the downtown Newark theatres controlled by the Fabian-Stanley organization. M. S. Cullen will take Mr. Reid's position at the Mosque.

Another item of news concerning the Fabian-Stanley Company is that Cameron Dooley will handle publicity on all Patterson theatres belonging to that circuit.

By this time, Morris Ginsberg, proprietor of the Liberty Theatre, Jersey City, which opened last Saturday night, probably has all his difficulties straightened out. It is said that Morris was reminded by curious local officials that he had forgotten that formality of taking out some sort of license necessary to continous operation of the house.

Fox Films and Pathe are leading the clubs in the local basket ball league.

On January 20th Fox Films Five defeated the Consolidated Team in a close game at Meinhard Hall. The next league games will take ploce this Friday night at Stuyvesant Gym. Pathe will play Fox Films in their first get-together of the tournament, and Metro-Goldwyn will meet Consolidated Films. Opening game will start at 8 P.M.

Standing of the Clubs

	Won	Lost	
Fox	2	0	1.000
Pathe	1	0	1.000
Consolidated	1	1	.500
Metro	0	1	.000
United Artists	0	2	.000

The New York branch of Educational Film Exchanges, Inc., is now busily engaged in a date booking drive for the week of February 5 to 12 to celebrate the second anniversary of the appointment of Arthur Greenblatt as manager of this office. The sales force is putting on this campaign in the nature of a testimonial to Mr. Greenblatt, and advance reports on the bookings of Educational product thus far indicate that it will prove a big week in the history of the New York branch.

For several weeks bookers have been concentrating on dates for the week of February 5 in the territory of the New York branch, which includes Long Island, northern New Jersey and part of New York State in addition to Greater New York City.

Loew's Grand Theatre, a new edifice located at Fordham Road and Jerome Avenue, with a seating capacity of 3,000, will be formally opened the evening of February 17th, with a single performance. A number of screen, stage and radio stars will actively participate in the opening ceremonies. All seats will be reserved for the opening performance, the theatre adopting its regular policy of continuous shows of vaudeville and feature pictures combined, from one to eleven o'clock daily, the following day. The addition of the Fordham house swells the total number of Loew theatres throughout Greater New York to more than fifty-five theatres.

Reneer and Nelson opened their Stilwell Theatre, 24th Avenue and 86th Street, Brooklyn, last week. The Stilwell is an 1,800-seat house of the most modern construction.

Fred Stein is now doing the booking for the Blake and Pearl theatres, Brooklyn.

Three resignations are said to have taken place in as many of our local houses.

Those reported are: I. Dashkin, from the Crescent at Boston Road; Manager Strauss, from the Decatur, 1676 Broadway, Brooklyn, and Herman Goldberg, of the Daytona Theatre, Amsterdam Avenue, New York City.

F. S. Wollen operator of the Hendryx Theatre, Pitkin and Hendryx avenues, Brooklyn, is back on duty again after a two weeks' siege of the grippe.

Loew's new Corona Theatre, a house said to seat 2,500, will probably onen on February 3rd with a program of pictures and vaudeville.

The National Theatre Supply Company continues busy with equipment installations in various houses and, with the steady increase of business, Joe Hornstein has found it necessary to add two more salesmen to his already large staff. Theatres recently equipped include Loew's new Corona, the Morris Avenue Theatre and the Hudson Theatre, Kearny, N.J., which was scheduled to open January 31st.

It is reported that Harry Harris will add two more theatres to his fast growing circuit in uptown New York City.

New England

CHARLES S. HARRIS, for many years manager of publicity of the Keith-Albee Boston Theatre, both the old and the new, passed away, January 19th, at the Eliot Hospital, Boston, aged 66 years. He started his career as a bill poster, then became advance man for Denman Thompson. When the Keith Theatre in Boston was opened, Mr. Harris did publicity work for it and was later promoted to manager. He is survived by a brother, George S. Harris, who is also with the Keith-Albee interests in Boston.

Joseph A. Boudway, aged 69 years, for more than 30 years manager of the Academy of Music at Northampton, Mass., and at one time chief of the fire department of that city, died January 20, at his home in that city. He entered the employ of the Academy as a stage hand and later became manager and frequently took parts in stage presentations. He managed the house, both as a repertory theatre and as a motion picture house. He leaves a wife, three sons and four daughters and nine grandchildren.

The Garden Theatre at Springfield, Mass., has been sold by H. Cheiffetz to L. & H. Cohen, who will operate without change of policy. The new owners operate the Jefferson, Strand and Phillips theatres in Springfield.

Miss Edna Crovo, booker at the American Feature Film Exhcange, Boston, is confined to the Forest Hills Hospital as the result of a fall. She will probably be in the hospital two or three weeks.

Preparations are under way for a fitting observance of the Mark Strand's tenth anniversary in Worcester during the week of Feb. 20th. Clarence H. Robbins is manager of the house.

Mrs. Bella Taylor, owner of the Richmond Theatre at North Adams, Mass., sailed for a trip of several weeks in Europe on Feb. 1st.

John Hart, of The Hart Theatre, Bennington, Vt., is taking a vacation in Florida.

Miss Eleanor A'Hearn of the Independent Films, Inc., Exchange, Boston, underwent an operation for appendicits at St. Elizabeth's Hospital, Brighton, during the week and is now on the road to recovery.

The new Capitol Theatre at Lowell, to be operated by Universal, will be opened within a week, according to present plans. A. Caleroni will do the buying for the house.

J. W. Williams, owner of the Strand Theatre in Providence, is spending a vacation in South Carolina.

Kenneth Forkay is now managing the Regent Theatre at Norfolk Downs.

Lester Allen, special representative for Harold Lloyd, was a visitor to Boston during the week and left for Maine on Monday. Later he will visit at New Haven and then return to New York.

Joseph Schafer, formerly district manager for Paramount in New England, and now located at New York, was a visitor to Boston over the week-end.

Exhibitors who were welcomed to Boston exchanges during the week on one of their infrequent trips were E. O. Proctor, of the Strand Theatre, Ayer, Mass.; Thomas Lewis, of Odd Fellows Hall, Shirley, Mass., and Max Tabachman, of the Royal Theatre, Chicopee, and Midway Theatre, Aldenville, Mass.

Shawmut Theatre Co., of Boston, has received a check for $846.22 from the government, representing repayment of an overcharge on income taxes by the federal government.

More than 700 attended the first annual ball of the National Vaudeville entertainers at Springfield, Mass., Jan. 26th.

Chicago

SAXE BROTHERS are planning to open their Oshkosh Theatre at Oshkosh, Wis., on February 5th. It is reported to be one of the handsomest houses in the Badger State.

The Exhibitors Association of Chicago, representing theatre owners in one hundred cases, brought against the owners some time ago under the Fire Prevention Ordinance, has again had the cases postponed, April 20th being the date now set for the calling of the trials. It is understood that one cause for postponement of the trials was the failure of the city to test the drapes in the theatres, which, it was charged, are inflammable.

The opening of the Vitaphone at Warner Brothers' Orpheum on Monday, in connection with the showing of "Don Juan," gave the motion picture public of Chicago its first opportunity to hear the Vitaphone at popular prices.

Con Little is manager and Garrett Cupp, press representative for the new Barrymore picture, "When a Man Loves," and the Vitaphone prologue, which is scheduled to open at the Woods Theatre on the night of February 19th.

Fred Meyer, managing director of the Alhambra, Universal's first-run house in Milwaukee, was a visitor on Film Row this week.

H. G. Christman is building a large, new theatre on Colfax Avenue, South Bend, which, it is reported, has been leased to Publix Theatre for twenty-five years.

Charles Miller, popularly known as "Commodore," has resigned from F.B.O., severing a continuous connection with this organization, which has extended over six years. Commodore Miller has theatre and steamboat interests and may devote his entire time to them rather than return to film selling.

Hart & Smith, owners of theatres in Auburn, Ind., have taken over the theatre at Butler, Ind.

Peter J. Schaefer, of Jones, Linick & Schaefer, has left for California and will make his headquarters in Los Angeles for the next month or two.

Louis R. Fleischer, who conducts a machine repair business at 845 S. Wabash Avenue, has taken over the Home Theatre, 1812 W. Chicago Avenue, formerly operated by Jack Gottshalk.

William Pearl, of the Pearl and Alycon theatres, Highland Park, Ill., Mrs. Pearl and their two daughters, are en route to California, where they will enjoy an extended vacation. Mr. Pearl plans to look over production activities and the latest coast theatres while in the West.

Mr. and Mrs. John Balaban and President and Business Manager Jack Miller, of the Exhibitors Association of Chicago, accompanied by his wife, left Tuesday of this week for Biloxi, Miss., New Orleans and Florida winter resorts. Mr. Miller will remain in the southland for two or three weeks, enjoying a mid-winter vacation.

Al G. Grey, general manager of Paramount's road show department, and Jimmy Ashcraft, assistant director of publicity, were in Chicago the first of the week in connection with the opening of "Beau Geste" at the Auditorium. This is the first time in several years that the home of opera has been used for pictures, and the opening night brought out large crowds to see the picture which had such a sensational run on Broadway, New York.

William E. Mick, formerly connected with Great States Theatres, is now in charge of Fitzpatrick & McElroy's theatres in Michigan City.

Dirk Kemp has sold his Owl Theatre to Jimmy Coston, who has appointed Walter Dietz as manager. Mr. Kemp, who is an old-time exhibitor, states that he is going to retire from the strife and cares of theatre management to his farm.

S. R. Claggett, who has recently been managing Ascher's Forest Park Theatre, is again in charge at the Irving Theatre, which he managed for six years.

Salt Lake City

MANAGER W. F. GORDON of the local Associated First National exchange reports that the office personnel here is very happy due to the fact that they are leading the United States and Canada in the January drive. Claude Hawkes, Associated First National sales representative out of the Salt Lake exchange, is wearing a broad smile these days on account of maintaining his position of "Honor Man" during the entire last quarter of the year.

L. F. Brown of the Isis and Oak theatres at Preston, Idaho, was seen along Film Row this week, lining up the new season's product.

It is reported that the D. H. Peery Estate, builders and owners of the Egyptian Theatre and the Ogden Theatre of Ogden, Utah, are to erect a new theatre within the very near future on property owned by them on Twenty-seventh Street near Washington Avenue. This house will have a seating capacity of one thousand and will be constructed to handle both pictures and stage productions.

Clyde H. Messinger, manager in this city for Educational, left a few days ago for a short trip into the state of Wyoming.

George Lindsay, owner of the Star Theatre at Eureka, Utah, and Steve Deal, of the Star Theatre at Springfield, Utah, were in this city visiting the various exchanges.

Robert Wicker, owner of the Delta Theatre at Delta, Utah, is among exhibitor visitors in this city as is Ed Ryan of the Liberty Theatre at Brigham City, Utah.

M. J. Weisfeldt, Western sales manager for F.B.O., and Fred Lind, local exchange manager, have returned from a trip to Butte, Mont., where they were in attendance at the M.P.T.O.A. convention.

Andy Murdock, exhibitor visitor from Heber City, has been visiting the local exchange managers here for a few days.

Lawrence J. McGinley, Famous Players-Lasky exchange manager in this city, is making an extensive sales trip throughout the State of Montana.

Local Manager J. A. Epperson has left his managerial duties at the Pathe office for an extended trip into Idaho.

Manager L. C. Wingham of the Metro-Goldwyn-Mayer exchange here returned this week from a sales trip into Montana.

Dave Farquhar, manager for Warner Brothers in this city, is being kept exceptionally busy at present on the Vitaphone.

Harry Lustig, Western division manager for Warner Brothers, made a flying trip to this city from New York a few days ago and left immediately for Los Angeles.

L. T. Fidler, manager here for the Columbia exchanges, is making a prolonged trip into the Idaho country.

C. M. Stringham, operating the Colonial at Ogden, Utah, is spending several days in this city.

T. M. Chesler of the Princess and Gem theatres at Bingham, Utah, returned there this week after having signed up for several new productions.

S. M. Duggins of Gunnison, Utah, is in this city in the interest of his Casino Theatre there.

Walter S. Rand, manager here for United Artists, is still up in the Montana country.

Minneapolis

THEATRE managers and office executives of Finkelstein & Ruben in Minneapolis organized a Pep club at a luncheon meeting at the Hotel Radisson last week. The purpose of the club will be the maintenance of civic contacts and cooperation with civic activities. Edwin Gallinagh, director of publicity for Minneapolis, was named president, and Hal Daigler, manager of the State, vice-president. Other officers elected included Wilford Wilson, treasurer; David Wells, secretary; James H. Bell, Jr., sergeant-at-arms, and Gene Hundredmark, director.

Heart disease caused the death of J. F. Frana, owner of the Cozy Theatre at Long Prairie, Minn., last week. A wife and daughter survive.

Visitors to Exchange Row in Minneapolis last week included Arthur Ziehl, former owner of the Liberty Theatre at Austin, Minn., who brought word that he is planning to build or buy a theatre somewhere around Austin.

The Minneapolis Fox exchange has added Charles Howard to its list of salesmen. Howard was formerly salesman with First National here. Another switch sees Malcolm Williams, formerly with U. A. go to Fox, where he is selling the Eucharistic Congress film in this territory. Metro-Goldwyn-Mayer loses "Mickey" Coen to Famous Players-Lasky. He joins the local exchange as a salesman.

The Bernstein Opera House of New Rockford, N.D., has been purchased by the local chapter of the Knights of Columbus from I. Bernstein.

Patrons of the Gem Theatre at Waterville, Minn., are enthusing over the new pipe organ which L. G. Ballard, the owner, has had installed.

Metro-Goldwyn-Mayer's Big Three were shown last week at a special preview held in the Hold Room of the Hotel Radisson in Minneapolis. The preview started at 10 a.m. and lasted well into the afternoon, with luncheon served at noon. W. H. Workman, branch manager, sent out invitations to a large number of interested persons.

Tobin & Straus have sold the Columbia Theatre at Worthington, Iowa, to George Kline.

The Orpheum Theatre at Oelwein, Iowa, has been aquired by the Eastern Iowa Theatres Company.

M. O. Barr has purchased the Idle Hour Theatre at Klemme, Iowa, from T. C. Thompson and plans to reopen within a short time.

Earl Miller has sold the Lyric Theatre at Walnut, Iowa, to E. B. McCord of Dunlap.

The Grand Theatre at Jesup, Iowa, has been sold by J. A. Miller. F. H. Mertz is the new owner.

Seattle

HOWARD J. SHEEHAN, new West Coast District Manager for the Fox Film Corporation, spent a short time in this city last week with George M. Ballantine, branch office manager. Mr. Sheehan would issue neither an affirmation nor a denial relative to the report that his company was the one to soon begin construction on a new theatre at Seventh Avenue and Olive Street, as previously rumored in theatre and film circles here.

Leroy V. Johnson, former Liberty Theatre manager and now associated with the Jensen-Von Herberg suburban theatre circuit, announced last week that his new Bagdad Theatre in the Ballard district would open on or about February 15. It is a 950-seat house of the most modern type, and Mr. Johnson plans an opening that will rival in splendor any that has been presented for a downtown theatre premiere.

Norman H. Boasley returned to the Pacific Northwest as booker of Manager Ben Fish's local Metro-Goldwyn-Mayer branch office last week, after an absence of several months spent in Los Angeles. Prior to his removal to California, he presided over the books at Manager Dave Frazer's local Producers' Distributing Corporation Exchange.

R. A. Kelsey, owner and manager of the Ruby Theatre in Chelan, Wash., spent a few days here last week, arranging bookings for his house for the early 1927 season. He reports average business in his Eastern Washington territory.

A current report to the effect that Jack Lannon, owner of the Greater Features Exchanges, Inc., was soon to take over the Progress Features Exchange in San Francisco was without affirmation or denial last week, Mr. Lannon refusing to comment on the matter "wet." Progress Features Exchange, operated by Gene Emmick, handles many of the same Stae Right subjects in California as Lannon's exchange distributes in the Pacific Northwest.

A cold spell that brought with it a temperature of 18 degrees above zero, the coldest in more than two years, hit the Pacific Northwest last week and show business suffered as a result. Seattle was most fortunate in escaping from a general snow storm that swept the Coast, returning to normal winter temperature, while Portland, Ore., and cities in Eastern Washington were covered by snow ranging from six inches to two feet deep.

Eddie Hitchcock, new manager of the United Artists Theatre, arrived in Seattle last week and took up his offices in the Liberty Theatre Building, following a brief but enjoyable honeymoon spent in British Columbia. Mr. Hitchcock was formerly connected with the West Coast Enterprises in Los Angeles, having been moved from there a few months ago to the Liberty Theatre in Portland. In his new position in this city he has the distinction of being the first manager of a United Artists theatre in the world, the local house being the first opened under the U.A. banner.

James Beale, sales representative for Manager Mat Aparton's local Universal Exchange, was expected back in this city this week, following a hurried trip to Kentucky occasioned by the death of his sister. He expected to bring his mother back to this territory on his return voyage.

H. Berg, owner and manager of the Shell Theatre, left last week with Mrs. Berg for an extended trip to Los Angeles and other points in California. They expect to be away for several weeks.

J. A. Gage, manager of the Educational Exchange, announced last week that his company has secured location No. 1 in Unit No. 2 of the new building now under construction for the film exchanges at First Avenue and Battery Street. The second unit is expected to be ready for occupancy near the end of this year. The new Educational Exchange will adjoin the mammoth Canterbury Hotel, being erected in the center of the block.

Melvin G. Winstock, well-known theatre and film man of this territory, returned last week from Spokane.

Neal East, manager of the Famous Players-Lasky branch office in Portland and long famous as the only bachelor on the Oregon city's Film Row, passed through this city last week on a return voyage to his office following a very successful honeymoon. He and Mrs. East, formerly Miss Trudy Trullinger, were cordially welcomed by the local film magnates.

Reports received from Butte last week indicate that the Babcock Theatre Building has been sold by L. C. Babcock to Hyman Lipsker, who will begin immediately repairs that will cost approximately $90,000. In connection, Manager Eugene O'Keefe announces a complete theatre renovation.

Kansas City

ARTHUR S. KANE, former manager of Capitol Enterprises Theatre in Chanute, Kas., has been named as manager of the Gladstone Theatre, suburban house of Kansas City, controlled by Capitol Enterprises. W. P. Cuff, who formerly operated the Strand Theatre, Chillicothe, Mo., will replace Mr. Kane at Chanute. John W. Creamer, who formerly had charge of the advertising and publicity of the Buford theatres of Kansas City, Kas., has been named as manager of the Bowersock Theatre of Lawrence, Kas.

Among the out-of-town exhibitors in the Kansas City market this week were: S. E. Wilhoit, Jefferson Theatre, Springfield, Mo.; Walter Wallace, Orpheum, Leavenworth, Kas.; C. M. Pattee, Pattee Theatre, Lawrence, Kas.

W. P. Bernfield expects to open his Tiffany Exchange in Kansas City in the next few days.

Miss Josephine Gross has succeeded Miss Dora Durham as stenographer at Midwest Film Distributors, Inc.

Miss Eleanor Watson has succeeded Miss Lucile Mayhew as biller at the Fox branch, the latter having been made bookkeeper.

Ed Alperson, Warner Bros. branch manager, returned from Chicago, where he attended a managers' meeting.

The Ad-Vance Trailer Service now is in its new headquarters at Eighteenth and Wyandotte streets.

Harvey Day, sales manager for Kinograms, was a Kansas City visitor.

Joe Manfre, Paramount representative, became the father of a seven-pound daughter the other day, who was named Alvah Marie.

Joe Schlifer, head of the Universal chain theatres, was a Kansas City visitor.

After several days, J. A. Masters, F.B.O. office manager, has his motor car running again. The ol' "boat" was wrecked in a collision the other day.

The M.-G.-M. Club, composed of Metro-Goldwyn-Mayer branch employees, postponed its first party from last Saturday until a later date.

B. C. Cook, manager of the Economy Film Service, was out in the territory this week looking for more business.

Baltimore

ARTHUR ZELLNER, personal representative of Joseph M. Schenck and the United Artists Corporation, was in Baltimore recently regarding pictures for his company.

Earle Tobias, who has been playing the organ at the Embassy Theatre here, has gone to the Savoy in Bethlehem, Pa.

A general shake-up has taken place in the personnel of Loew's, Incorporated here, operating the Century, Valencia and Parkway theatres.

Herschel Stuart has gone to New York and it is reported that he will become connected with the Keith interests in that city. He has been succeeded by W. A. Finney as general manager of the Baltimore interests. He was general manager of the Loew in Memphis, Tenn., before coming to Baltimore.

T. Shanley, formerly manager of the Parkway, has been succeeded by M. McCarthy. George French, formerly manager of the Valencia, has been succeeded by A. H. Beurig, who comes from the Missouri Theatre, St. Louis.

Laurence Shead, formerly manager of the Century, has been succeeded by H. Maloney, formerly of the Missouri in St. Louis, also.

A special show was given on Saturday morning, January 29, at the Garden Theatre, here, for 2,500 newsboys of the *Baltimore Daily Post*.

Negotiations are under way by J. M. Shellman, motion picture editor of the *Baltimore Sun*, for the publication of his second novel, a romantic adventure of Morocco. Mr. Shellman has started his third novel, a story dealing with mutiny on a pearling schooner in the South Seas.

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Cleveland

LEMOTTO SMITH was the first exhibitor in the northern Ohio territory to put his name on the dotted line for Vitaphone. He bought it for several of his houses. But he will not be the first exhibitor to play it. He's still waiting for installations, and as soon as these can be completed film fans in Warren and Alliance will have Vitaphone.

W. C. Bachmeyer, Fox division manager, paid the Cleveland district a flying visit last week.

Art Ehrlich knows just how it feels to be President of the United States. Most exhibitors in the territory came into his office last week and shook hands with him by way of congratulating him upon his recent appointment as local Metro-Goldwyn-Exchange manager.

The Park Theatre, Youngstown, operated by Max and Joe Schagrin, the only twins in the local exhibition field, was almost destroyed by fire last Monday. The blaze started in the part of the building occupied by the offices of the Pennsylvania freight department. It was halted before it did serious damage to the theatre. However, the theatre, along with other neighborhood buildings, suffered water damage.

Lester Tietjen, former office manager of the Cleveland Universal Exchange, has been discovered. He is in Cincinnati, where he enjoys the title of office manager for Warner Bros.

Martin Printz reports that work is progressing in the installation of Vitaphone equipment at his Circle Theatre, Cleveland. He stands pat on his opening date of February 5th. This will be Cleveland's first opportunity to become personally acquainted with Vitaphone.

The recent zero temperature in Cleveland was nothing in the young life of Leo Devaney, local Universal Exchange manager. He had just come back from Montreal, where the mercury dropped to 25 degrees below. Whatever warmth there was in Montreal during his stay there was shown at the Princess Theatre during the opening of "Michael Strogoff." That's what took Devaney to the cold region at this time.

Local Universal salesmen want Exchange Manager Leo Devaney to go to Europe this summer, along with his chief, Carl Laemmle. They also want to be among those present at the annual Universal convention this year. To win these plums they are working overtime in the present ten-weeks' sales drive. The top man in each exchange gets a free trip to the "U" convention, and the captain of the winning exchange gets a boat ride to the other side of the pond as a guest of Mr. Laemmle.

J. F. Crossley, former general manager of the Smith Amusement Company, which operates a chain of theatres in Alliance, Warren and Huntington, W. Va., has post-carded his Cleveland friends that he is en route to Cuba and other interesting points South.

The Indianapolis P.D.C. Exchange has been badly crippled by a grippe epidemic. Several of the salesmen have been out of commission, so Exchange Manager Frank Stuart had to put his shoulder to the wheel and do double duty as executive and salesman and District Manager Robert Cotton was called in as chief aide.

Lemotto Smith, of Alliance, and president of the Smith Amusement Company, like the famous Sarah Bernhardt, is making a series of farewell visits. Two successive weeks Smith has visited local exchanges and each time was to be the last one before his annual migration to Miami, where he possesses a good share of water front.

Philadelphia

IN future regular meetings of the Arbitration Board will be held at 2 P.M. on each Tuesday instead of at 11 A.M., as heretofore. This change was inaugurated in order to make it more convenient for exhibitors who have sometimes found it a great handicap to attend morning sessions of the organization.

The plan calling for the transfer of the Oxford Theatre, Oxford, Pa., from H. A. Faunce to Harry Gorman, has been abandoned and the option posted for the purchase of the theatre has been forfeited.

Hunt's Theatres, Inc., have announced that approximately $75,000 will be spent on the remodeling of Blaker's Theatre, Wildwood, N.J. The improvements, which will be started in about six weeks, will include the construction of six stores and the erection of an arcade entrance. It is expected that the renovations will be completed by the middle of May. Hunt's have introduced a policy of intermittent vaudeville in their Salem, Wildwood and Moorestown houses. Jack Wiesian, who has been exploitation manager at the Criterion in Wildwood, has been transferred to the Moorestown house.

George A. Huff, owner of the State Theatre, Lock Haven, Pa., has taken over the house following the termination of the lease of C. C. McKnight, who formerly operated it.

Dave Segal, who has been acting as special representative for De Luxe Exchange, has returned to the independent field as an individual "state righter," the distribution of his product being handled by De Luxe.

Al Boyd, vice-president of the Stanley Company of America, is spending several weeks with friends in Florida, having left by train on January 29th.

Tom Adams, who has served as manager for Jay Emanuel at the Ridge Avenue Theatre for several years, has resigned and entered the building business. Mr. Adams has been succeeded at the Ridge by John McCauley, who was formerly his assistant.

The Star Theatre, McClure, Pa., has been taken over by J. W. Klinger from Frank Mackiver, who has operated the theatre under a lease for some years.

Ben Cooper, in charge of the shipping department at De Luxe Exchange, who left several weeks ago to attend to business matters in the West, has returned and assumed his duties. The De Luxe Exchange has made a change in its office staff, Miss Marcia Shuwall and Miss Sarah Cushman having been placed in charge of the bookkeeping and stenographic departments, succeeding Miss Castleman, who has joined the Metro forces.

San Francisco

BRUCE CHESTER, of the Veterans Films Service, New York and Chicago, recently was at the Cameo and conferred with Manager C. L. Theuerkauf.

Ben Geroux, well-known in the local theatre and motion picture field, formerly associated with Ackerman & Harris, and other enterprises, has joined the Northwest road show of "Ben-Hur," relieving Tom Hodman.

Sollie Barusch comes to Imported Pictures Corporation as booker and shipper from Warner Bros.

Lease for twenty years of a $1,500,000 theatre, which is to feature two blocks of buildings in the Sunset District by the Golden State Theatre Realty Corporation, has been confirmed and work will start very soon. The theatre itself will cost $750,000.

F. O. Lukan, District Manager of First National, was a recent visitor.

Robert Abraham, formerly with the Golden State Theatres Corporation, is now associated with Paul S. Wolfer Company.

L. W. Weir, District Manager of P.D.C., recently visited Manager Cory and then went to Chicago.

St. Louis

ST. LOUIS film stock closed on January 29 as follows: Skouras A: $48 asked. Last year, $51.50. St. Louis Amusement A:—$45 bid and $47 asked. Last year, $53.

A. R. Manley, of Mount Carmel, Ill., is said to have under contemplation a large hotel to be built around the American Theatre. The proposed structure would be three stories and contain 70 rooms, a roof garden, drug store, barber shop and billiard room.

J. F. Springer has purchased the Gem Theatre, Bell City, Mo., from D. O. Norman.

Mr. Layne is now operating the Universal Theatre at Phillipsburg, Mo., according to Bert Henderson, former owner.

Messrs. Hudson & Rule have taken over the Gayety Theatre, St. Elmo, Ill., formerly operated by L. E. Johnston.

Workers are rebuilding the Dreamland Theatre at Roodhouse, Ill., which was seriously damaged by fire, recently. It will re-open on or about February 17th.

Oklahoma

R. E. Berry, president of the Berry Circuit, British Columbia, affixes his name to a large contract in the office of J. E. Archer, First National's Vancouver exchange manager

THE Board of Directors of the M.P.T.O. has been called to meet at the Liberty Theatre, Oklahoma City, at 10 a.m., Monday, January 31st, according to President Spearman.

A. M. Cauble is equipping a new theatre at Tulsa that is scheduled for opening Saturday night, January 29th. Mr. Cauble's theatre is on Main Street not far from the Wonderland location. The theatre will seat 500. Mr. Cauble was connected with several theatres in Texas previous to his coming to Oklahoma, and has been interested in the Palace Theatre at Oklahoma City.

Mr. and Mrs. G. A. Peterson of Hollis attended the recent convention of the Southwest Hardware Men at Kansas City, in the interest of their ventilating system.

Tal Richards, who represents Arctic Nuairs in this territory, spent last week in bed with pneumonia. Tal is now able to be out again.

Robert Adams, who came here recently from the Dallas office to sell for Home State, went back to his home in Paris, Texas, the first of this week to recover from an illness. Adams is expected back Sunday.

J. E. Lett, Jr., from the Little Rock Home State office, is now selling film for H. S. in this territory.

The accessory department of the Oklahoma City branch of P.D.C., is leading the southern division of this company. They have met their quota with 140%.

W. G. Underwood, president of the Specialty Film Company, spent two days with the Liberty-Specialty exchange here January 11th and 12th. Specialty is celebrating their 10th year in business at this time.

Walter Eaton has purchased the Salina Theatre at Salina, Okla., from A. S. Capps, according to reports this week.

Anton Slepka recently purchased a Universal Light Plant for his Jewel Theatre at Okemah.

Dale Wilson, who has the Palace Theatre at Ft. Townson, Okla., is opening up his new theatre at Tecumseh, Okla., Feb. 6th. Mr. Wilson's theatre will seat 360.

A. Scott, now connected with the Broadway Theatre at Muskogee, has just completed arrangements for the building of a new theatre at Drumright. The theatre will seat around 750 or 800 and will be opened April 1st.

The Ritz, Ponca City's newest theatre, will open its doors for the first time February 5th. Bob Montgomery and John Houston, the owners of the Ritz, have put in Buck Wakefield as manager. The theatre is a 50-foot brick building with attractive lobby, and many new features, one of which is a "cry-room" for the benefit of mothers of small children. The theatre seats 800.

The recent announcement in national papers of the death of George McDermit of Newark, N. J., came as a shock to Mr. McDermit's many friends in this territory. He was for some time district manager of Publix Theatres in Oklahoma and Arkansas, with offices here in Oklahoma City.

J. G. Simmons, manager of the Opera House at Manchester, Okla., was in the city last week and purchased a new Motiograph Projector from Anderson's.

San Fringer of Mangum has purchased the Empress Theatre from Ed. Kadane. Kadane will concentrate all his time on his Frederick Theatre, The Criterion and The Gem. The Empress, together with Mr. Fringer's other house, The Nusho, gives him an exclusive on Mangum Theatre presentations.

Maddox and Easter have sold the Pastime Theatre to R. M. Avery of Muskogee. We understand that Mr. Avery used to be in the theatre business in El Reno several years ago.

The Oklahoma City exchange of Home State has just completed arrangements for the building of a new office on Grand Avenue, next door to the new film building in the 700 block. They expect to get in their new quarters this spring.

Truly D. Wildman, of Warner Bros.' Oklahoma City exchange, has been transferred to Dallas and will assume the management of that office. W. J. Byrd, of the Dallas office, goes to Oklahoma City and will be branch manager of the Warner Bros.' exchange there.

South East

MISS PAULINE HARDIN, secretary of the Charlotte Film Board of Trade, was married to Walter Griffith of the U.S. Film Transport Saturday, Jan. 22nd, at Greenville, S.C. Miss Hardin lived in Augusta, Ga., prior to coming to Charlotte, and has been connected with the Film Board of Trade for the past year. Mr. Griffith is originally from Greensboro, N.C.

Robert Boovey, formerly cashier for First National Pictures, is now salesman for this company.

Mike Smith of the U. S. Army, Washington, D.C., was in Charlotte Thursday, arranging bookings for the different camps, and hospitals.

J. E. Simpson of the Ideal Theatre, Gastonia, N.C., was seen on Film Row, Thursday.

Stanley Wolfe, district representative for P.D.C., arrived in Charlotte Thursday from Atlanta for a few hours' visit before leaving for Philadelphia in company with Geo. F. Lenehan and Wm. F. Lenehan. They expect to be away the remainder of this week.

J. W. Page of the Star Theatre, Asheville, N.C., closed his theatre Monday for remodeling and general repairs. He expects to reopen the first of next month.

U. K. Rice, of the Colonial Theatre, Winston-Salem, N.C., was in town Thursday, arranging bookings.

Phelps Sasseen, formely salesman for First National, has taken over the management of the Concord Theatre, Concord, N.C.

Chas. Arrington, owner of the Cameo Theatre, Rocky Mount, N. C., announces that he is closing this house for the time being.

W. C. Costephens, formerly booker for Bromberg Attractions, Charlotte, is now covering Western North Carolina as salesman for that company.

G. Denbow, southern district manager for Metro-Goldwyn-Mayer, arrived in Charlotte Wednesday and is spending several days in this territory. Mr. Benbow succeeded Mr. Geo. A. Hickey in this capacity

Ed. Turner, president of the Carolina Theatres, Inc., has taken over the Auditorium Theatre, Hickory, N.C., and expects to be open for business Saturday, January 29th.

Central Penn

ANNOUNCEMENT was made late in January, by Luke Gring, one of the financial backers of the Chambersburg Amusement Company, which erected a new theatre on South Main Street, that city, that the formal opening of the $200,000 modern photoplay house would take place with special exercises on the evening of February 3. Mr. Gring will personally manage the theatre, to the construction of which he devoted his individual attention. He formerly operated several theatres in Pottsville for the George Bennethum theatrical interests, but relinquished his work there last Fall to undertake the direction of the new Chambersburg enterprise.

It is expected that work will start in February on the construction of the new theatre, with seating capacity of 1,700, that is to be erected in Pottstown, by D. E. Hahn. The theatre will be a part of a structure which also will house a sixty-room hotel. The plans were drawn by the Ballinger Company, architects, of Philadelphia.

The Comerford Amusement Company, of Scranton, entertained 300 orphans from various institutions at a regular matinee performance at the new West Side Theatre. Each kid was given a box of candy. The reception committee consisted of Arthur Luce, house manager; Walter Jordan, assistant manager; and W. J. Cosgrove and John A. Ryan, of the Comerford home office force.

Studio Briefs

Edward Sedgwick, Metro-Goldwyn-Mayer director, will make the first picture starring Jackie Coogan under his new contract, "The Bugle Call." The scenario has been prepared by Josephine Lovett, who also wrote the script for "Annie Laurie." It was originally announced that Reginald Barker would direct "The Bugle Call," but a change in program was necessary as the result of Barker's elaborate plans in connection with his next, "The Branding Iron."

Sam E. Rork's production for First National, "The Notorious Lady," has now gone to the cutting room. The final scene registered by the camera was that wherein Lewis Stone, the featured player, and Earl Metcalfe, also playing one of the important roles, swim a turbulent river pursued by Africans.

George Kuwa, small Japanese screen player, has joined the cast of "The Night Bride," in which Marie Prevost stars under E. Mason Hopper's direction.

Johnny Mack Brown, star halfback on last year's renowned Alabama Crimson eleven, has signed a long-term contract with Metro-Goldwyn-Mayer and will appear in one of that company's forthcoming productions.

Alexander Korda's first work as a director for First National will be on "The Stolen Bride." Carey Wilson, who wrote this original story, will also produce the picture. The director, accompanied by his wife, arrived from Europe recently, having signed a long-term contract with First National. Production will start about the middle of February.

Mary Forbes, British stage and screen actress, and former owner of her own theatre in London, the Ambassador, has been assigned an important role in Marion Davies' starring production, "Tillie the Toiler."

Production on "The Sunset Derby" was started this week at First National's Burbank studio with Mary Astor and William Collier, Jr., featured. Charles R. Rogers is producing this picture and Albert Rogell is directing besides the above mentioned players, Ralph Lewis, Lionel Belmore, David Kirby and others. Racing scenes will be taken at the Tijuana track, with some of the leading jockeys and fastest mounts lending authentic atmosphere. An unusual feature of the picture, it is said, is the fact that Collier will participate in an actual race, with the onlookers unaware that they are serving as "extras."

Maurice Kains, who has a role in "Tell It to the Marines," has again been placed under contract at the Metro-Goldwyn-Mayer studio. Kains started as a cameraman and first won attention as an actor when he posed to demonstrate a new lens effect. He has appeared in "The Masked Bride," "Paris," "Slide, Kelly, Slide" and others.

Starrett Ford, former colonel in the United States regular army, has been made production manager of "Turkish Delight," which Paul Sloane is to direct at the De Mille studio. J. Badaracco will be first cameraman.

Anton Vaverka, stage and screen character, has been given a role in "The Grey Hat," now being directed by Harry Millarde for Metro-Goldwyn-Mayer. With the choice of Vaverka for this role casting is completed.

The first directorial work with which Charles Barbin will occupy himself under his new First National contract will be "Diamonds in the Rough," in which Milton Sills will be featured. Mary O'Hara is now writing the scenario for "Diamonds in the Rough," which deals with the new diamond fields of South America and the stampede. Al Rockett is to produce the photodrama for First National and work is scheduled to start the early part of this month.

Elliott Clawson, scenarist who has been associated with Metro-Goldwyn-Mayer during the past year, has signed a new contract to write exclusively for that company. Included among Clawson's adaptations of stories is "The Branding Iron."

Al Rockett, First National producer, has announced the selection of Arthur Stone for the role of Jimmy in support of Richard Barthelmess in "The Patent Leather Kid," which has just gone into production. Two pugilists, Jack Sparr and Mickey McMinn, will appear in the prize ring sequences.

D'Arcy Corrigan, screen character actor, has been added to the cast of "Old Heidelberg," in which Ernst Lubitsch is directing Ramon Novarro in the part made famous by Richard Mansfield. The story is being given an elaborate production and, unlike the stage play, is taken directly from the original novel by Meyer Foorster, in a scenario by Hans Kraely.

J. Grubb Alexander, author of the continuities for three of the current F.B.O. Gold Bonds, "Bigger Than Barnum's," "Breed of the Sea" and "Rose of the Tenements," is working on a fourth script, "The City of Shadows," for that organization. This is expected to go into production around the first day of February. It is an adaptation of Mary Roberts Rinehart's story, "The Lark."

Production has been started at Elmira, N.Y., on a series of twelve two-reel comedies co-featuring Betty Jordon and Dick Coy, announces Harry Marsh, president of Silver Eagle Productions, Inc. The former has worked for various producing organizations and was recently with Burton King in his last George Walsh picture. Coy comes from Mack Sennett. Elmira capital backs the new company organized by Harry Marsh, a former cameraman with Fox and more recently general manager for Ricardo Films.

More additions to the cast of "Moulders of Men," the Elks' special, which Ralph Ince is directing for F.B.O., include Eugene Palette, Jola Mendez, William Knight and Rex Lease. The story is the work of John Chapman Hilder, managing editor of the Elks Magazine. It is being produced with the endorsement of the Elks.

Sam Hellman, humorist, was this week assigned the preparation of the titles for "Casey at the Bat," Wallace Beery's new baseball starring vehicle.

William K. Howard, director, is collaborating with C. Gardner Sullivan on the editing of "White Gold," his latest production, which stars Jetta Goudal.

Jason Robards is having a busy time of it relaying between the old Vitagraph lot and the main studio of Warner Bros. Though he is still knee-deep in his featured role in "Hill of Kentucky," starring Rin-Tin-Tin, he was forced to lend his talents to the "White Flannels'" unit, which Lloyd Bacon is directing at the main studio.

Louise Lorraine, who has an important role in Metro-Goldwyn-Mayer's "Winners of the Wilderness," has been given a new contract by that company. Her next role will be that of a cabaret dancer in "Red, White and Blue."

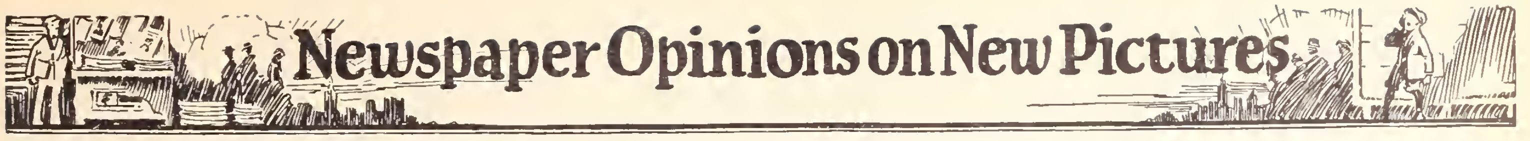
Malcolm Denny has been added to the cast of "The Night Bride," Marie Prevost's current starring vehicle for Metropolitan. Denny has appeared in no less than five productions on the Metropolitan lot during the past year.

Lincoln Steadman, the hefty young juvenile, has been signed to appear in Metro-Goldwyn-Mayer's "Red, White and Blue," the comedy-drama based on life at the military training camps. Steadman will play the role of a military student vacationing at a training camp in company with George K. Arthur, who has the leading male role, opposite Marceline Day. Gene Stone, who with Steadman appeared in "One Minute to Play," has also been added to the cast.

Rather than let her slight illness hold up production, which was scheduled this week for "Quarantined Rivals," Virginia Lee Crobin has withdrawn from the cast of this Gotham production. The vacancy has been filled, however, by Kathleen Collins, secured by arrangement with Charles R. Rogers, producer of the Ken Maynard Westerns, in which Miss Collins has been seen in feminine leads.

Production on two new Metro-Goldwyn-Mayer productions, "The Grey Hat" and "The Branding Iron," has been begun at the Culver City studio of M-G-M. Only the interior scenes for "The Branding Iron" will be made at the studio. When these are finished the production unit will travel to Colorado, where locations have been chosen.

Working with Gilda Gray in her latest Paramount starring vehicle, "Cabaret," are her personal troupe of dancers, who accompanied her on her tour with "Aloma of the South Seas." The five steppers are Marie Del Greco, Ethel Britton, Yvonne Sinclair, Doreen Pastor and Carroll Lee.



Newspaper Opinions on New Pictures

"Old Ironsides" — Paramount, Grauman's Egyptian Theatre, Los Angeles

Times: "'Old Ironsides' rides forth at the crest of the season as one of the year's supreme undertakings, and it is magnificent justification of a fine ambition. What 'The Covered Wagon' was to the conquest of the plains, this new historical feature is to our sea conquests. Its elaborateness, its manifest humanness, its far-reaching and historical import are exceptional. It has a bigness that lives up to expectation."

Daily News: "A new screen personality majestically swept into the hearts of perhaps the most brilliant first-night audience that ever answered the call of Sid Grauman. It was the frigate *Constitution*—'Old Ironsides.' No picture stars ever received a more glowing reception. 'Old Ironsides' is a picture that Paramount may well be proud of."

Examiner: "Sid Grauman believes that 'Old Ironsides' will play a year in his theatre . . . It never wavers in interest . . . It will be listed among the ten best of the year."

Express: "Lusty, salty and jovial, it proved to be a great patriotic photoplay, teeming with qualities which could compose big cinema accomplishment. Cruze has made screen history again. Never since 'The Birth of a Nation' has the cinema spread such an inspiring canvas as it has done with 'Old Ironsides.' No other picture can serve for comparison."

Record: "It is more than just a movie, this 'Old Ironsides.' It is one of the greatest movie spectacles ever made."

Herald: "It is a worthy successor to James Cruze's other brilliant picture, 'The Covered Wagon.' 'Old Ironsides' will live. I venture to say that 50 or 100 years hence it will bring the same thrills, the same keen appreciation and the same proud feeling that was engendered at the premiere last night. The producer has struck a higher note in the realm of 'Old Ironsides' than has ever been attained in any other picture."

"One Increasing Purpose"—Fox Films, Colonial Theatre, Indianapolis, Ind.

Star: "Excellent characterizations by every member of the cast . . . splendid photographic review of interesting spots in England . . . the story will please many and the direction is good throughout the picture."

"Summer Bachelors" — Fox Films, New Theatre, Baltimore, Md.

Evening Sun: "If you thought 'Flaming Youth' was pretty hotsytotsy, you owe it to yourself to visit the New Theatre. You have all heard about what the modern girl is coming to. Well, in 'Summer Bachelors' she has arrived and with . . . a great big bang. You will grow dim of eye seeking a stronger line-up than confronts you in this cast. Allan Dwan has directed the picture and done a neat job. We are quite sure you will like it well enough to recommend."

"The Country Beyond"—Fox Films, State Theatre, Huntington, W.Va.

Advertiser: "A Curwood masterpiece . . . gripping action and tense situations abound. Miss Borden appears in exotic and colorful role . . . a fiery yet pathetic figure of a girl. One of the most appealing of James Oliver Curwood's novels. Readers who have followed this fascinating romance will be delighted with the beauty of the country brought to them by the camera."

"Whispering Wires" — Fox Films, Keith's 105th Street Hippodrome, Cleveland, O.

Plain Dealer: "Melodrama of the thrilliest nature runs rampant in 'Whispering Wires.' It is a mystery thriller and, if you ask us, it is a good one. The acting honors go to the villains of the piece, Otto Matieson and Frank Campeau."

"The Last Trail"—Fox Films, Hippodrome, New York City

Herald Tribune: "They had a race for stage-coach drivers and we must say that it was as exciting as the chariot race in 'Ben-Hur.' 'The Last Trail' is one of Tom Mix' most entertaining films."

Morning Telegraph: "Hippodrome audiences thrilled by Mix. Will be a money-maker . . . Tom Mix is ever a figure to arouse admiration and wonder . . . The film starts off in a blaze of action . . . There is a stage-coach race that can't be beat and would be hard to equal. It resembles one of those historic races whose very re-telling makes a picture of bright colors."

News: "One might as well score another box-office hit for Tom Mix and the wonder horse, Tony . . . The most amusing thing in the picture is a bloodhound called Blinkerton. Blinkerton doesn't need to do anything to win a laugh except put in an appearance. Nature has fitted him with a comedy make-up."

World: "'The Last Trail' is by no means the least exciting bill of entertainment in town this week . . . There is a fast, mad race by stage-coach . . . 'The Last Trail' is smoothly made . . . with a dash of movement and excitement . . . It is pretty good entertainment."

Sun: "Tom Mix gallops through new Zane Grey film. . . . 'The Last Trail' is guaranteed to rejoice the heart of any Tom Mix fan."

"The Night of Love"—United Artists—Mark Strand Theatre, New York City

Morning Telegraph: "If there is a single spark of romance smouldering in the ashes of your work-a-day soul, 'The Night of Love' will fan it to a bright blaze of memory or longing. Its sweet aroma will linger in the hearts of all who have known love—or hope to know it. The picture is a signal triumph for all connected with it. 'The Night of Love' is a well-nigh perfect picture of beauty and romance. It will hold you—thrill you—enthrall you."

Mirror: "That extraordinary popular team of Ronald Colman, dark and handsome, and Vilma Banky, blonde and beautiful, have arrived at the Mark Strand. Romance, gorgeous photography, lovely sets and stirring action pack this flicker. It enthralled an audience that sat tense through its unreeling. It is 100% box-office, guaranteed to make every exhibitor believe in Santa Claus. Vilma Banky is simply a dream in the film. Her low cut and flowing dresses dove with her soft beauty. As for Ronald Colman, we have never seen him look so splendid."

American: "'The Night of Love' is crowded with beauty, thrills and romance. The settings are colossal and convincing. Ronald Colman and Vilma Banky are as romantic a pair of lovers as ever graced the celluloid. Assures those out for a vicarious thrill that an 'enjoyable evening was had by all.'"

Evening World: "I recall no film having such perfect pictorial composition. A superior picture drama. There is not a dull moment. Cheerfully and enthusiastically recommended as one of the finest and most interesting films of the season. Here is box office material if there ever was one."

Sun: "The Mark Strand audience, packed into every available inch of standing room, sighed throughout its showing—long delicious sighs of contentment—is destined to make lots and lots of money."

World: "Into the 'Night of Love' George Fitzmaurice has packed with great skill adventure and romance with long box-office moments. Photography is amazingly beautiful and sustained. Gathers speed and suspense."

Times: "An appealing and entertaining effort."

"The Night of Love"—United Artists—Eastman Theatre, Rochester, N.Y.

Herald: "Good romantic melodrama—insures solid entertainment."

Evening Journal and Post Express: "One of the most interesting pictures shown at the Eastman in some time. Finely acted and filmed. Excellent photography—spectacular. You will enjoy 'The Night of Love.'"

"The Night of Love"—United Artists — Rialto Theatre, Washington

Evening Post: "Best screen romance of recent years. Story abounding in thrilling episodes enacted by two of the screen's foremost favorites—the acme of photoplay entertainment."

Herald: "Abounds in thrills, colorful experiences and vivid encounters all with a background of delightful romance."

Daily News: "An event of the season. It is unsurpassed for luxuriant sentiment and lucious emotion. Those lips, those quivering lips. Would thrill the most sophisticated. It is infinitely more than usually well done, and the acting drips with excellence."

Times: "Thrillingly beautiful picture. Every audience that sees this picture should congratulate the producers. Moves swiftly and without a hitch to the end. Exciting, romantic and easy to watch."

Post: "The beautiful Vilma Banky at her impressive best."

"Faust"—Metro-Goldwyn-Mayer, Chicago

Chicago Tribune: "Marvelous screen production. I have never seen such wonderful lighting and photography...It is sure great... Each scene separate and distinct work of art...There's no doubt that Camilla Horn is a comer. Emil Janning's Lucifer is going to fascinate you. The scene at the crossroads is one of the greatest, if not *the* greatest that was ever photographed for a motion picture. See 'Faust' when you get the chance. Deserves a place among the 'bests' of 1926. Most brilliantly directed."

"Faust"—Metro-Goldwyn-Mayer, Los Angeles

Herald: "Work of film art; brilliant celluloid. Work of enduring beauty and dramatic, emotional effect. It will be endurable long after this year or any other year. Its pictures are beautiful now and always will be."

Times: "Highly spectacular with unusual pictorial effects. Production is ambitious, engrossing, merits the attention of everybody who is at all interested in the films. Received general applause from the audience and there are few pictures that gain such esteem. The picture is massive, indeed one of the biggest that has so far been brought from Europe. One of the most notable pictures and will undoubtedly win exceptional acclaim and interest. Emil Jannings plays Mephisto as only an Emil Jannings can. His portrayal is acted with a brilliant gesture both of drama and comedy."

"Alaskan Adventures" — Pathe, McVicker's Theatre, Chicago

Herald-Examiner: "The picture is the real thing. Certainly the breath-taking scenery is and the shots of bear, caribou, reindeer, salmon, seal and bird life. Mr. Young's exploits with bow and arrow are amazing, particularly his killing of a grizzly and a caribou. And you should see the lad spear fish.

"They traveled all over, even to Siberia, to get a great view of the midnight sun. The breaking up of the ice in the Yukon, the specter-like valley of 10,000 smokes and the salmon bucking the rivers are other highlights. Oh, there are lots of things you've never seen before in this unusually interesting picture."

"Faust"—Capitol Theatre, N. Y. City—M-G-M

Mirror: "'Faust' is a gorgeously produced, superbly acted and a grippingly narrated story. It dazzles with its mechanical display; its beautiful, melting photography. Director Murnau handles his supernatural melodramatic tale with admirable finesse and artistry. One is positively enthralled, swept swiftly in the wake of moods and absorbing action."

Herald-Tribune: "Whatever you do, do not miss 'Faust'. We never believed that 'genius' had anything to do with 'taking pains,' but F. W. Murnau has convinced us. He is a genius! Yet, every tiny detail in his picture has been molded with an artist's hand. As scene after scene of rare loveliness and distinction flashed before our bewildered eyes, we said: 'Here is the greatest director on earth.' 'Faust' possesses a variety and a haunting beauty which have never been found in any other production."

Evening Journal: "Beautiful, wonderful, and startling. 'Faust' is so incredibly beautiful, so wonderfully mounted and acted and directed that one loses control of one's typewriter keys in trying to describe it. Go see it once and you'll return a second and a third time. F. W. Murnau, the director, has turned out a magnificent piece of work that is something for other directors to aim at. The photographic shots took one's breath away. Emil Jannings is a superb Mephistopheles, satin-clad, ironic, devastating. Gosta Ekman, a Swedish actor, is splendid as Faust, and Camilla Horn is an exquisite Marguerite."

Sun: "A dream of a picture. Such lovely pageantry, such gorgeous scenes and designs, such uncanny camera tricks and lighting effects are employed to trace a fairytalization of the Faust legend that the photoplay represents, almost, an embarrassment of riches. Space prevents more than a mere mention of the joys of this film, which is unquestionably the most beautiful picture ever flashed across a cinema screen. First in interest come the dissolves and double exposures, then the thumping scene where Mephisto and Faust float above the cities of the earth. Next on the list are the gorgeous architectural lines and the lighting, especially of the cathedral scenes."

Evening Graphic: "'Faust' is decidedly 'a bigger and better picture.' You will want to see it. In fact, you cannot afford to miss it. It is an inspiring piece, well-acted, well-directed. The story is fast-moving. Thrilling situations follow each other rapidly and the whole builds up to a beautiful climax."

Evening Post: "This latest offering of the Metro organization is so much more special than most of the 'specials' now running in town that it could be exhibited in a barn on Bleeker Street and still be impressive. Each individual scene in this production is in itself a perfect picture. The cinematic 'Faust' is by no means just a technically important moving picture, interesting only to a few. It has a great deal of popular appeal, a well-known story, some very handsome players, and is amazingly put together."

Evening World: "'Faust' is not to be missed. It is one of the rare films that will bear viewing several times. Photographically, 'Faust' is supreme, the acting is excellent, and the direction is even better. Every scene is composed of motion, with a meaning and with an objective."

American: "Emil Jannings and F. W. Murnau are rather an unbeatable team. Of yesterday's audience at least one person was startled into tears, and another into a continuous murmur of, 'This is the finest picture I've ever seen.' The camera, as in most German pictures, triumphs again. That flight with the devil over the world, through the world, now swooping close to earth, now arrogantly viewing cities from the clouds, always rushing with the wind, is one of the most breath-taking experiences ever seen on the screen."

Morning Telegraph: "'Faust' is a classic which you can ill afford to miss. 'Faust' will win the plaudits of picture-lovers. An unusual number of the photographic effects we have learned to expect from foreign pictures appear in this one. The finest of these, perhaps, is a magic carpet upon which Mephisto rides his victims to view the wonders of the world. Emil Jannings portrays Satan in Jannings-esque fashion. Camilla Horn, in some sequences, is rapturously beautiful and Gosta Ekman is a heroic figure."

Wallace Beery, whom Paramount will feature in "Looie the Fourteenth"

"Faust"—Metro-Goldwyn-Mayer, Detroit

Free Press: "Startling new effects in lighting and action. The Germans have not before given the screen such romance, such beauty of setting. The diabolical shadow of Mephisto is played strikingly by Emil Jannings. A sparkling new personality is Camilla Horn with the beauty of a cameo, the body of a nymph and the soul of a true actress. 'Faust' comes nearer screen greatness than did 'Variety.'"

Times: "Not since 'The Cabinet of Dr. Caligari' have they equalled the amazing photography and fantastic splendor which are found in 'Faust'. 'Faust' will probably prove one of those pictures that cause critics to lose their sense of equilibrium. A remarkable production, more thrilling than a Poe tale. Directed in a superlative manner."

"Faust"—Metro-Goldwyn-Mayer, Cleveland

News: "Murnau develops in this picture a technique that we might not have had otherwise in the next thirty years. See what Murnau did and you'll see the greatest bit of wizardry the camera has ever accomplished."

Plain Dealer: "A directional triumph. For sheer wonder, for effect, no one else has ever created anything comparable with Murnau's version of Goethe's tale. It has been called 'a poem in pictures,' if liquid flow, the highest in artistic quality, exactness in composition, detail and a certain opic flavor is considered, then is is indeed, a poem in pictures. Beautiful and symbolic. It is most highly recommended."

Press: "Photography is lifted above merely photography of actors, outdoors and studio sets. It is lifted into a way of expressing ideas. The picture is very aptly called 'a poem in picture.' Here's a film that will be remembered."

"The Third Degree"—Warner Brothers, Los Angeles

Examiner: "With Dolores Costello starred in the picture, the interest is kept mainly centered about her. Michael Curtiz has directed her beautifully, and except for one or two scenes in which she betrays an abruptness somewhat disconcerting to the spectator, she shows up with real stellar caliber. There is a nice restraint, too, in the matter of close-ups, and although the young star is seen again in moments of rare beauty, she is not obviously rushed to the big faces on the screen with which the newly arrived actress sometimes fights her way to attention."

Record: "It is indeed gratifying to see that Warner Brothers realize Dolores Costello's value and are giving her the very best of story material and directorial aid in her rapid progress upon the not-too-crowded ladder of talent."

Times: "Miss Costello's work is excellent, although the role is a trifle overburdened with adversity and sorrow. Her brief moment of happiness, as Robard's bride, is a scene of gorgeous quality. In the camera effects particularly, Michael Curtiz discloses a flair for the novel that characterizes the work of so many foreign directors. Some of the moving shots are unique and add immeasurably to the force of the plot."

Herald: "Dolores Costello's charm pervading the story with telling effect."

News: "The story is tense, gripping. It has all the color and melodrama that held attention during the thrilling stage performance, where the interlocking of two families through fate forms the basis for the plot."

"Wings of the Storm"—Fox Films, Fox Theatre, Philadelphia

Record: "The dogs fight and it is real; the men fight and it is just as real. . . . Remarkable performance of Virginia Browne Faire, Reed Howes and William Russell."

Manager H. C. Young of National Screen Service has added another booker to his staff, Miss Florence Daley, which brings the number of bookers on duty up to five.

Johnnie Mednikow and Clyde Elliott, who were injured in a recent auto smash, are both recovering from their injuries and are able to attend to business.

of pictures, and will late be forgotten. However, the beginning and the end are rather weak, a few details are conventionally made and the love story does not differ much from all other love stories. But one overlooks those weaknesses and one is filled with the soul-stirring atmosphere that the director and actors have been able to create. King Vidor has depicted the war as if written with his own heart-blood. He describes the horrors of this war, which made people live worse than animals in the trenches, and in the hell-like desert called No Man's Land. Vidor's picture is no glorifying of war as a means of creating heroes—it gives an irresistible impression of being true. King Vidor has himself been in the war and thoroughly knows its terrors. At the same time one must admire the deep artistic feeling in this creation as well as the gentleman-like impartiality in handling of the matter at hand. John Gilbert's acting is full of life and intensity. Renee Adoree is nothing but charming as the little French girl, warm-hearted and spontaneous, and her mimic scenes belong to the very best that has been offered on the screen. The others in the cast are splendid. It is an atmosphere over the picture that touches the onlookers. Many of the scenes etch themselves in one's consciousness with ineffaceable sharpness."

Arbetaren: "Nothing of what we have seen on the screen to this date can be compared with the terrific scenes in 'The Big Parade.' They are impossible to describe and we will not advise any one not having strong nerves to go and see same; but the others ought to see it, and they will surely become anti-militaristic."

Buster Keaton, star of "The General," his first production for United Artists

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Long-Run Policy Solves Newark Theatre Problem

Rialto, Operated by Stanley-Fabian, to Continue as Two-a-Day Following 5 Weeks of "Don Juan"

AFTER a highly successful five-weeks engagement, with "Don Juan" and Vitaphone presentations as the attractions, the Rialto Theatre in Newark, N.J., operated by the Stanley-Fabian company, appears to have found its metier, and officials of the organization controlling it will continue the Rialto under a two-a-day policy. For several weeks prior to its venture into the long-run policy, the Rialto had known rather hard times as a weekly change house.

The original bookings for "Don Juan" and the Vitaphone features—made up of the program being presented with that picture at Warners on Broadway—was tentatively set at three weeks. The response of Newark theatregoers to the attraction, however, extended the run to five weeks, and decided the management of the Rialto to continue the reserved seat policy.

The current picture attraction is "Tell it to the Marines," along with Vitaphone presentations featuring Elsie Janis, George Jessel and Mary Lewis. It is understood that "The Better 'Ole" will follow "Tell it to the Marines" as the picture attraction there.

The inauguration of an extended-run policy at the Rialto, which began with the Vitaphone attraction, appears to have solved a problem for the operators of that house, since the company's other theatres, the Mosque, Branford and Goodwin, have benefited through the elimination of a competing weekly-change picture theatre.

Change Necessary

A little less than two months ago Stanley-Fabian found itself in the same condition that is so prevalent in a number of theatres with heavy overheads throughout the country. The Rialto was being conducted on the continuous policy and at popular prices.

The Stanley-Fabian people wanted both "Don Juan" and the Vitaphone for the Rialto. There were these questions to be considered, however: How would the Newark public look upon a change in policy of the house that would place it in the same class with the legitimate theatres of the city? Would the public take kindly to the change and the increased prices? There was only one thing to do, and that was to try it.

When it came to decide on the length of time that would be given to the Barrymore picture and Vitaphone, three weeks was considered the absolute limit.

On the opening week Barrymore and Vitaphone grossed $21,000. Then the box-office reported what had never been known previously in the theatre—an advance sale! Thereupon they announced a fourth week and then a fifth. It is interesting to note that the gross business of the fifth week was bigger by $1,000 than was the business of the week preceding. In its five weeks with this attraction, the Rialto played to a gross of over $75,000 in Newark.

F. & R. to Install Vitaphone in Three Theatres

Finkelstein and Ruben have decided to install Vitaphone equipment in the State Theatre at Minneapolis, the Capitol at St. Paul and the Garrick at Duluth. The firm recently signed a three-year contract which gave it first run privileges in all cities and towns in which it has theatres.

The work of installation at the State, Garrick and Capitol will be completed within the next 30 days.

To Patent Lighting System Used at Roxy Theatre

Among the innovations which will be introduced in the Roxy Theatre in New York will be a new method of house lighting. By means of appliances invented by S. L. Rothafel, it is said patrons will be able to see distinctly while the picture is being projected. All portions of the auditorium will be light enough to permit people to read programs without straining the eyes.

It is also reported that Roxy has devised a method of projection which will make the picture even clearer than it would be in the customary dark auditorium. Patents are pending in Washington for both of the inventions.

New Policy at Fort Worth Rialto

The Rialto Theatre in Fort Worth recently inaugurated the policy of presenting one vaudeville act in conjunction with the picture bill on Saturdays and Sundays. The Rialto plays feature pictures a full week.

Equipment

Fire Regulations

By P. M. ABBOTT

IN THIS morning's paper, featured as front page news, we read of two semi-panics in motion picture theatres. Both were due to fire scares.

Fortunately, in neither case were there any fatalities. Adequate exit facilities and good judgment shown by employees prevented such disasters.

But these two scares, coming as they did, right on the heels of the Montreal tragedy, bring home to us forcibly the wisdom shown by those responsible for drawing up our fire and public building regulations.

Perhaps many theatre owners and builders have felt that they had cause for complaint at what appeared to them to be needlessly stringent codes which they have been forced to follow when constructing a new house.

Changing plans and adding special equipment often may prove a nuisance that has, apparently, no justification.

The justification, however, is there.

Just let bad luck once come the exhibitor's way—a fire in the stage drapes or in the projection room, and the only friend that can effectively stand by is a good building code that has been rigidly enforced.

The combined trouble and expense incurred by every theatre builder, in adhering to building codes does not begin to balance the loss of life that can well result in one theatre fire where there are not sufficient exits and fire preventatives to insure the audience every avenue of escape.

Further, if only from a business point of view, which, of course, in this case is relegated far to the background, one theatre panic reflects seriously on box-office receipts.

We give our hearty indorsement to the regulations imposed on theatres to make them panic and fire-proof. And in those sections of the country where fire and building codes are not the strictest, exhibitors should be their own guardians of public safety.

Hold-over Bills Dominate Broadway

Paramount is Only Big House Showing New Film This Week

EXTENDED run pictures dominate the Broadway situation this week. The weekly change houses, which have dwindled to three within the past several months, for the time being reduced their number to one, with the result that but one new picture found its way to the leading Broadway cinemas this week.

The Capitol continued "Flesh and the Devil" for a fourth week—unprecedented in the records of the house—while the Strand plays a second week of "The Night of Love." Harold Lloyd's "The Kid Brother" will go on at the Rialto for several weeks, according to all present indications.

"New York," the Famous Players production directed by Luther Reed, and a Frank Cambria stage presentation called "Under the Brooklyn Bridge" are the features of the program at the Paramount.

The stage number, which specializes in singing and dancing, features a Bowery atmosphere in setting and costumes. It is of the period of 1896, when leg of mutton sleeves, tandem bicycles, etc. Jesse Crawford's organ specialty is titled a "Classic Popular Recital," in which he includes "Souvenir" and "It All Depends on You." Von Suppe's "Light Cavalry" is the overture offered by the Paramount orchestra.

Announce Policy Change at Imperial, San Francisco

Manager Edward Barron of the Publix Theatres in San Francisco has announced that the Imperial Theatre will change from showing long run high grade motion pictures to a fifteen cent house. "Our reason for making this change," said Barron, "is because we have these high grade long run pictures in one local theatre."

Desormeaux Supervises New Madison Radio Station

Art Desormeaux, who manages the Strand Theatre at Madison, Wis., is more than a busy man these days. In addition to managing the Strand, he is supervising the new radio station at Madison, WIBA, which is maintained by the Strand Theatre.

A new Wurlitzer organ has recently been installed at the Strand, which Mr. Klingman, formerly of the Rialto at Racine, is now operating

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USHERETTES AT STILLMAN
Puritan costumes were worn by members of the house staff of the Stillman Theatre, Cleveland, during the engagement there of Metro-Goldwyn-Mayer's "The Scarlet Letter"

Film Scenes Presented in Don Albert Stage Act

Don Albert, director of the orchestra at Loew's State in St. Louis, Mo., appeared on stage and screen last week in the course of a presentation number.

Albert has become an institution in St. Louis since his orchestra has won a commanding position in the Mound City's music world. On the stage was the musical production "Twenty Minutes with Don Albert" featuring Albert and his Loew's State Orchestra, Miss Virginia Futrelle, soprano, and Ben Friedman.

For his first selection Albert offered a synchronization of the Second Hungarian Rhapsody, followed by "In a Little Spanish Town" sung by Miss Futrelle. Then came a group of popular numbers terminating with "Tell Me Tonight" by Friedman. Then for his finale came the synchronization of the directing of Albert on the silver screen and in person for the playing of "The Slavonic Rhapsody."

Novel Musical Presentation at Columbia, Seattle

A novel musical specialty was staged last week at the Columbia Theatre, Universal's house in Seattle, Wash., by Managing Director Robert W. Bender.

Bender's presentation consisted of a duet rendition of Gershwin's "Rhapsody in Blue" by Francesco Longo, pianist-director of the Columbia All-Artists Orchestra, and the Duo-Art Piano. The Duo-Art rendition was from a Duo-Art roll created a few months ago in the East by Mr. Longo himself, who has been a reording artist for Duo-Art for many seasons.

A further feature of the novelty was the orchestral accompaniment played by the Columbia Orchestra, from a special arrangement by Mr. Longo. The stunt was given wide newspaper publicity and advertising by the Seattle Duo-Art representatives. It was used in connection with Universal's "Butterflies in the Rain."

Edwards Revue Feature at Stanley in Philadelphia

Gus Edwards' Revue, "Ritz Carlton Nights," an elaborate and entertaining production, headed the bill at the Stanley, Philadelphia, last week, with one of the best shows presented for many weeks. There are clever dancers, splendid singers and comedians, including the Lane Sisters, Virginia Martin, Dorothea James, Nina Montez, the Reynolds Sisters and Ray "Rubberlegs" Bolger," the comedian, who won a large share of the applause. The revue, an elaborate production occupying 41 minutes, was very favorably received by Stanley patrons. The feature picture was "Valencia."

Mme. Olga Petrova in her debut on the motion picture stage, appeared in Philadelphia for the first time in two years as the feature attraction at the Fox Theatre. She has an excellent soprano voice and a repertory of popular French songs. The "Four Admirals," popular recording artists, and Joe Termini, guitar and violin virtuoso, also appeared, supporting the feature picture "Stage Madness."

F. & M.'s "Yachting" Idea Is Applauded at Warfield

The Fanchon and Marco stage act presented at the Warfield Theatre, San Francisco, the week of January 15th, features a yachting scene, with all the alluring details: a sandy beach, palm trees, the corner of a yacht gay with awnings and, beyond, the ocean with miniature yachts sailing back and forth.

Rube Wolf's orchestra appeared to excellent advantage. In the opening number the "Sunkist Beauties" proved that they have not wasted their time in the months they have been out of town. They dance, the eight of them, like one being.

Patty Mason and Vilma Sullivan have an intriguing specialty number. June Knight offers her stately peacock dance again, but this time on her toes.

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Publix Managers in Frisco Promoted

Changes Follow Resignation of Smith from Granada

Another series of promotions became effective among the executives of the San Francisco department of Publix Theatres, Inc., following the resignation of Edward A. Smith, manager of the Granada Theatre, to become assistant to L. J. Schlaiser, general manager of the Universal Theatre chain.

Charles Kurtzman, former manager of the St. Francis, has succeeded Smith at the Granada. Herbert C. Polin, of the Publix Theatre publicity force, becomes manager of the St. Francis.

It is understood that Smith will have charge of the Western division of Universal Theatres, which includes houses in all the larger cities of the Pacific Coast. Smith is an experienced theatre man. He was on the stage for several years and was a member of the cast of a number of Shubert's musical productions. He was for a time manager of the Rialto, not the Rivoli, and later took charge of large picture theatres in Los Angeles and Honolulu. He became a member of the Publix Theatre forces shortly after the opening of the

Kurtzman was connected for some time with the publicity department of the Publix Theatre. He became manager of the Imperial Theatre and later succeeded Smith as manager of the St. Francis. Polin came to San Francisco several years ago, after experience in the press department of Los Angeles theatres.

Advance Billing by Strand for "Ukulele Ike"

Announcement that "Ukulele Ike" will be the feature at the Mark Strand in Albany, N.Y., is being carried heavily in the newspapers of that city this week, preparatory to his appearance on February 7. The Mark Strand used Jimmy Carr's band of twenty-two persons this week for its presentation act.

Embassy's New Policy Success

The new policy recently introduced at the Embassy Theatre in Baltimore, under which five acts of family vaudeville are presented with feature pictures and short subjects, is proving highly successful.

Bedford, Indiana, House Offers Fine Program

THE new Bedford Theatre, Bedford, Ind., heralded as one of the finest playhouses in the entire State, formally opened its doors to the public late in December with a program consisting of a feature picture, novelty reels and five acts of vaudeville.

At present, it is said that the Bedford, under the management of Robert Scherer, is giving its patrons the most elaborate show of its kind ever presented in that Indiana city.

Construction cost of the Bedford is estimated at $200,000.

The MANAGER'S OFFICE

FRED A. CRUISE is the house manager of the new Paramount Theatre at Palm Beach.

ARNOLD R. FLINK, a theatre man of several Eastern experiences, has been appointed house manager of the Fifth Avenue Theatre, Seattle. The Fifth Avenue is operated by the Pacific Northwest Theatres. James Q. Clemmer is managing director of the house.

E. J. VAUGHN, for two and a half years a theatre manager in Glendale, Cal., has resigned as manager of the Alexander Theatre there to take a position with Warner Bros.' production department at the studio in Hollywood.

WM. E. MICK has succeeded George T. Porter as manager of the Fitzpatrick-McElroy theatres in Michigan City. These are the Tivoli, Starland and Willard theatres. Porter returns to the general offices of the company in Chicago. He took over the management of the Michigan City houses for Fitzpatrick-McElroy when the latter acquired them a year and a half ago from the Wallerstein interests.

C. R. RICHARDSON, formerly of New York and Chicago, has been appointed manager of the Coliseum Theatre, one of the Levin Syndicate. Richardson has taken the place of Leon Levy who managed this house for some time. Levy remains with the Levin Syndicate in another capacity.

Brokenshire's Radio Unit Playing Picture Houses

Norman Brokenshire, well known to radio fans as an announcer and humorist, has resigned from station WPCH, new York City, to enter the presentation field. His first personal appearance was at the Embassy Theatre, Portchester, N.Y., where he played a three-day engagement starting January 27th.

Brokenshire established his reputation as an announcer with station WJZ, with which he was connected for three years. Recently he has been with WPCH.

The presentation act with which he will appear is composed of a number of radio artists. Brokenshire will appear at Bridgeport and New London, Conn., February, as master of ceremonies with "Rudy" Horst, and his gang of Radio Artists, which includes an orchestra.

Offices for the management of Brokenshire, together with "Rudy" and his gang have been opened in New York City.

Premiere of "McFadden's Flats" at Toledo

The world premiere of "McFadden's Flats" took place Saturday, January 29th, at the Pantheon Theatre, Toledo. Gradwell L. Sears, manager of the local First National exchange, went over to Toledo to participate in the event.

Auto Race Driver Star at Strand

Daredevil Lockwood after completing his record breaking drive of six days and six nights in the Chrysler as a feature in connection with the Auto Show, appeared at the Strand Theatre, Milwaukee, last week.

Frank Co. Prepares Anniversary Bills

7th Birthday to be Celebrated in All Theatres of Chain

The Frank Amusement Company operating the Plaza and Rialto theatres, Waterloo; the Majestic and Isis theatres, Cedar Rapids; the Orpheum Theatre, Clinton; the Plaza Theatre, Sioux City, and Grand Theatre, Colein, will celebrate during the week of February 6th with elaborate programs at all of its theatres, its Seventh Anniversary.

The Frank Amusement Company, a subsidiary of North American Theatres, Inc., of which Mr. Frank R. Wilson is president, has been under the direction of its present president, Alexander Frank, since its start in February, 1920.

The firm has grown every year and has added to its holdings and improvements and at the present time is the second largest theatrical organization in the State of Iowa.

During Anniversary Week the Frank Amusement Company will announce full details regarding its new 2,000-seat Orpheum Theatre in Waterloo, Ia., and the new 2,500-seat Orpheum Theatre at Cedar Rapids will be a joint venture with the Orpheum circuit. Announcement also will be made regarding the construction of two additional new houses in cities in which the company at the present does not operate.

Capitol Organist Conducts Chicago Symphony

Carl McKinley, associate organist at the Capitol Theatre in New York, had the distinction of conducting the Chicago Symphony Orchestra in his own composition, "Masquerade," presented by the latter organization last week. The McKinley piece is written in symphonic jazz and is "an attempt to express the spirit of America at play."

Mr. McKinley's performance as a conductor and the merits of the composition were enthusiastically received by the press of Chicago.

Record Houses for Circle with Whiteman as Star

With Paul Whiteman's orchestra topping the bill, the Circle Theatre, Indianapolis, had more than its share of movie patrons the week of January 24th.

The jazz king was a hit in the Hoosier Capital, so popular that a picture of Paul was stolen in broad daylight from in front of the theatre on Monument Circle.

House Manager William Doepperman called in Detective Chief Claude Worley to solve the mysterious disappearance of the jazz king's photo, which was valued at $300.

Beban Unit Plays Return Date

George Beban and his company, who appeared at Shea's Buffalo earlier in the season in his stage and screen play, "The Loves of Ricardo," returned to that town the week of January 30th in the same attraction, which he is presenting at the Lafayette Square.

COSTUMES FOR HIRE
PRODUCTIONS
EXPLOITATION
PRESENTATIONS
BROOKS
1437 Broadway
Tel. 5580 Penn.

Three views of the R E. Hall & Co. designed Florida Theatre, St. Petersburg, Fla. The theatre part of the structure seats 2,400 and the extra fine equipment includes a Carrier Engineering cooling and ventilating system

Building Keeps Pace with Forecast

Recent Reports Received on New Theatre Construction Continue to Verify M. P. News Prediction

THE reports we have been receiving on new theatre construction continue to verify the forecast for a record-breaking theatre building year for 1927. Within the past few weeks we have received reports of sixty-one new theatre projects, varying in size from theatre and office buildings costing $8,000,000, with seating capacities of 4,500, to the small town theatre with a seating capacity of 400 and a total investment of $25,000.

It also appears upon analyzing these reports that the neighborhood house is receiving the greatest consideration at present and that this type of theatre is being constructed along elaborate lines.

Of the totol sixty-one projects, which follow, twenty-six are being built by circuits. However, unquestionably a great number of the projects listed are also to be controlled by circuits, either through lease or by purchase upon competition.

ALABAMA

Ensley—Plans are being prepared for the erection of a theatre building on Avenue E and Twentieth Street. Owners, Wilby and Kennedy Theatres. Architect, care of owner. Approx. cost, $100,000.

CALIFORNIA

Los Angeles—Plans are being prepared for the erection of a theatre at Ninth and Broadway. Owner, United Artists Circuit of America. Architect, care of owner

San Francisco—Plans are being prepared for the erection of a theatre bldg., to be known as the Boulevard, on San Bruno Avenue. Ackerman & Harris, owners. Approx. cost, $250,000. Seat. cap., 1,500.

CONNECTICUT

Plainville—Plans are being prepared for the erection of a theatre bldg., on East Main Street. The theatre is owned by a group of Plainville men, headed by Robert Coe. George Zunner of Hartford, Conn., Archt

FLORIDA

Bowling Green—Plans are being prepared for the erection of a theatre here by William Cliett, President City Council. Lessee, Abram Eisner, Boston, Mass. Approximate cost, $25,000. Seating capacity, 400.

Gainesville—Plans are being prepared for the erection of a theatre building here. Col. Robert E. Davis and Paul Sydney of St. Petersburg, owners. Architect, care of owners. Approx. cost, $300,000.

ILLINOIS

Chicago—Plans are being prepared for the erection of a theatre building on Northwest Highway. Owner, care of architect. Archt., Fred Jacobs, of the United Studios. Approx. cost, $750,000. Seating capacity, 2,000.

Chicago—Plans are being prepared for the erection of a theatre building at No. 23 Monroe Street. Owner, The 23 West Monroe Street Building Corp. Lessees of theatre, National Theatres Company. Archts., D. H. Burnham & Co., with John Emerson. Approx. cost of building, $9,000,000.

Chicago—Plans are being prepared for the erection of a theatre bldg., on the southeast corner of South Park Way. South Center Amusement and Business Enterprise, owner. Alexander Levy and Wm. J. Klein, Archts. Approx. cost, $2,900,000. Seat. cap., 1,500.

Chicago—Plans are being prepared for the erection of a theatre building at Michigan Avenue and 119th Street. Owner, Fitzpatrick & McElroy.

INDIANA

Indianapolis—Plans are being prepared for the erection of a theatre bldg., at Dearborn and 10th streets, by the Dearborn and Tenth Realty Company, owners. Approx. cost, $225,000. Seat. cap., 1,500.

MARYLAND

Baltimore—Plans are being prepared for the erection of a theatre building on Clay Street. Owner, Marcus Loew, 1540 Broadway, New York City. Architect, John Eberson, 212 East Superior Street, Chicago, Ill. Approx. cost, $45,000.

Sparrows Point—Plans are being prepared for the erection of a theatre building here. Architect, J. O. Blair, 3613 Grantley Road, Baltimore, Md. Owner, care of architect. Approx. cost, $25,000.

Baltimore—Plans are being prepared for the construction of a theatre building at Pennsylvania and Fulton avenues. Owner, Ambassador Theatre, Penn and Fulton avenues. Architects, Clyde N. and Nelson Friz.

MICHIGAN

Pontiac—Plans are being prepared for the erection of a theatre building on South Saginaw Street. Owner, Kleist Amusement Enterprises, Inc., A. J. Kleist, Jr., president, 25 West Pike Street, Pontiac, Mich. Architect, Geo. J. Bachman, 314 E. P. Smith Building, Flint, Mich. Approx. cost, $100,000.

MICHIGAN

Muskegon—Plans are being prepared for the erection of a theatre bldg., here. W. S. Butterfield, owner. Approx. cost, $500,000. Seat. cap., 1,800.

Saginaw—Plans are being prepared for the erection of a theatre bldg., on Potter Street, between Second and Third avenues. Michael Schneider and Stanley Marz, owners. Seat. cap., 500.

Royal Oak—Plans are being prepared for the erection of a theatre building on Washington Avenue and Fourth Street. Owner, Washington Square Development Company. Archts., C. W. & George L. Rapp, 190 State Street, Chicago, Ill.

MISSOURI

Kansas City—Plans are being prepared for the erection of a theatre building at 54th and Troost avenues. Owner, W. W. Eisen, 2921 Linwood Boulevard. Architects, Wilkinson & Crane, Interstate Building. Approximate cost, $75,000.

Kansas City—Plans are being prepared for the erection of a theatre building at 33rd and Main streets. Owner, L. C. Holl & Co., 322 Lathrop Building. Architect, care of owner.

Kansas City—Plans are being prepared for the erection of a theatre building at Fifth and Virginia Avenue. Owner, Morris Bloomgarten, 1401 N. Fifth Street. Architect, C. A. Smith, 800 Finance Building.

Kansas City—Plans are being prepared for the erection of a theatre bldg., here. Speck, Ehinger & Colvin, 507 R. A. Long Bldg., owners. Clifton B. Sloan, 321 E. 11th Street, Archt.

St. Louis—Plans are being prepared for the erection of a theatre bldg., between Washington and Olive streets. Wm. Fox Film Corp., 55th Street and 10th Avenue, N. Y. City, owners. C. Howard Crane, 400 Huron Bldg., Detroit, Mich., Archt. Approx. cost, $5,000,000. Seat. cap., 5,000.

Kansas City—Plans are being prepared for the erection of a theatre building at 33rd and Main streets. Owner, L. C. Hill & Company, 322 Lathrop Building. Archts., Besecke & DeFoe, 1704 Baltimore Street.

Kansas City—Plans are being prepared for the erection of a theatre building at Troost Avenue, south of Armour Boulevard. Owner, care of architect. Archts., L. H. Dodd and George Chandler, 800 Graphic Arts Building.

(*Continued on page* 512)

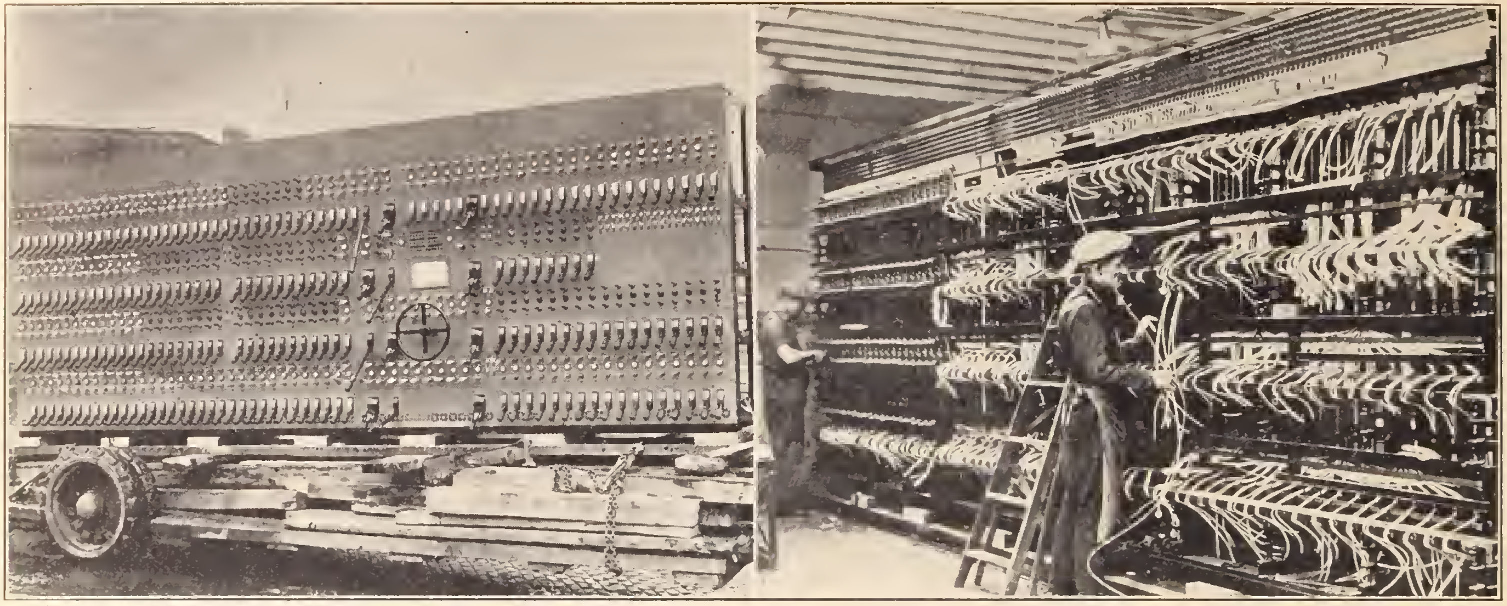
Screen Quality Counts

Prints on Eastman Positive from negatives on Eastman Panchromatic make the most of your projection equipment—give maximum photographic quality on the screen.

For only Eastman Positive carries through to the screen with fidelity all the tones of the negative, and Eastman "Pan" alone renders colors in their true black and white relationship.

That's fact—proved by Kodak Research Laboratory experts. And it's fact that counts at the box office—people appreciate screen quality.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.



Front and rear views of the switchboard manufactured for Roxy's New York playhouse by the Hub Electric Co. It has over a thousand levers, took a year to construct, and is claimed to be the largest stage switchboard in the world

(*Continued from page* 510)

NEW JERSEY

Hoboken—Plans are being prepared for the erection of a theatre building at Journal Square. Owner, The Stanley Fabian Corp., Mr. Jacob Fabian, President. Archt., F. W. Wentworth, of Paterson. Approx. cost, $2,500,000. Seating capacity, 5,000.

Oaklyn—Plans are being prepared for the erection of a theatre building at White Horse Pike, near Ormond Avenue. Owner, William E. Butler, care of Clearfield Theatre, 2512 E. Clearfield Street, Philadelphia, Pa. Archts., Hodgens & Hill, 130 N. 15th Street, Philadelphia, Pa. Approx. cost, $50,000.

Atlantic City—Plans are being prepared for the erection of a theatre bldg., at the corner of Roosevelt Place and Atlantic Avenue. Mrs. E. Seeler, owner. Christopher Clift, Archt. Approx. cost, $50,000. Seat. cap., 500.

NEW YORK

Buffalo—Plans are being prepared for the erection of a theatre building on Genesee Street. Owner, Bernard Vohwinkel, manager, Oriole Theatre, 1600 Genesee Street. Architect, Henry L. Spann, 52 West Chippewa Street. Approx. cost, $225,000.

Staten Island—Plans are being prepared for the erection of a theatre building on Victory Boulevard. Owner, The Robertson Development Co., Inc. Approx. cost, $100,000. Seat. cap., 1,232.

Lackawanna—Plans are being prepared for the erection of a theatre building between Electric and Franklin streets. Owner, J. W. O'Connor, Barney McDonald and M. T. Ryan, 1028 Ridge Road. Approx. cost, $100,000.

Four Corners—Plans are being prepared for the erection of a theatre building here. Architect, G. Keister, 56 W. 45th Street, New York City. Owner, care of architect.

Brooklyn—Plans are being prepared for the erection of a theatre building, corner New Utrecht Avenue and 46th Street. Owner, Laemmle Building Corp., 730 Fifth Avenue, New York City. Archt., John Eberson, 200 E. 57th Street, New York City. Approx. cost, $1,000,000.

Brooklyn—Plans are being prepared for the erection of a theatre building at 1832 86th Street. Owner, Hawthorne Amusement Corp. Marcus Loew, President, 1540 Broadway, City. Archt., Harrison G. Wiseman, 25 W. 43rd Street, New York City. Approx. cost, $250,000.

Brooklyn—Plans are being prepared for the erection of a theatre at 598 Fulton Street. Owner, Thesery Amusement Co., 503 Eastern Parkway, Brooklyn. Architect, Charles A. Sandblom, 145 West 45th Street, New York City. Approximate cost, $350,000.

Buffalo—Plans are being prepared for the erection of a theatre on Genesee Street. Owner, Bernard Vohwinkel, 1600 Genesee Street. Architect, Henry L. Spann, 52 W. Chippewa Street. Approximate cost, $225,000.

Brooklyn—Plans are being prepared for the erection of a theatre bldg., to occupy block at convergence of Flatbush Avenue, Fulton and Nevins streets. New Fox Theatres Corp., owner. C. Howard Crane and Kennett Franzheim, Archts. Approx. cost, $8,000,000. Seat. cap., 4,500.

NORTH CAROLINA

Durham—Plans are being prepared for the erection of a theatre bldg., on West Main Street. First National Company of Durham, owner. George Watts Carr, Archt. Northup and O'Brien of Winston-Salem and Durham, are associate Archts. Seat. cap., 1,500.

OHIO

Cincinnati—Plans are being prepared for the erection of a theatre bldg., on Eastern Avenue near Carroll Street. Jerome M. Jackson, 4023 Eastern Avenue, owner. J. L. Wilkens, 1167 Bates Avenue, rcht. Approx. cost, $75,000.

Gibsonburg—Plans are being prepared for the erection of a theatre bldg. D. B. Follett, owner, Stophlet, Nasby Bldg., Toledo, Ohio. Approx. cost, $30,000.

Maumee—Plans are being prepared for the erection of a theatre bldg., here. Strand Motion Picture Theatre, Mr. F. Meuen, Box 680, Maumee, Ohio, owner. Harold Munger, Perrysburg, Ohio, Archt.

Toledo—Plans are being prepared for the erection of a theatre bldg., at the N. W. corner of Sylvania and Belmar avenues. Barber Farris, owner. Alfred A. Hahn, Archt. Approx. cost, $39,000. Seat. cap., 1,500.

Zanesville—Plans are being prepared for the erection of a theatre here. Owner, Brown Theatrical; Caldwell Brown, President. Archts., Lockwood, Green & Company, 1566 Hanna Building, Cleveland, Ohio. Approx. cost, $250,000.

Celina—Plans are being prepared for the erection of a theatre building on North Main Street. Owner, Maxon and Johnston, of Celina. Architect, care of owner.

Bexley—Plans are being prepared for the erection of a theatre on E. Main Street. Architect, Richard Z. Dawson, 79 E. Main Street, Columbus.

PENNSYLVANIA

Norwood—Plans are being prepared for the erection of a theatre building on Chester Pike, near Washington Avenue. Owner, Marcus A. Benn, care of the Benn Theatre, 6316 Woodland Avenue, Philadelphia, Pa. Architect, Hoffman Henon Co., Finance Building, Philadelphia.

Philadelphia—Plans are being prepared for the erection of a theatre building on Roxborough Street, southeast corner Leverington Avenue and Ridge Avenue. Owner, Abraham Felt & Son, Packard Building, Fifteenth and Chestnut streets. Architect, The Ballinger Company, 105 South Twelfth Street.

Williamsport—Plans are being prepared for the erection of a theatre building on Pine and Jefferson streets. Owner, Michael Ciciarelli, 141 Pine Street. Architect, F. Arthur Rianhard, Masonic Temple Building.

Conshohocken—Plans are being prepared for the erection of a theatre building at Fayette and First avenues. Owner, Nicholas Talone, 130 E. Elm Street. Architect, M. B. Bean, 222 Green Street, Lansdale, Pa. Approximate cost, $100,000.

New Castle—Plans are being prepared for the erection of a theatre building on South Mill Street. Owner, Stanley, Rowland & Clark Co. President Jules E. Mastbaum, 1916 Race Street, Philadelphia. Architects, Hoffman-Henon Co., Finance Building, Philadelphia.

Wilkinsburg—Plans are being prepared for the erection of a theatre on Pennsylvania Avenue, near Wood Street. Owner, Stanley, Rowland & Clark Co. President Jues E. Mastbaum, 1916 Race Street, Philadelphia, Pa. Architects, Hoffman-Henon Co., Finance Building, Philadelphia.

Philadelphia—Plans are being prepared for the erection of a theatre building at the Southwest corner of 69th Street and Ashby Road. Owner, Stanley Company of America. Archt., care of owner. Approx. cost, $1,000,000.

Connellsville—Plans are being prepared for the erection of a theatre building on North Pittsburgh and Peach streets. Owner, Alexander Chinn, Connellsville and Perth Amboy, New Jersey. Archt., H. W. Altman, Fayette Tile & Trust Building, Uniontown, Pa., Approx. cost, $150,000.

Lansdale—Plans are being prepared for the erection of a theatre building on Main Street. Owner, Lansdale Theatre Company, Mr. Howard F. Boorse, Montague and Courtland streets. Approx. cost, $50,000.

Philadelphia—Plans are being prepared for the erection of a theatre bldg., at the S. W. corner 17th and Market streets. Stanley Company of America, owner. Hoffman-Henon Company, Finance Bldg., S. Penn Sq., Archt.

(*Continued on page* 513)

New Eastman Film Ready

Announce First Available Duplicating Stock Said to be Equal to Original

ANNOUNCEMENT by the Eastman Kodak Company of a new product known as Eastman duplicating motion picture film is expected to fill an important gap in the mechanical side of the industry. This new film is said to have qualities never before available.

Heretofore the making of duplicate motion picture negatives has presented great difficulties and their use has usually been restricted to those occasions when the original negative was unavailable.

Photographic experts at the company's laboratories have been busy studying the problem of furnishing a film for duplicate negatives which could reproduce the quality secured in the original negative and from which prints could be made which would be similar to those obtainable from the original negative.

Many Advantages

Their efforts have finally been rewarded in perfecting this new product whose great advantage to the motion picture world lies in the fact that it will facilitate a more rapid distribution of prints, while in the case of loss or damage of a duplicate negative equal in quality to the original will save serious loss.

It is also stated that by using this duplicating film original negatives of unsuitable contrast can be improved in duplicating, thus saving costly retakes of expensive sets.

Essential Requirements

According to the company's announcement the essential requirements in a material for the production of motion picture duplicates are freedom from graininess, sufficient latitude to reproduce correctly the greatest scale of tones likely to be met with in an original negative and ability to reproduce fine detail. These three requirements were not combined in any film heretofore available on the market. Negative motion picture film which has a great range of latitude is manufactured essentially for the production of negatives in the camera and in order to attain the necessary speed the grain size of the negative film has to be greater than is desirable for duplicating. Positive motion picture film, which makes the prints which are used in the movie theatre projectors, has a very fine grain but is made to give a contrast which makes it unsuitable for use in duplicating. By a special treatment of the emulsion of this new Eastman product, the fineness of grain of positive film and the great latitude and low contrast of negative film necessary for duplicating purposes have been successfully combined.

Building Forecast

(*Continued from page 512*)

RHODE ISLAND

Providence—Plans are being prepared for the erection of a theatre building at Linwood Avenue and Cranston Street. Owner, Alton C. Emery, of Providence.

Providence—Plans are being prepared for the erection of a theatre building on Weybosset Street. Owner, Loew's, Inc., New York City. Approximate cost, $1,250,000. Approximate seating capacity, 4,000.

WASHINGTON

Seattle—Plans are being prepared for the erection of a theatre building on the northeast double corner of Seventh Avenue and Olive Way for the Washington Theatre Enterprises. Approx. cost, $1,000,000.

Seattle—Plans are being prepared for the erection of a theatre building at North Avenue and Pine Street. Owner, L. N. Rosenbaum. Lessees, Famous Players-Lasky Corp., of New York City. Approx. cost, $1,500,000.

WISCONSIN

Milwaukee—Plans are being prepared for the erection of a theatre on First Avenue, near National. Architects, Gurda & Gurda. Owner, care of architects.

Santa Monica Plans Complete

Plans for a class A theatre in the 4500 block on Whittier Boulevard, Santa Monica, Cal., has been completed by the architect, Charles F. Plummer. The building will cost about $100,000.

ATTRACTIVENESS
For Your Theatre

can easily be created by using our natural prepared Areca Trees, with removable leaves (as illustrated). Palms, Ferns, Hedges, and Artificial Flowers. Low priced and long lasting.

Write for our SPRING CATALOGUE No. 7 with illustrations in colors of Artificial Flowers, Plants, etc., MAILED FREE ON REQUEST.

FRANK NETSCHERT, INC.
61 Barclay St., New York, N. Y.

Advertising
in the
Equipment Department
Pays

How *Vallen* Quiet Curtain Control Increases Business

Think over the difference between unusually successful theatres and the "grubbing along" kind. You will see that it is the refinement of detail that counts.

Add a scrim curtain to your screen, put in other curtains and have them quietly pulled open and closed by unseen forces. The proven effect on your audiences is remarkable and also upon your box office.

Send for the Vallen Quiet Book

VALLEN ELECTRICAL CO.
225 Bluff St., Akron, Ohio

E. J. VALLEN

WHY VALLEN EQUIPMENT IS BEST

Mr. Vallen is concerned with the ultimate service of his product. To better this he has built a special factory for Vallen Curtain Control machinery and spends his time entirely in this work. Such effort creates leadership.

VALLEN
REMOTE ELECTRIC
CURTAIN CONTROL
EQUIPMENT

Group of students from the Publix Theatre Manager's School who visited the International Projector plant where they studied the difference between good and bad projection

Publix Scholars Study Good Projection

Students Spend Two Days With Experts at Plant of International Projector Corp.

TWO whole days, January 25th and 26th, were spent at the plant of the International Projector Corporation by The Publix Theatre Managers' School learning the difference between good and bad projection.

John F. Barry, Director of the School, had arranged with Walter E. Green, Vice-President of the International Projector Corporation.

P. A. McGuire, Advertising Manager of the company, opened the session by welcoming the members of the school to the plant and said that it was the third occasion he had had the pleasure of performing this pleasant duty and making arrangements for this part of their course. He then read a statement prepared by Bart F. Greene, Chief Inspector of the Bureau of Gas and Electricity, City of New York.

The sessions were held in the projection room and here the students were shown the latest models of Simplex and Power's Projectors. The first day's period of practical instruction was inaugurated by Herbert Griffin, General Sales Manager of the Power's Division, who gave a detailed description of Power's Projectors, making explanations and answering questions for a considerable part of the morning. F. H. Richardson, author of "Richardson's Handbook," then covered the following topics and gave brief explanations as to how they were caused; Poor focus, unsteady picture, travel ghost, flicker, distortion, poor illumination, film breakage, improper projection speed, etc. The students were intensely interested in this part of the course, which was a basis for many of the questions asked during the course of instruction during the following day and a half, in the plant of the International Projector Corporation. The afternoon session of the first day was taken up by F. H. Richardson in completing his talk, A. E. Meyer, who talked briefly on the Simplex and Power's Projectors in the foreign fields, and H. G. Wrede, who discussed in details repairs and replacements on Power's Projectors. The second day session started promptly at nine o'clock with a talk on Simplex Projectors by A. Kindelmann, who spoke for two hours, and T. Hall, of Hall and Connolly, completed the morning session, describing the new Hall and Connolly high intensity lamp. Mr. Kindelmann completed his instruction in reference to the Simplex Projector by again talking for about two hours in the afternoon, and Mr. Griffin closed the course at the plant of the International Projector Corporation by giving additional details regarding Power's Projectors and Powerlite Reflector Arc Lamps.

The "Nat'l Seiler System"

"One-Contract" Equipment Plan to Be Put Into Effect by National Supply Co.

ALVIN SEILER, nationally known as an expert on electrical installations, switchboards and lighting, and for his ability as a theatre engineer, has been selected to head the engineering department of the National Theatre Supply Company, where, under his personal direction, a staff of engineers and draftsmen will operate in collaboration with the National Theatre Supply Company's thirty-one branch stores in the National "One-Contract" Equipment Plan, which will hereafter be known as the National Seiler System.

With the acquisition of Mr. Seiler, and the organization of a technical staff, National Theatre Supply Company has taken an important step towards the realization of that organization's aim—to be ready whenever called upon to assume full responsibility for the solution of any theatre, construction or equipment problem that may confront builders or operators of the modern theatre.

Lack of coordination between the process of construction and equipment has been a serious and expensive problem to the theatre industry and in seeking to eliminate this waste, National Theatre Supply Company made a country-wide search for a man of such experience and ability that it would be able to give architects, builders and owners real service.

With these qualifications in mind, Mr. Seiler, originator of the Seiler system theatre plan service, was chosen and will devote his entire time to this department. It is felt that he will be a great assistance, not only to owners and builders, but to architects, only a few of whom specialize on theatre construction, and even fewer of whom are conversant with the fine points of theatre equipment.

In addition to the advisory work, extensive, scientific research and investigation will be carried on in the engineering department, headed by Mr. Seiler, to which any architect, builder or theatre owner may come for reliable advice and suggestions.

Bush Theatres Take New San Diego Permit

The Bush Theatres, Inc., of San Diego, Cal., have taken out a building permit for the construction of a reinforced concrete and brick theatre at 2025 Thirtieth Street to cost approximately $65,000. It will serve as a community motion picture house in a section which has seen rapid development in the past two or thre years, and will make the fifth theatre to be under the control of Bush Theatres, Inc., the other houses being the Egyptian in San Diego, the Vista in East San Diego, the Kinema in Escondido and the Silver Strand in Coronado.

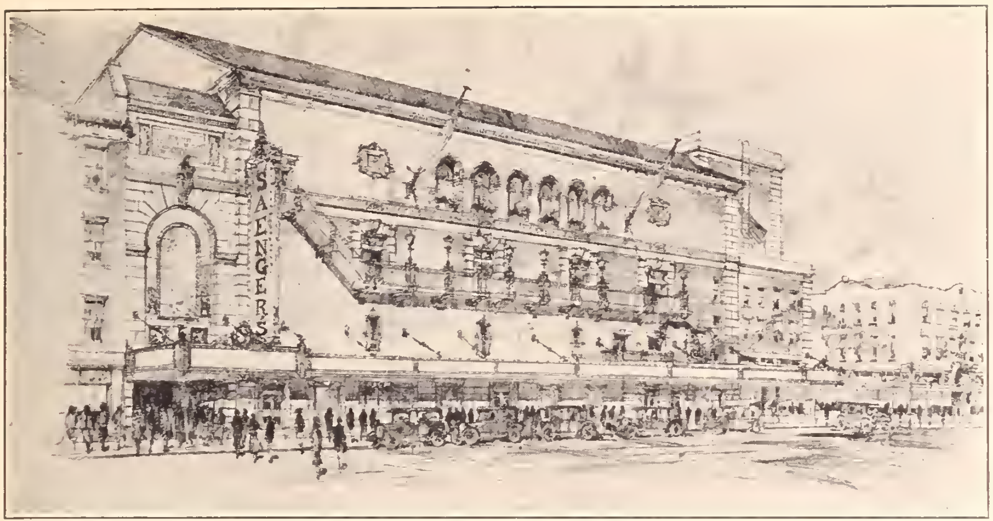
Angelopolis Opens Gloria at South Los Angeles

The Gloria Theatre, South Los Angeles' newest motion picture theatre located at 9617 South Main Street, was recently opened to the public. C. Angelopolis is the owner of the building in which the Gloria is located. H. Eckman is the resident manager. Regular admission prices will be 10 and 25 cents.

Start On Ventura Project Soon

The new $250,000 theatre projected for the southeast corner of Main and Chestnut streets, Ventura, Cal., will be actively under way within a month, recently announced C. B. Corcoran, who heads the enterprise.

Alvin Seiler



Architect's sketch of the new Saenger Theatre, New Orleans, scheduled to hold its premiere Feb. 5. It is said to be one of the five greatest in the world

“A Monument to the Best in Theatrical Art”

So Reads Motto of New Orleans' New Saenger; Many Notables Will Attend Premiere

THE $2,500,000 New Saenger Theatre, considered by architects and art connoisseurs one of the finest playhouses in America, will open its doors and its priceless art salon to New Orleans and its tourist guests on Saturday, February 5th, at 10:30 o'clock in the morning, after the theatre has been formally dedicated Friday night before a group of motion picture notables, state and city officials and other invited guests.

The opening of the doors of the New Saenger marks the consummation of the dream of the Saenger Theatres, Inc., to give to the city, where they maintain their headquarters, a theatre that in distinction and beauty of architecture and in excellence and popularity of motion pictures and stage presentations would be a striking monument to the civic and industrial progress of the “New” New Orleans and to the picturesque renown of “Old” New Orleans.

Art Treasures Galore

When the thousands of Orleanians enter the New Saenger on Saturday, February 5th, and see, first, the imposing arcade, illuminated by four of the massive chandeliers from the Chateau Pierrefonds D'Oise, the chandeliers that once, by candlelight, saw minutes and hours from the lives of Louis XIV, Marie Antoinette and Napoleon; then the broad cross lobby, with its magnificent marble, bronze, crystals and scenic effects; then the art salon, above which the eye will seek the great dome, a vista of deep blue sky with moving clouds and at intervals twinkling stars, creating the primary illusion of beauty; then to the great mezzanine, which is reached leisurely by short ramps, instead of long stairways, excepting, of course, the great main stairway, a thing of beauty in itself and in fit keeping with the Florentine motif of the New Saenger. And then to the men and women's lounging rooms of the mezzanine and the patio, the latter done in an Italian garden arrangement that will delight the public and the connoisseur.

The whole interior treatment of the house expresses the dazzling spirit of the Italian Renaissance. The designers have ornamented the walls in brilliant and bizarre tones that carry out the Italian atmosphere. Walking through the New Saenger is like a walk through a Florentine palace that had, by some miracle, been constructed by a man who knew engineering and electricity, as well as architecture. The artistic spirit of the de Medicis and the inventive genius of Thomas Edison alike contribute to the New Saenger.

An Acre of Seats

Next to the acre of comfortable seats, 4,000 of them, each as luxurious as the other, to view the inaugural picture, and the Publix New York stage show; and to hear John Hammond, S. T. O., at the console of the mighty Robert Morton organ and Castro Carazo and his thirty-five piece orchestra on the magic pit for the orchestra.

The temperature of the house is said to be ideal. No matter how cold it is outside or how warm, the New Saenger, through its powerful heating, refrigerating and ventilating plant, claims to its patrons air that is comfortable and pure.

The New Saenger is not modelled after any particular one of Florence's palaces, but after the general plan and spirit of those princely mansions. The spirit of the great Italian architects and builders—incomparably the best the world has ever known—is brought to New Orleans; the Florence of the Renaissance is brought to New Orleans.

Above the entrance arch of the North Rampart Street entrance is engraved the motto of the New Saenger: “A Monument Devoted to the Best in Music, Photoplays and the Theatrical Arts,” typifying the spirit of the organization that has given New Orleans a theatre that is said to be one of the five greatest in the world.

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Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

Can't Understand It

THE following letter is from Joseph M. Van Dyke, Antigo, Wis.:

"Dear Sir:

"I have just read the Projection Department article of January 7, and there are a number of things in it that I do not quite understand, so I am wondering if you will take the necessary time to enlighten me.

"You say that the law of Inverse Squares holds good no matter whether the light beam is directed by lenses and mirrors or not, providing certain conditions are met. I would like to know what those conditions are. I am not trying to start an argument, but if my ideas on light action are wrong it is time they were corrected.

"The best way to start is to tell you what I believe to be true, after which you can take a shot at my arguments and correct the mistakes.

What He Believes

"The inverse square law is not a rule applying solely to optics, but is a mathematical calculation which applies to many other things also—for instance, perspective drawing and the radiation of heat or sound and, of course, light also.

"An absolutely open source of light emanates rays in all directions and 90 degrees in any given direction. (Van Dyke's letter at this point becomes quite involved, particularly as to this 90-degree angle business, so we are quoting him verbatim in the hope that what passes over our head may be clear to other readers.—Ed.) It is this divergence of 90 degrees that brings the inverse square law into the problem.

"If the rays of light (from a source) are collected by a lens slightly larger in diameter than the distance between the source and the lens, and the lens projects an image which is of the same size as the light source, then the only loss of light would be caused by reflection from the lens surfaces, and the resistance in passing through air and glass. Of course, the screen on which the image is projected would absorb some light, but I am supposing that it does not.

"Now let us place a slide, or piece of film in the path of this light beam. (At the point where the source image is formed?—Ed.) The slide is just large enough to accommodate the entire beam. At this point we have a loss due to reflection from the lens surfaces and resistance of the slide and air.

"Now let us use a lens to project the slide onto a screen. The lens is large enough to accommodate the entire beam of light. Here again we have a loss by reflection and resistance of glass and air. The screen absorbs some light and reflects the remainder. The only other light loss besides resistance of air and glass, and reflection from the lens and slide depends on the angle of emergence or the angle at which the light leaves the lens.

Something New

"If the light beam diverges at an angle of 90 degrees (from the lens) the rule of inverse squares applies. It never does in actual practice. The loss of light is proportional to the angle of emergence. It seems that in actual practice the law of inverse squares applies only as from an open source of light. If otherwise, then why use a lens?

"All this talk about increasing the size of the aperture to raise the screen intensity is bunk. 'It can't be did.' All we can do is pick up as many rays as possible from the source, cut down the size of the spot so as to waste less at the aperture, use the proper size of (projection) lens and of sufficient diameter and provide a screen of the best type. Then we are doing all that can be done.

"If some inventor would give us a square spot at the aperture, by using a square source of light instead of a round one, a large loss of light would be prevented. Of course, we must not use a larger shutter blade than necessary.

"I hope I have not been too long winded, and wish you would answer this, as I really want to know whether I am right, and I am not trying to 'ride' you.

"Joseph M. Van Dyke."

"Thanks for the Buggy Ride"

It relieves us somewhat, Van Dyke, to know that you are not trying to "ride" us in this matter, as you express it, and that your intentions are strictly honest and above-board.

As for this inverse square law, we thought that we had explained the operation of this law satisfactorily on a number of occasions during the past two years, but since you apparently missed those past discussions and really desire to know what it is all about, we will break a resolution, made not so long ago, never to refer to it again, and unbend to the extent of giving a sketchy description of its operation.

It is difficult for us to answer your questions directly, since, to be perfectly frank, we do not understand what you are talking about. By this we mean that we do not grasp the significance of your reference to the 90-degree angle emergence of light from a lens, which, in your mind, is so important as to determine whether or not the law applies in any particular case.

For this reason we will forego direct answers to your questions and try to give a simple explanation of the application of the inverse square law.

Our statement, as we recall it, said that the use of mirrors and lenses in connection with a light source did not affect the operation of the law of inverse squares. We did not mean by this that the light intensity on the motion picture screen, when illuminated by the projector optic system, would be the same as when the lenses, film, etc., were removed, and the light from the arc alone were to shine, unobstructed, on the screen. Such a statement, of course, would be silly, and would justify your question, "Why use lenses?"

The thing we meant to bring out was this: Suppose we have an arc lamp operating in open space with no lenses or mirrors placed before it. At a distance of ten feet from the crater we will have an intensity, let us say, of forty foot-candles. Then at 20 feet, according to the law of inverse squares, the intensity would be one-fourth of this, or ten foot-candles, and at forty feet it would be one-sixteenth of forty foot-candles, or 2.5, etc.

Now let us suppose that we place a lens (or concave mirror) in front of the arc crater so that the crater is placed at the *focal point* of the lens. We will then have a rough form of searchlight, since the rays will emerge from each other. Now we say that the intensity of light from this crude searchlight will also vary inversely as the square of the distance of the point from the source, *but the light intensities in this case will be much higher than where no lens is used.*

As an example, we may find, depending upon the diameter of the lens, that at a distance of fifty feet from the lens the intensity is 100 foot-candles (due to the concentrating power of the lens), then at 100 feet the intensity will be one-fourth of this, or twenty-five foot-candles, and at 200 feet it will be one-sixteenth of 100 foot-candles, or 6.25. In spite of the fact that these intensities are higher than those obtained from the arc used alone, they will all follow the inverse square law in exactly the same manner as if they were provided by a much more powerful arc, used without the lens.

Lens Becomes Source of Light

When any lens is placed before a light source (providing the source is not placed inside of the lens focal point) the lens simply becomes an artificial source of light which is just as bright as the original source, minus a 10 per cent loss in the lens, and much larger than the light source.

The fact that the lens is larger than the original source results in the intense beams of light obtained from them since if the lens were no larger than the arc crater it

(Continued on following page)

James Amus. Co. Open New Theatres

Contain First Ohio Installations of Carrier Eng. System

James Amusement Enterprises, Columbus, O., has recently opened two new motion picture theatres in that city: one, the Clinton, between North Broadway and Brighton Road, and the other, the Eastern, in that section of the city.

The last of the two to be completed, the Clinton, is estimated to have cost $300,000 and has a seating capacity of 1,500.

The Clinton Theatre was built under the personal supervision of William M. James, president of the James Amusement Enterprises, and forms the eighth theatre in the string which was started by Mr. James fifteen years ago with the Broadway. All the legal details of acquiring the site and the legal phases of financing were cared for by John A. Connor, vice-president of the James Amusement Enterprises and general counsel for the company. The house will be operated under the direction of J. Real Neth, secretary-treasurer of the James interests, who has supervision over all the houses. John McCormick, who has been connected with the James theatres in different capacities for some time and who recently has been at the State Theatre. . . .

Both the Eastern and Clinton each contains one of the two first Carrier Engineering systems of cooling and ventilating to be installed in any Ohio theatre.

Bronx, N.Y., Operators Plan Large Playhouse

One of largest commitments filed recently in the Bronx, New York City, was for a proposed theatre structure to be built by the Efficient Building Corp. from plans by Nathan Rotholz. The theatre will occupy a plot on the south side of Burnside Avenue, east of Anthony Avenue. The estimated cost of the project is placed at $1,500,000 by the architect.

Wurlitzer Adds To Program

The Strand Theatre, Stronghurst, Ill., has recently installed a new Wurlitzer organ. The instrument, one of the latest factory models, has greatly added to the musical program of this house.

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Cedar Rapids Has Three Theatres Under Way

PAPERS were recently filed at Cedar Rapids, Ia., by the Frank Amusement Company of Waterloo incorporating the Orpheum Building Company with a capital stock of $400,000. The corporation proposes to erect a $700,000 vaudeville and motion picture theatre seating 2,500 persons.

It is understood that the Orpheum Theatre Company owns a half interest in the project.

The new building will be three stories high, will cover half a block and provide space for thirteen stores, sixteen offices and twenty-eight apartments. Work is to be started in the spring and completed next November.

This is the third new theatre announced for Cedar Rapids in recent weeks.

Equip't Orders Accurate Business Barometer

Possibly one of the most accurate barometers of increasing motion picture theatre construction is to be found in the orders for projection equipment as such equipment is an absolute essential in every new theatre.

The Hertner Transverter, because of the fact that it has been on the market since 1915, and is, therefore, universally known, is showing even greater sales since the first of January than the remarkably high sales record of 1926.

Mr. Hertner, president of The Hertner Electric Company, manufacturing the Hertner Transverter, states that all sizes are being ordered up to and including 500 ampere capacity with special preference for the horizontal and multiple types.

Recent orders which they have received include the following theatres:

Roosevelt Theatre, Buffalo, N.Y.; Capitol Theatre, Jacksonville, Fla.; Municipal Auditorium, Tampa, Fla.; New Capitol Theatre, Waverly (Tioga County), N.Y.; Capitol Theatre, Somerville, Mass.; Fernando Garcia, Laredo, Texas; Rialto Theatre, Newark, N.J.; New Theatre, Flushing, L. I., N. Y.; Fellsway Theatre, Medford.

Inquiries and Comments

(Continued from preceding page)

would do no good, because then the arc crater working alone would provide the same intensity as when used with this very small lens.

The use of a large lens simply results in *apparently increasing* the size of the light source and if the area of the lens be multiplied by the brightness of the arc (minus 10 per cent loss) and this in turn divided by the square of the distance of some point from the lens, we would have the intensity of light at that point.

If the lens is now removed, the intensity of light at the same point would be equal to the area of the arc crater, multiplied by the brightness of the arc and divided by the square of the distance between the point and the arc crater.

The lens, as we said before, simply serves to increase the *apparent* size of arc crater so that the bigger the lens (in diameter) the greater will be the beam candle-power.

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O.	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	6244 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	Nov. 27
Quarterback, The	Richard Dix	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Winning Gallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O.	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pictures	5200 feet	
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Kentucky Handicap, The	Reed Howe	Rayart	6012 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6903 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5300 feet	Jan. 7
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27

Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4620 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	Special Cast	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
First Night, The	B. Lytell-D. Devore	Tiffany		
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	5900 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick		
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
Flying High	Wm. Fairbanks-A. Calhoun	Lumas		
General, The	Buster Keaton	United Artists	7440 feet	
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-P. Lease	Lumas	6500 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackaill	First National	5521 feet	
Magic Garden, The	M. Morris-R. Keane	F. B. O	6807 feet	
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom			
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6421 feet	
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas		
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	Fred Humes	Universal	4689 feet	
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise For Two	R. Dix-B. Bronson	Paramount		
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M. Davies-O. Moore	M-G-M		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	Special Cast	Rayart		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pict. (S.R.)	5 reels	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5620 feet	
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tiger, The (tentative)	O'Malley-H. Ferguson-Hackathorne	Tiffany		
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pictures		
Upstream	E. Foxe-Hitchcock-N. Nash	Fox		
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pictures		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Beloved Rogue, The	John Barrymore	United Artists		
Between Dangers	Buddy Roosevelt	Pathe	5 reels	
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Burnt Fingers	E. Percy-G. O'Hara	Pathe	6 reels	
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	F. Thomson-R. Clifford	F. B. O.		
Easy Pickings	Nilsson-K. Harlan	First National		
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe		Feb. 27
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
It	A. Moreno-C. Bow	Paramount	6452 feet	
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	
Macushla (tentative)		Fox		
Midnight Watch, The	R. Stewart-M. McAllister-D. Torrence	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		

Feature	Star	Distributed by	Length	Reviewed
Princess of Hoboken, The		Tiffany		
Quarantined Rivals	V. L. Corbin	Lumas		
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satin, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce- E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
War Horse, The	B. Jones-L. Todd	Fox		
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Bachelor's Baby	H. Chadwick-H. Meyers	Columbia		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Brides Will be Brides	Laura La Plante	Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The	L. Fazenda	Fox		
Flaming Timber		Tiffany		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	Leo Maloney	Pathe	6 reels	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	6 reels	
Rich But Honest		Fox		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Somewhere in Sonora	Ken Maynard	First National		
Sonora Kid, The	Tom Tyler	F. B. O.		
Taxi, Taxi	Horton-Nixon	Universal		
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O.		
Three Hours	Corinne Griffith	First National		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		
Wild Geese		Tiffany		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	George Walsh	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A.Menjou-L.Brooks	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Snowbound		Tiffany		
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Tale of a Vanishing People		Tiffanv	6500 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall- D. Gilmore	Paramount		
Squads Right		Tiffany		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Along Came Fido	"Cartoon"	Bray	Jan. 1	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Charley Chase	Pathe	Feb. 6	2 reels	
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Jan.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Lewis Sargent	Brav	Dec. 20	2 reels	Dec. 11
Break Wway	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Universal		2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Mar. 7	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life. The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid Me, Monkey	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks. A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Lewis Sargent	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Fool, The		Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobby Ray	Rayart		2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb.	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Dizzy	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Jan.	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word. The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Lewis Sargent	Bray	Nov. 20	2 reels	Nov.. 6
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov.	reels	Dec. 1828 . . 2
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	
Million Dollar Derby, The	Al Alt	Rayart	Dec	2 reels	

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Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blonds		Bray Prod		2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 10	2 reels	
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfume		Bray Prod		2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Feb. 4	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F .B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
Sheriff, The	"The Gumps"	Univ	Mar. 7	2 reels	
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	
Sophmore, The	G.O'Neil-L.Graydon	Hi-Mark			
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strange Inheritance, A (Holmes & Corbett)					
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur L'ake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoona'	Bray	Nov. 12	1 reel	
Taking the Air	"Aesop Fbles"	Pathe	Mar. 6	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard ,The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Get It	Lewis Sargent	F. B. B	Feb. 20	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards or	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Boke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johhny Arthur	Educat	Feb. 6	2 reels	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 19	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	

Title	Distributor	Rel. Date	Length	Reviewed
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany			
Cluster of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curosities)	Educational	Feb. 13	1 reel	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.		
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany			
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game'sthe Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C	1 reel		
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	

Title	Distributor	Rel. Date	Length	Reviewed
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.		
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports. Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films		1 reel	Jan. 21
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Ranger (Colorart Picture)			1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov		
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am Cinema		1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
All Women Are Beautiful	R. Griffith-D. Hill	Paramount		
American, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	Gary Cooper	Paramount		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Barriers of Fire	Monte Blue	Warner Bros		
Bayo-Nuts	C. Murray-G. Sidney-N. Kingston	First National		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky		M-G-M		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	8649 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Universal		
Be Yourself	Raymond Griffith	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)		Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent	Paramount		
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore	M-G-M		
Broadway Nights		First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	Jackie Coogan	M-G-M		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B.Bronson-K.Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widows	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Negri-Cortez	Paramount		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K.Maynard-D.Dwan	First National		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamonds in the Rough		First National		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		

Feature	Star	Distributed by	Length	Reviewed
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Final Extra, The	M. De La Motte-G. Withers	Lumas		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller		7073 feet	
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gallant Fool, The	Billy Sullivan	Rayart		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O.		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		Asher Small (producers)		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-R. Adoree	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell'sKitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Hero on Horseback, A	Hoot Gibson	Universal		
High Hat	Lyon-Brian	First National		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
Is That Nice?	George O'Hara	F. B. O		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The.	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress		Chadwick		
Life of a Woman		Tiffany	6500 feet	
Little Orphan Annie		F. B. O		
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Lodger, The	Ivor Novello	Lee Bradford		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	Laura La Plante	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marriage	V. Valli-A. Durant-G. McConnell	Fox		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Missing Link, The (road show)	Syd Chaplin	Warner Bros		
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
Open Book	Special Cast	M-G-M		
Ordeal The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O.		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	Rawlinson-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The	E. O'Brien	Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The		First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	Special Cast	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis	Fazenda-J. Murray	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever		M-G-M		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The		First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	John Gilbert	M-G-M		
Two Arabian Nights	W. Boyd-E. Taylor	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Brosn		
What Happened to Father	Sydney-Gordon-Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	John Barrymore	Warner Bros		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yoke, The	Special Cast	Warner Bros		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		

Newspaper Opinions on New Pictures

"Devil's Island"—Chadwick, Randolph Theatre, Chicago

Tribune: "The plot, which is interesting because it is based on fact, unfolds smoothly, sustained by considerable dramatic incident. Miss Frederick is as appealing as Jeanette Picto, the loyal Frenchwoman. Richard Tucker is nice and manly as the surgeon. George Lewis as their son is a fine upstanding young chap and little Marion Nixon as his sweetheart as is her habit brings charm to her role. 'Devil's Island' has been quite thoughtfully staged."

News: "Movies with penal colonies for locales are unusual. So 'Devil's Island' was a bit more interesting than usual as far as its scene was concerned. Some straightaway direction and a good performance by Pauline Frederick doubtless added to my enjoyment of the production. George Lewis and Marion Nixon are personable youngsters and John Miljan in a few brief scenes makes the most of his opportunities."

"The Bells"—Chadwick, Loew's State, New York

Daily News: "Lionel Barrymore is at his best. The direction of James Young is excellent throughout, and there are bits of camera work surpassing that seen in many more highly touted pictures. The supporting cast is good, especially Caroline Frances Cooke and Gustav von Seyfertitz. Lorimer Johnston, Lola Todd and Edward Phillips give convincing performances, with no overacting."

'Faust"—Metro-Goldwyn-Mayer, Capitol Theatre, New York

Times: "Here is a picture which is as far removed from the ordinary movie as a Tintoretto painting. It inspires with its wealth of imagination, its shadows and soft lights, its astounding camera feats and its admirable portrayals. No writer need be ashamed of saying that there are countless scenes in this production that virtually defy description, and as one watches the figurantes, one is confronted with a myriad of new screen ideas."

World: "Magnificently beautiful in its intelligence, in its photography, in its acting and direction. Possesses greatness and power and many touches of magic."

News: "A picture anybody will enjoy for its sheer beauty and dramatic power. This is one of the most beautiful pictures you've had an opportunity to see in many moons. Mr. Murnau, with the aid of an extraordinarily able cameraman, has fashioned a film that ought to be pleasing to even the most devout worshipper of Goethe."

Telegram: "Show us a picture that is more worthy of a long and luminous reign on Broadway at top prices and two-a-day showings and much advance trumpeting. The Capitol is at Broadway and Fiftieth Street for fans to make a beaten pathway to its doors. Of 'Faust,' the fairest jewel of Ufa's diadem, it shall be said with shining eyes and bated breath."

"When a Man's a Prince"—Pathe Metropolitan Theatre, Atlanta, Georgia

Georgian: "To my mind the most important motion picture event of the year—the return of Ben Turpin to the screen.

"Since Ben had last flickered in Atlanta he has passed through the poignancy of grief and the ecstasy of joy and I was delighted to see that despite all these emotions he remains the screen's greatest caricaturist.

"As I see it, there is no art so well defined and no art so rarely attained as the art of burlesque. It is the very refinement of incongruity—and all humor is built on incongruity. And of all the actors on the silver sheet, Turpin, alone, seems to have grasped burlesque's possibilties. The picture is one uninterrupted roar. If you miss it, no single spark of humor burns in your soul."

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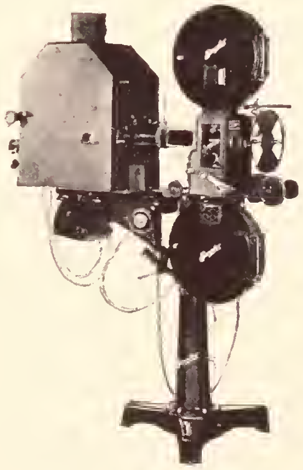

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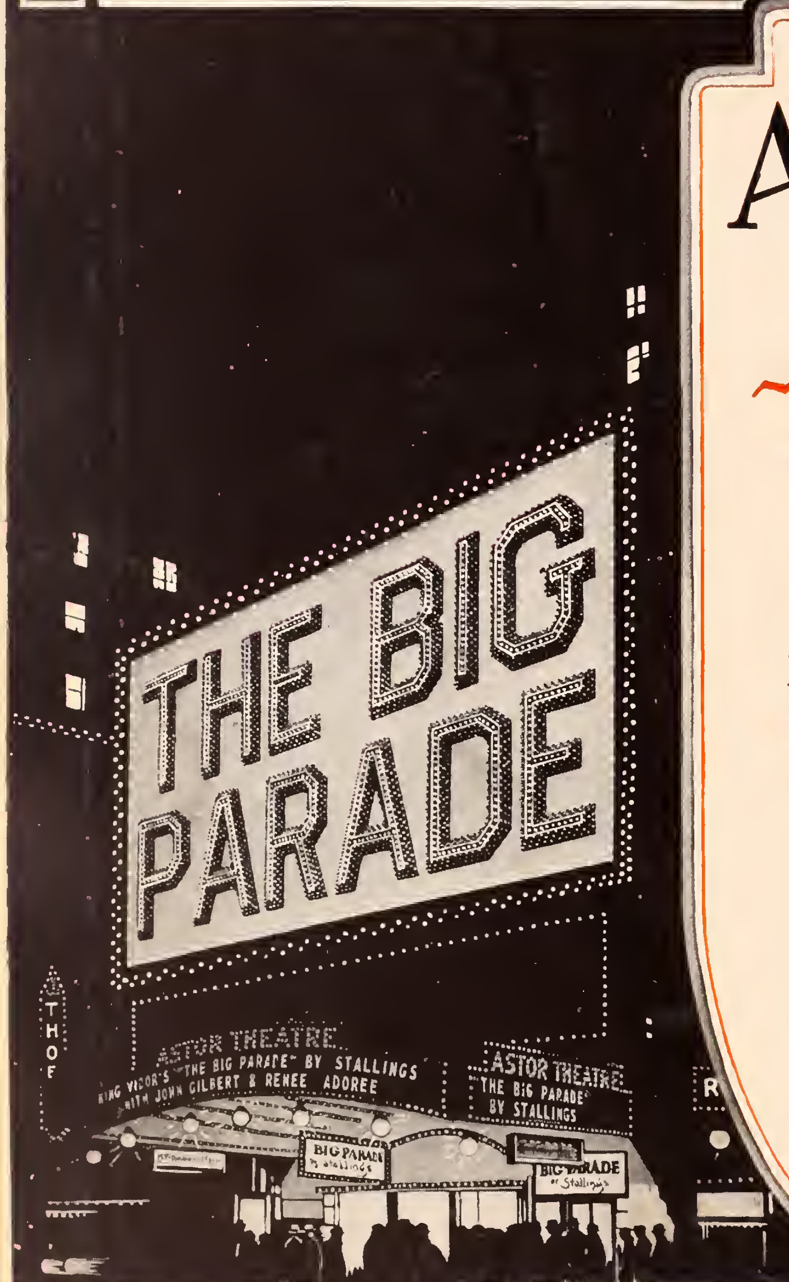

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Motion Picture News

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I. J. Hoffman

Entered as second-class matter April 22, 1926 at the Post Office at New York, N. Y., under act of March 3, 1879

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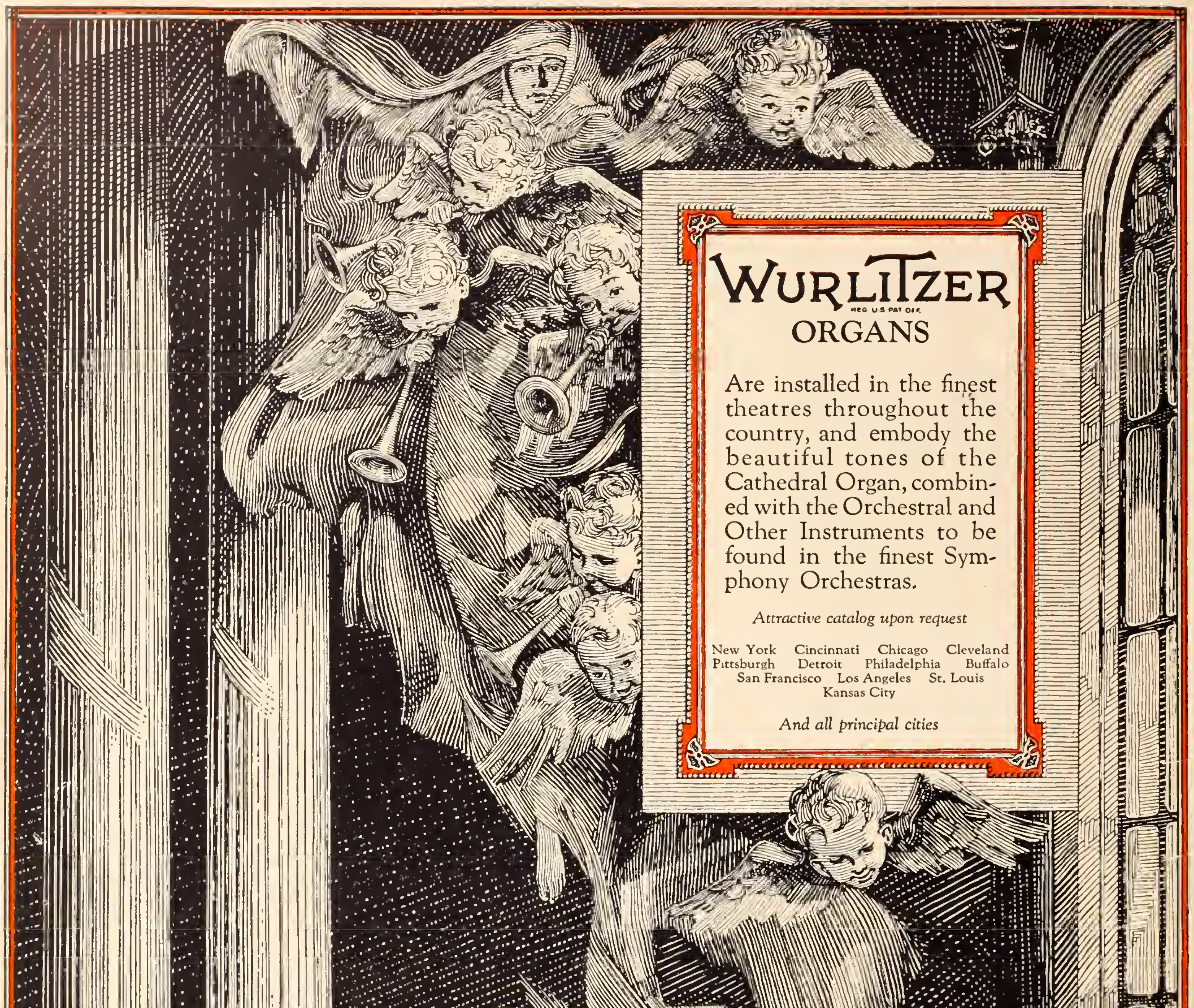

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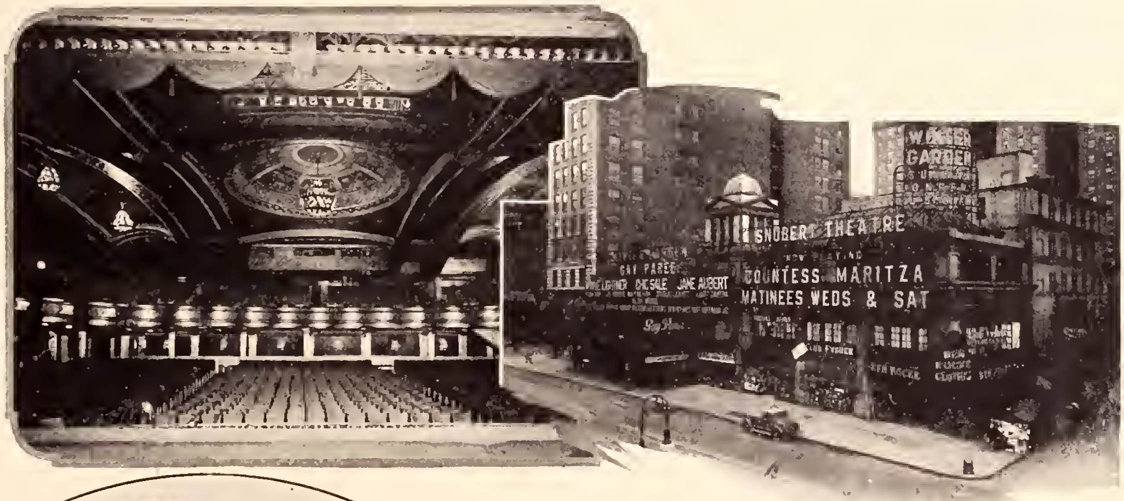

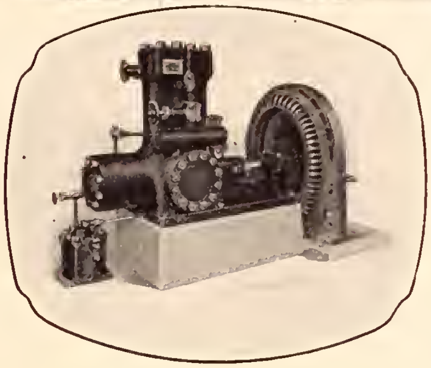

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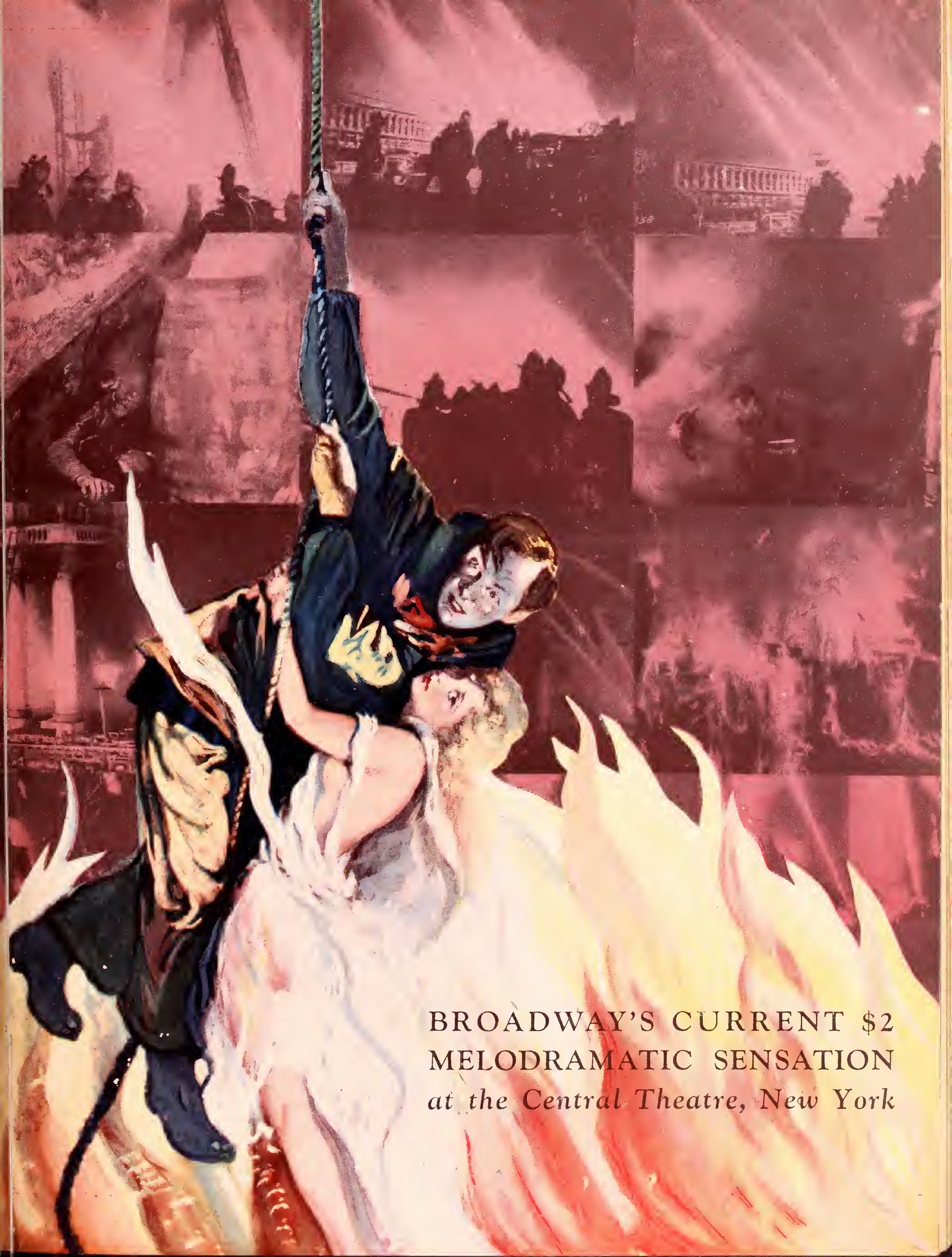

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2:45	OVERTURE	8:45
3:00	PARADE OF THE SOLDIERS OF PEACE	9:00
3:15	THE GREAT WATER FRONT FIRE	9:15
3:26	SPECTACULAR FIELD DAY EXHIBITION	9:26
3:31	BREATH-TAKING EIGHTY-FIVE-FOOT LEAP FROM BLAZING BUILDING	9:31
3:34	HEIRESS FALLS IN LOVE WITH ROOKIE FIREMAN	9:34
3:40	FIRE CHIEF REBELS AGAINST GRAFTING POLITICIANS	9:40
3:44	MAD DASH TO THIRD-ALARM BLAZE THROUGH TRAFFIC-JAMMED STREETS	9:44
3:50	MOTHER SACRIFICES SECOND SON IN DEVASTATING FIRE	9:50
3:55	FAMOUS ASBESTOS SQUAD IN ACTION (First time shown on screen)	9:55
4:01	THE BAZAAR OF ALL NATIONS	10:01
4:08	POLITICIANS OUST FIRE CHIEF	10:08
4:17	GALA OPENING OF NEW ORPHANAGE	10:17
4:24	THE GREAT FOUR-ALARM FIRE SPREADS TO THE ORPHANAGE	10:24
4:28	THE RACE OF THE CENTURY: The Fire Horses of Yesterday and the Motor Engines of Today, in the Sensational Dash to Fire	10:28
4:35	MOTHER-LOVE CONQUERS TERRY'S REFUSAL TO ANSWER CALL OF DUTY	10:35
4:40	HUNDREDS OF LITTLE ORPHANS TRAPPED IN BURNING BUILDING	10:40
4:44	GREATEST FIRE SCENES EVER PORTRAYED ON THE SCREEN (Shown in technicolor)	10:44
4:47	FIREMEN CRASH DOWNWARD WITH FALLING WALLS AS BUILDING COLLAPSES	10:47
4:51	THE LITTLE ORPHAN ATOP THE BURNING BUILDING RESCUED IN SENSATIONAL LEAP TO FIRE NET	10:51
4:56	DECORATION OF GOLD-STAR MOTHERS OF HEROIC FIRE FIGHTERS	10:56

At home, the mother of fire heroes, waits for the sons who may never return

RIGADE

METRO-GOLDWYN-MAYER'S

Triumph of Showmanship

NOT since "The Big Parade" has Broadway welcomed a picture with such enthusiasm. Metro-Goldwyn-Mayer's newest Great White Way sensation is packing the cheering mobs into the Central Theatre at $2. A true triumph of showmanship, swept into fame by months of advance promotion and now the raging hit of New York. A thriller plus a heart-throb bigger than "The Old Nest." Contracts are going. Act quick. This is the opportunity of a showman's life-time.

MONEY!

—*seldom have the newspaper critics agreed so unanimously on a box-office hit.*

READ THESE REVIEWS! USE THEM IN ADS!

HARRIETTE UNDERHILL —*N. Y. Herald-Tribune, says:*

"OUR advice is if you haven't made out your list of the 10 best pictures of the year don't do it until you see 'The Fire Brigade'. One of the pleasantest surprises of the season. 'The Fire Brigade' takes you straight through a night of fighting the flames from the moment the alarm is sounded. It is one of the most exciting, inspiring, breath-taking pictures it has ever been our good fortune to sit through. Each member of the cast deserves to be decorated, and Will Nigh, the director, has kindled a fire that will not soon be extinguished. Don't fail to see 'The Fire Brigade'."

ROSE PELSWICK — N. Y. *Journal, says:*

"'THE Fire Brigade' dashes thrillingly into the Central. 'The Fire Brigade' stopped traffic at the premiere last night. The picture is packed with thrills. The heroic firemen are at last glorified in celluloid."

MAC in *Daily Review, says:*

"UNQUESTIONABLY the greatest fire picture yet produced. The Fire Brigade' is a showman's delight. I have witnessed many a first-run showing on Broadway, and never have I seen a picture that has received a finer reception.

"Metro-Goldwyn-Mayer have got a picture in 'The Fire Brigade' that merits the word special, if any picture ever does. That spells roadshow and showmanship. The question is not will it make money, but how much will it make. It's a sure winner!"

ARTHUR JAMES —*Motion Pictures Today, says:*

"'FIRE BRIGADE' a hit. Daily press unanimous in its praise of the thriller. At times the audience became so excited that it burst forth with cheers and prolonged applause. Absolutely no doubt about the box value of this picture, and it looks as though it will have a Broadway home for some time."

WILELLA WALDORF —*N. Y. Eve. Post, says:*

"STIRRINGLY presented. Unflaggingly interesting and full of thrills. As exciting as the historic chariot race in 'Ben Hur'."

ROSCOE McGOWEN—*Daily News, says:*

"'THE Fire Brigade' volcano of heroism and thrills. 'The Fire Brigade' not only rhymes with 'The Big Parade' but is as worthy a portrayal of the heroic deeds of peace as the other is of the deeds of war. No scene in any picture has tingled my spine and made me sit up as straight as did the sight of those three gallant old fire horses racing along-side modern motor trucks, with the spark-spitting old steamer careening along behind. The fire fighting in this film is the real thing and done by real firemen. It is a glorious picture and worth everybody's while to see. The love scene ranks as one of the best. I think I'll have to say more of this film later. Meanwhile see it for yourself. There's not a dragging moment in it."

FRED SCHADER—*Variety, says:*

"'FIRE BRIGADE' a darn good special. It is by far the best of the fire pictures on the screen to date. Atop of that it is about as good a sob puller as 'Over the Hill' was, and that is saying a lot. This is sure to click. It is an out-and-out hokum thriller of the type mass audiences eat up."

DOROTHY HERZOG —*New York Mirror, says:*

"'THE FIRE BRIGADE' is the greatest thriller on Broadway. The terrific climax lifted a first night audience to its feet applauding and cheering with a sustained enthusiasm. 'The Fire Brigade' is a stirring tribute to the men who protect the public's welfare but who seldom win recognition. Put it on your must list and book it with your Christmas gaieties."

HERB CRUIKSHANK —*Morning Telegraph, says:*

"YOU are here and now guaranteed 'kick' of your life at the Central Theatre, where 'The Fire Brigade' will fight the flames for many a day and night. Will Nigh has directed a masterpiece. Hard-boiled or soft, you will stand up and cheer when old Bert Woodruff guides his three dashing steeds at break-neck speed to the orphanage fire. To me the three horses supply the biggest thrill. There are others in abundance. A smashing melodrama that will make you cheer through your tears."

METRO-GOLDWYN-MAYER

The Fire Brigade—Tell It to the Marines—The Scarlet Letter

THE $2 HITS THAT ARE AMAZING THE INDUSTRY!

"BUSTER DRIVES 'THE GENERAL' TO TRAINLOAD OF LAUGHTER"

ROSCOE McGOWEN in New York Daily News.

THE TALE OF A LAD, A LASS AND A LOCOMOTIVE.

THE LAUGH HIT SPECTACLE OF THE YEAR!

Presented by JOSEPH M. SCHENCK

BUSTER KEATON IN "THE GENERAL"

CHICAGO

Listed at the head of the six best for January by Mae Tinee of Chicago Tribune.

DENVER

"Best business America Theatre has had in two years."
—(Wire)

ROCHESTER

"Kept Eastman audience laughing all the way through."
—Eve. Journal

NEW YORK

At the Capitol "Keaton comedy grips fans."
—American

PORTLAND

"Two capacity weeks at the Majestic Theatre, Portland, Ore."
—(Wire)

UNITED ARTISTS PICTURE—*Each picture sold individually—on merit*

From Variety

(White Population, 380,000)

History was made here last week when United Artists' "Night of Love" got $8,000 on its second week at the Rialto. That figure is higher than the usual business on a one week showing, and the film gets credit for being the first regular program offering to go into a second week.

Washington, Feb. 1.

"Its gross in second week more than usual business on a one week showing.

First Regular offering to go into SECOND WEEK"

at Rialto-Wash. D.C.

Each PICTURE SOLD INDIVIDUALLY ON MERIT—

"Has Box-Office Written

It made box-office history at Rialto-Washington, D.C.

It packed 'em in for two big weeks at STRAND *New York*

Now playing its second capacity week-Liberty, *Seattle*

It will make big money for **YOU!**

Samuel Goldwyn
presents

The GEORGE FITZMAURICE
Production

The NIGHT of LOVE

with **RONALD COLMAN** *and* **VILMA BANKY**

from original story by Lenore Coffee

Released by UNITED ARTISTS CORPORATION

all over it!" *Film Daily*

FIRST AID TO THE LAUGH-HUNGRY

JIMMIE ADAMS COMEDIES

The public is hungry for laughs. And the theatre that provides more and better comedy is building for bigger profits just as surely as the restaurant that provides better food, and more of it, for the same money.

Jimmie Adams Comedies bring action, pep, laughs and a delightful comedy personality to your screen, in addition to the clever stories and fine production quality for which Christie-made pictures are famous. They are truly first aid to the laugh-hungry public, and to your box-office.

E. W. Hammons PRESENTS

"BEAUTY A LA MUD"

"A genuine laugh-getter"—Exh. Daily Review.

"SHELL SOCKED"

"Ingenious war-time comedy .... Jimmie Adams .... has a method that is quite his own."—M. P. News.

"WILD AND WOOZY"

"Plenty of action .... scenes showing the airplane trip .... amusing and mystifying, with excellent trick effects."—M. P. World.

Educational Pictures
"THE SPICE OF THE PROGRAM"

Member,
Motion Picture Producers and
Distributors of America, Inc.
Will H. Hays, President

EDUCATIONAL
FILM EXCHANGES, Inc.
E. W. Hammons
President

SHORT TALKS

ON

SHORT FEATURES

Strength--And Insurance

Centralizing the command of the allied armies helped to hasten victory. Centralization of authority makes for strength in business just as it does in war.

The position of *Educational Pictures,* and their ability to serve you, the exhibitor, have just been materially strengthened by a step in this direction. With the establishment of a new corporation—EDUCATIONAL PICTURES, INC.—the producing units, making about half of *Educational's* short features product are consolidated with the distributing machinery. All are now under one command.

For seven years *Educational* has been serving you faithfully—with the highest type of short features product on the market. That should be insurance enough for the 13,000 theatres that look to *Educational* for "the spice of the program." But here is still further insurance—a policy guaranteeing you a continuance of the best the market affords; giving you added assurance that *Educational* will "deliver" on its bigger plans for the next year.

Educational Pictures
"THE SPICE OF THE PROGRAM"

E. W. Hammons
EDUCATIONAL FILM EXCHANGES, INC. *President*

Member, Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

CHRISTIE CLICKS

BOBBY VERNON IN "HOOT MON

With Frances Lee, Jack Duffy, Bill Irving. Directed by Harold Beaudine.

More laughs are extracted from this novel comedy in Scotland than from all the Scotch jokes strung end to end for the last ten years.

Bobby Vernon selling flivvers to the Scotchmen and getting messed up with the rival clans is a wow!

Christie again is first with the latest!

For the newest and funniest, get a Bobby Vernon Comedy --- and don't miss this one. Ask the man who's played it.

"LET'S MAKE IT

WITH NEW STUFF

BILLY DOOLEY IN "HAVE COURAGE"

With Natalie Joyce. Eddie Baker. Vernon Dent. Directed by William Watson.

Billy Dooley adds another to his string of sailor hits. This time he's the American Gob in France. Oo-La-La! He's great with those petite Ma-Mas, but when he bumps into those French Pa-Pas he's not so hot. It's great comedy---and new and different in plot, location and atmosphere.

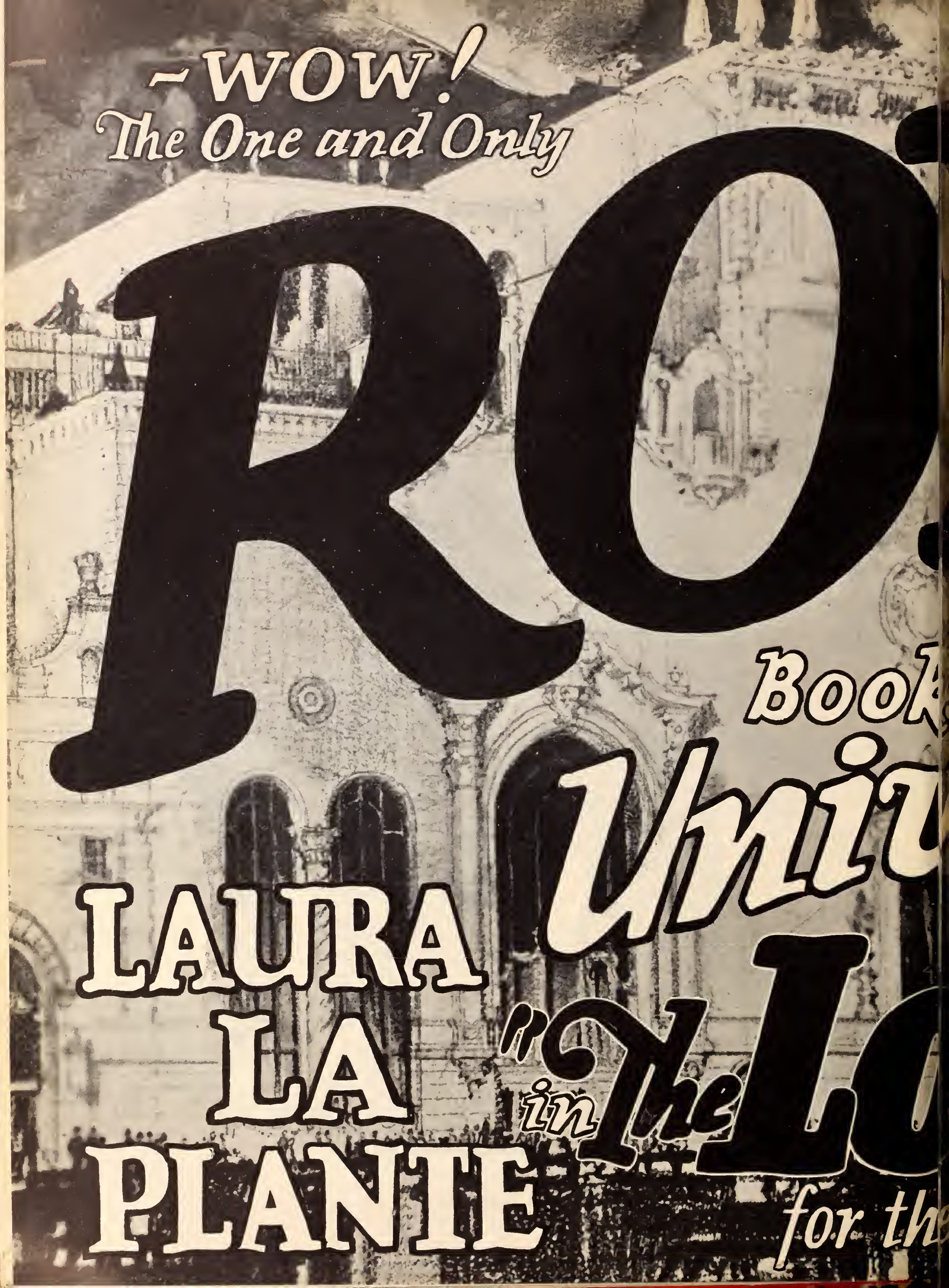
No guess work with "Have Courage"--- it's been tried and proven.

All two-reel comedies which are produced by Christie released through

Educational Pictures
"THE SPICE OF THE PROGRAM"

A LAUGH YEAR"

Member Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President


–WOW!
The One and Only
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LAURA
LA
PLANTE
in "The L
for th

With JOCELYN LEE
TOM MOORE and
BRYANT WASHBURN
Directed by
MILLARD WEBB

When and Where the big news breaks!

There you will find
cameramen of

INTERNATIONAL

**NEWS-
REEL**

China Aflame

With war and rebellion,
and only

International Newsreel
cameramen on the spot. The greatest world story of the day brought to the screen in record-breaking time---and shown *exclusively* in

Leonard Hall, critic of Washington Daily News, says: "I have reserved, for the last, mention of what seems to me the finest thing on the bill, and that is the sequence of INTERNATIONAL NEWSREEL shots of the rioting in Hankow, China, and the attack of the yellow boys on the evacuated British Concession in that great city. This will stand, I am sure, as one of the outstanding camera achievements of 1926-27. It is one of the most exciting news shots ever photographed."

International Newsreel

Twice a week *Released through UNIVERSAL*

SHOWMEN HAVE PLACED THEIR STAMP OF APPROVAL ON LEON ERROL IN THE LUNATIC AT LARGE

WITH Dorothy MACKAILL

Presented by First National Pictures, Inc. . . . With Kenneth MacKenna . . . Adapted from J. Storer Clouston's Stories . . . . Directed by FRED NEWMEYER

-T
ORA
ELGIN
FRESN
TO
CK ISL
SAN JOSE
· LA CROSSE
· OSHKOSH
· · GREEN BAY
· · COUNCIL BLUFFS
ay · COUNCIL BLUFFS
Palace SPRINGFIELD, Mass.
ympia - NEW BEDFORD
Broadway · CHARLOTTE
Walnut · · CINCINNATI
Keith's · · COLUMBUS
Strand · · · DAYTON
Branford · NEWARK, N.J.
Regent · ROCHESTER, N.Y.
Publix Michigan Theatre DETROIT, Mich.
Oriental · · CHICAGO
Warfield SAN FRANCISCO
Coliseum · · SEATTLE
Crystal & Garden DAVENPORT
Rialto · · · -OMAHA
Strand · · · TAMPA
Rialto · · · LOUISVILLE
Olympia - WORCESTER, Mass.
Strand · · PORTLAND, Me.
Bijou-Park · BANGOR, Me.
Capitol · · READING, Pa.
T. & D. · · OAKLAND
Capitol · SACRAMENTO
California · BERKELEY
Rialto or Colonia TACOMA
Princess · SIOUX CITY
Jefferson · FORT WAYNE
Liberty · TERRE HAUTE
Jay Hawk · · TOPEKA
Crescent · NASHVILLE
Joie · · · FT. SMITH
Saenger SHREVEPORT, La.
Empress · OKLA. CITY
Strand · · · ERIE
Cambria · JOHNSTOWN
Liberty · WHEELING
Midway · ROCKFORD
Rialto · · JOLIET
Rialto · · AURORA
Rialto · · ELGIN
Kinema · · FRESNO
alifornia · STOCKTON
Armstrong ROCK ISLAND
SAN JOSE
CROSSE
OSH

Ask THESE BOYS- THEY'LL TELL YOU -- IN BIGTIME! FIGURES!

FIRST NATIONAL *FIRST*!

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

First National Pictures

Tops 'em all --

McFADDEN'S FLATS

The greatest comedy that has ever been seen on any screen---

Held over for 2nd week at N.Y. Strand

Charlie Murray
as
Dan McFadden
(Strictly Irish)

The greatest sensation New York has ever seen -- Ticket sales stopped 29 times in first two days -- Fire reserves and Police reserves called out -- Broadway in one continuous riot from early morn till late at night as crowds keep storming Strand for admission -- Doors opened at 10:30 A. M. as McFadden's Flats smashes all records.

Chester Conklin
as
Jock McTavish
(Purely Scotch)

First National Pictures

Presented by **Asher, Small and Rogers**

with **Charlie Murray** and **Chester Conklin**

Story by **Jack Wagner and Rex Taylor** Produced Under Management **Edward Small**

A Richard Wallace Production

A FIRST NATIONAL *SPECIAL*

Distributors of America Inc.—Will Hays President

Motion Picture News

Volume XXXV NEW YORK CITY, FEBRUARY 18, 1927 No. 7

Announcing "The Showman"

THE forward march of the industry is keyed to the theatre—in all its branches—construction, equipment, management and showmanly operation. As the theatre goes, so goes the industry. It is the life-blood of the business. And it has now become both a science and an art.

This means that, more and more, the theatre is becoming a specialized field of endeavor; it therefore deserves specialized publication treatment on a scale never before attempted in this field.

* * *

RECOGNIZING the commanding importance of the theatre of to-day and tomorrow, *Motion Picture News* announces the publication, monthly, of "The Showman," in which the whole field of theatre activity will be covered.

This section will be incorporated in *Motion Picture News*. In form, it will be attractive, just as the fine theatres to-day are attractive in themselves.

In contents, it will be practical and comprehensive, and deal, on an expert basis, with the complete theatre—all its problems and its innovations; the exploiting of pictures as well as the exploiting of the theatre as a show in itself.

In gathering this material together monthly, *Motion Picture News* is responding to a general demand from the exhibitor and the advertiser. "The Showman" will be an extension of our service in showmanship—in the broadest meaning of the word—a service which, beginning with the first issue of *The News*, has been carried right through, broadening as the industry has developed.

In each issue in which it appears, "The Showman" will be stressed as of the first importance. By placing it within the issue, instead of isolating it as a separate section, we shall make it easier to file and of permanent value.

* * *

THE theatre of to-day is a showmanship unit. It works for one single pleasing effect on its patrons. The picture, and its exploitation, vital as they are, can no longer be considered the only problem of showmanship.

Showmanship means, now, the whole theatre. "The Showman" in *Motion Picture News* will be built on that idea. And we shall spare no effort to make it of the greatest possible service.

"The Showman's" first appearance will be in the issue of March 4. Watch for further detailed announcements.

The Week in Review

Comment on Passing Affairs

LOUIS B. MAYER talked informally and interestingly the other morning on the production situation, describing some of the methods in use at the Metro-Goldwyn-Mayer plant. He had just returned from a few days' rest at Palm Beach, and was looking fit and hearty. He emphasized, above all, the fact that ordinary commonsense was at the foundation of M-G-M-'s production success.

"I'd love to be called a genius," he said, "if it were true, but it isn't. I just saw two and two side by side and decided that they made four. I ignored the traditional way of doing things and used plain commonsense.

"Take this matter of previewing a picture and then remaking as much as may be necessary to get it right. In the beginning they called our studio "Mayer's Garden of Retakes," but they don't laugh at us now. We see it on the screen and if it isn't right we make it right.

"There is a case in point right now, 'The Mysterious Island.' We filmed a considerable part of it, then discovered that we were on the wrong track, so we simply stopped work. When we have the script the way we want it, we will go ahead again.

"That is why we have 65 players in our stock company. Every player in 'The Mysterious Island' is under contract to us, and when we want to reassemble the cast we will have them at hand. That makes it possible for us to take unlimited time on each picture, when necessary. If we didn't have the players in our own stock company, we couldn't be sure of getting them again when we wanted them."

Screen Originals

MR. MAYER is a strong supporter of the original screen story, written to fit a definite idea created at the studio. Most of the company's successes, he pointed out, have been written directly for the screen. The box-office, he said, would give its own answer to anyone who doubted that good pictures, well cast, could go over without previous appearance as a novel or play.

"We have 71 writers under contract for just that purpose," he continued. "Some of them will prove capable, others will not. Those who do not make the grade are dropped when their trial period expires, and others are taken on to replace them.

Broadway Grosses

BUSINESS up and down Broadway this week continued good in most quarters. The Capitol, with "The General," got off to a strong start on Saturday and Sunday, though business has not held up so well since. The week should be in excess of $50,000, unless it should taper off further, which appears unlikely.

The Mark Strand is enjoying rushing business with "McFadden's Flats," which will be held for a second week. An extra show is being given at 10:30 a.m., and the gross on the week should be well over the $40,000 mark.

The record for a non-holiday week is being broken at the Paramount with "It." The holiday record would probably be broken were it not for the large number who come to the first show at reduced prices and sit through the first de luxe performance. As it is, the week should touch $75,000.

The Rialto is doing splendid business on "The Kid Brother," though it fluctuates from day to day in an unexplained manner. Probably about $32,500 on the week.

The situation on the two-dollar pictures is pretty much unchanged. Practically all are doing good, steady business.

"Flesh and the Devil," incidentally, came within $1,700 of the $250,000 predicted for its four weeks at the Capitol.

A Roadshow Record

WHAT was claimed as the largest day's receipts ever taken in by a roadshow outside of New York was registered by "The Big Parade" in a four-day engagement at the Auditorium in Omaha, with $4,408 for the first day and $15,914 for the four days.

Close on the heels of this came the announcement, a few days later, that "Beau Geste," in Chicago, had taken in $5,215 in one day at the Auditorium.

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PICTURES AND PEOPLE

Even the canine stars pose for special St. Valentine's day stills. This is Rin-Tin-Tin, Warner Bros. dog star, with his leading lady, who is yclept Nanette

This charming love scene, posed by Peggy Shaw and James FitzPatrick for Pathe's "Songs of England," makes a happy choice for a St. Valentine's day still

Something new—the Little Eva Valentine. She is Virginia Grey, selected by Harry Pollard from 900 applicants for the role in Universal's "Uncle Tom's Cabin"

Judge Menjou

AN important annual event at the University of Florida is a beauty contest in which photographs of lovely girls from all parts of Florida are collected and published in the college paper, after which first, second and third honors are awarded. This year the students requested Adolphe Menjou to act as judge. He has accepted and his selection of the winners will be published in *The Seminole.*

Chinese Home Production

LUTHER M. JEE, general manager of the Peacock Motion Picture Corporation of China, and formerly a student here, contributes an interesting article on film conditions there. He traces the growth of interest in films in China from its first beginnings, 18 or 20 years ago, and states that the natives are beginning to patronize the theatres to a greater extent. This will ultimately mean a much larger market.

The number of productions made in China is steadily increasing, and they are more popular than any other, even though technically inferior, since the Chinese can comprehend them more fully than occidental features. From 1921 to 1923, six features were produced. In 1924, 14 were made; in 1925, 37; and in 1926 about 57 domestic films were released, most of them with considerable success. This, however, as Mr. Jee points out will result in an increased popularity of motion pictures among the natives, which will in turn benefit high grade American films.

Joy Girl Special Arrives

BEARING the array of screen talent which Fox Films rounded up to play in the screen version

Jack Duffy, one of the principal funmakers in "No Control," a Metropolitan feature length comedy for Producers Distributing Corp., renders the theme song of the picture, "I've No Control of My Heart," accompanied by the trick equine in the picture, who may be said to sound a little "horse"

Myrna Loy, Monte Blue's leading lady in "Bitter Apples" for Warner Bros. and who is coming along fast, makes a fetching feminine St. Valentine

Louis B. Mayer, M-G-M vice-president and production head, arrives in New York with Mrs. Mayer and their two daughters, Edith and Irene, for a few days' stay

Frances Lee, Edna Marion and Gladys Harvey, the Three Musketeeresses of Christie comedies, in appropriate fencing garb for St. Valentine's day

Entertainers who will appear at the Pathe Club Movie ball this Saturday evening; left: Jimmy Pendleton and Mary Denise, Denishawn dancers; right: a charming group of the Carter-Waddell dancers

of "The Joy Girl," the Joy Girl Special arrived on schedule in Palm Beach on Monday, according to telegraphic advices received at the Fox Films home office in New York. The Joy Girl Special was under the command of Allan Dwan, who will direct the picture. It left New York last Saturday night, operating on a ten-minute headway over the crack Orange Blossom Flyer, fastest of trains plying between New York and the popular Florida winter resort.

Every member of the cast of twenty-eight players stepped off the train well rested and ready for the ten strenuous days they will work before the camera on the exteriors which Mr. Dwan has scheduled for production while they are in Palm Beach.

Olive Borden, who was brought from the West Coast Studios to star in "The Joy Girl," was the subject of a welcome at the station which was worthy of traveling royalty. It was a case of the South welcoming one of its own. Miss Borden is a true Southerner, calling Norfolk, Va., her birthplace.

A reception to Miss Borden was given at the Ritz-Carlton last Friday afternoon, to introduce her to the other members of the cast and the press.

A surprise was ushered in just before the party broke up by Joseph W. Engel, studio manager. He had in tow none other than Marie Dressler, whom he had just signed to play an important comedy role in Miss Borden's picture.

It would be justifiable if Miss Borden felt a wee bit proud of being the guest of honor at this party. She is barely nineteen and a year ago was an unknown. Her first featured role was in "The Yankee Senor" starring Tom Mix, released January 10, 1926.

The first production still to be wired from Los Angeles to New York. It is of Lon Chaney and Renee Adoree in "Mr. Wu," and was sent by Pete Smith, M-G-M studio publicity chief, to the home office in New York

Others in the east who were on hand to honor Miss Borden were: Mary Alden, William Norris, Helen Chandler and Flora Sheffield, who quit "The Constant Nymph" company to join "The Joy Girl" personnel; Jerry Miley, Frank Walsh, assistant to D. W. Griffith, and who will take turns at acting and assisting Mr. Dwan, and a number of others.

Scenarist's Broadway Play

OLGA PRINTZLAU, screen scenarist, is speeding eastward for the premiere in Brooklyn on February 14 of a Broadway stage play written by her, "Window Panes." She wrote it 10 years ago as a scenario, but it was never sold. Another play, "The Sting," has been sold for production.

Ralston-Arlen Nuptials

JOBYNA RALSTON and Richard Arlen were married this week at Riverside, at Southern California's famous "Place of Honeymoons," the Mission Inn. Miss Ralston and Arlen admitted their engagement several months ago, shortly before the latter left for a long location trip with the "Wings" company, and announced that they would be married sometime in February. Arlen returned to the studio last week only to find that Miss Ralston had been cast to play opposite him in the production as his sweetheart.

Welcome Dinner To Ray Hall
Editor Of Pathe News.
Hotel Roosevelt-Jan.31,1927.

The Welcome Dinner to Ray Hall, new editor of Pathe News, by the Pathe Exchange, Inc., personnel at the Hotel Roosevelt, New York City, on January 31

That was the last straw. This week they persuaded director William Wellman to allow them two days' leave, and made a dash for Riverside where the knot was tied. Their honeymoon, however, will be short. Both will be back on the "Wings" set Monday with a wedding trip planned at the conclusion of the picture.

Murnau Completes "Sunrise"

AFTER three months of preparation and four months of actual shooting, F. W. Murnau has completed "Sunrise," his first American picture for Fox Films. In its present form it has about a dozen subtitles, and a few of these may be eliminated. Winfield R. Sheehan, whose producing courage was responsible for engaging the noted German director and giving him a free hand in working in an American studio, has been in daily touch with the work and pronounces himself thoroughly satisfied with the outcome of the experiment. "Sunrise" will be awaited by the trade and the public with unparalleled interest.

Meanwhile, elsewhere on the Fox lot, a little girl who plays one of the two principal roles in the picture has been elevated to the dignity of her own bungalow dressing-room—Janet Gaynor, who in 18 months has traveled farther than most screen aspirants travel in many years. Almost unknown a year ago, she has played some of the prize roles of the year in "The Return of Peter Grimm," "Seventh Heaven" and "Sunrise."

Stills By Wire

METRO-GOLDWYN-MAYER this week set a precedent by sending a production still from coast to coast via the American Telephone and Telegraph wires, for the first time in history.

The photograph, made in California on the set where Lon Chaney and Renee Adoree were appearing in "Mr. Wu," was immediately sent over the wire by Pete Smith of the West Coast publicity department and within seven minutes was completely transmitted to New York.

The industry will undoubtedly be quick to recognize the possibilities of telephoning production photos from West to East to take care of special preview engagements and advance showing and Metro-Goldwyn-Mayer's innovation is expected to have an important bearing on subsequent activities in this field.

An Excellent Photographic Book

AN unusually comprehensive and thorough textbook on the theory, principles and practice of photography, "Photography, Its Principles and Practice," has just been brought out by the D. Van Nostrand Company, 8 Warren Street, New York City. Written by C. B. Neblette, member of the faculty of the Texas A. & M. College, and former director of the division of photography at Pennsylvania State College, it combines more completely than we have ever seen the scientific side of photography with the practical. It delves deeply into optics, chemistry and the like, yet it is not lacking in formulæ and methods for everyday work. Every photographer should find it invaluable, and the motion picture cameraman should derive much from it, though it does not treat directly of his work.

"U" Aids Japanese Films

UNIVERSAL has entered into a distributing arrangement with a Japanese producing organization, we learn from a four-page advertising section in *The Japan Times and Mail.* Ryosuke Tachibana, proprietor of the Uzumasa studio at Kyoto, will make the pictures with Japanese stories, staff and casts, and the Universal offices will distribute them throughout Japan. Domestic production is a strong factor in the Orient, and this appeals to us as a sane move to work with this situation instead of vainly fighting it. It is, incidentally, the seventh foreign country in which Carl Laemmle has helped to foster native production.

Another Prince Coming

PRINCE JOACHIM ALBRECHT, cousin of ex-Kaiser Wilhelm, who is a distinguished composer and orchestra conductor, will visit America for a concert tour.

The Joy Girl Special which carried Allan Dwan and the Fox company last Saturday to make exteriors at Palm Beach for "The Joy Girl." Olive Borden is seen in the centre between Neil Hamilton and Jerry Miley

Preliminary arrangements are being made by Holmes C. Walton, who is in receipt of cable advices from Prince Louis de Bourbon stating that Prince Louis, together with the Marquis de Byron, Baron Lemheny and Count Adolf von Arnim, will arrive on the *President Harding.* Prince Louis is authorized to close contracts for Prince Joachim's tour.

We'll Bet He Likes "It"

EXHIBITORS are credited with fertile minds when it comes to finding excuses for not buying a certain picture, but one of the record excuses recently came into the P.D.C. offices from a salesman in New Brunswick.

He was negotiating with an exhibitor for the P.D.C. line-up, when the prospect pointed to one title and said: "I don't want that picture, anyway."

The salesman looked at the indicated title and saw that it was "The Rejuvenation of Aunt Mary," considered one of the best on the program and having in the cast May Robson, who played the role on the stage.

"What's the matter with that?" he asked. "That's going to be a knock-out."

"Don't care," said the exhibitor. "I paint my own signs and that title is too long."

A photograph of the remarkable tribute paid to Carl Laemmle on his 60th birthday in the form of a banquet by the Universal City alumni, given in his honor at the Hotel Biltmore, Los Angeles, on January 17. It was attended by past and present employes of Universal, as well as nearly every prominent executive on the West Coast

Dead-eye Dick, otherwise Snookums of "The Newlyweds and Their Baby" comedies for Universal, masquerades as Dan Cupid and indulges in a little target practice in preparation for St. Valentine's day

"When a Man Loves" Opening

ESTABLISHING a precedent in the first presentation of a feature picture on Broadway Warner Brothers offered to a specially invited audience of critics and professionals the latest John Barrymore picture, "When a Man Loves," and their new Vitaphone program at a matinee at the Selwyn Theatre, Thursday, February 3. The premier was characterized by the absence of the crowds who usually make traffic difficult, if not impossible, in front of a theatre showing for the first time a much advertised film. Absent, too, the glamour associated inevitably with the night and its myriad of lights. Apart from that the first performance was of the same character as others; i.e., attended by every motion picture star and executive in New York at the time and able to get away from studio or office with a sprinkling of who's who in the financial, social, theatrical and distinctly "Broadway" worlds. This meant a crowded house repeated at the evening showing of the film and the music-picture synchronization.

The Vitaphone program was generally effective and acceptable. It is sufficiently diversified to please, or should, almost every taste. Grand opera represented by Gigli, Talley, Jean Gordon, Mary Lewis and Charles Hackett, and for the proletariat (in a music sense), Waring's Pennsylvanians and Van and Schenck.

Among those invited were the following: Ethel Barrymore, Mme. Alda, Giulio Gatti-Casazza, Fred Stone, Wilton Lackaye, John E. Kellerd, Estelle Winwood, Mrs. Thomas Whiffen, Lucrezia Bori, Amelita Galli-Curci, Maria Jeritza, Bobby Clark, Ailene Stone, Eugene Howard, Lee Tracy, Alice Brady, Florence O'Denishawn, Louise Galloway, Florence Easton, Elda Vettori, Robert Paton Gibbs, Pauline Mason, Dorothy Francis, Genevieve Tobin, Oscar Shaw, Gertrude Lawrence, Harland Dixon, Lotus Robb, Edward Emery, William Courtleigh, William B. Mack, Carl Anthony, Odette Myrtil, Robert McWade, Antoinette Perry, Morgan Farley, Eddie Buzzell, Ben Johnson, Basil Rathbone, Gail Kane, Frank McIntyre, Wilfred Lucas, Ola Munson, Helen Broderick, Beatrice Lillie, Eva La Gallienne, Sam Coit, Sam Bernard, Brooke Johns, Lee Kohlmar, Harry Kelly, Giovanni Martinelli, Maria Muller, Elisabeth Rethberg, Kathleen Howard, Mme. Ernestine Schumann-Heink, Antonio Scotti, Clarence Whitehill, Arthur Bodansky, Ezio Pinza, Titta Ruffo, Anna Case, Marion Talley, Roger Wolfe Kahn, John Drew, Feodar Chaliapin, Mabel Terr-Lewis, Dorothy Stone, Rollo Peters, Helen Gahagan, Ruth Gordon, Frederick Perry, Otto Kruger, Pauline Lord, Henriette Crosman, Paul McCullough, Willie Howard, Sylvia Field, Walter Hampden, Josie Intropodi, Eddie Dowling, Joseph Kilgour, Queena Mario, Ann Pennington, Bruce Bairnsfather, Louis Wiley, S. W. Strauss, Esq., W. C. Durant, Nellie Revell, Dr. A. H. Giannini, John Flinn, E. F. Albee, Jules Brulatour, Major Bowes, Bernard M. Baruch, Nathan Burkan, William Fox, Bernard F. Gimbel, Hon. James W. Gerard, Dr. Robert Good, H. Randolph Guggenheimer, Will H. Hays, George Hearst, Otto Kahn, Marc Klaw, Sam Katz, Sidney Kent, Marcus Loew, Moe Levy, B. S. Moss, J. J. Murdock, Moe Mark, Bobby North, Joseph Plunkett, S. L, Rothafel, N. M. Schenck, Col. H. W. Savage, Lee Shubert, Franklin Simon, Adolph Zukor, Franklin Roosevelt, Nanny Larsen Tossen, Alison Skipworth, O. P. Heggie, Helen Ford, Victor Moore, Betty Compton, Glenn Anders, Francine Larrimore, Willard Mack, Ian Maclaren, Phillip Merrivale, Walter Wolf, Florence Rittenhouse, Walter Huston, Olive Reeves-Smith, Vivienne Segal, Sidney Toler, Helen Menken, Arthur Lewis, Charles Ruggles, Mary Lawlor, George Nash, Joe E. Brown, Charles Wininger, Charles Purcell, Marie Saxon, Andrew Mack, Lotta Linthicum, Pedro de Cordoba, Leon Errol, Anastasia Reilly, Edward Johnson, Frances Peralta, Ina Bourskaya, Margaret Matzenauer, Mario Chamlee, Lawrence Tibbett, Tullio Serafin, Guiseppe Bambosehek, Giussepe De Luca, Adamo Didur, Mary Lewis, Charles Hackett, Albert Spalding.

No "Medal" Can Touch You

WITH a committee of prominent exhibitors as judges, in conjunction with officials of Metropolitan, "Getting Gertie's Garter" has been selected as the Gold Medal Metropolitan production made during 1926, and medals have been awarded to the star, Marie Prevost, and the director, E. Mason Hopper, for their outstanding work in connection with this recently-completed production.

The selection of "Getting Gertie's Garter" as the "most entertaining production filmed by the company in 1926" was made by officials of the company and the exhibitor committee, composed of J. H. Goldberg, booking manager of West Coast Theatres; Harry C. Arthur, president of North American Theatres, and E. H. Emmick, president of Golden State Theatres; based on audience tests of the production held recently in various Coast towns. In studying the audience reports and making the selections of "Getting Gertie's Garter" as Metropolitan's best entertainment of the past year's production, Al Christie and William Sistrom, general manager of Metropolitan, acted for the company, in collaboration with the prominent exhibitor judges.

Executive's Father Dies

JAMES GRAINGER, 77, father of James R. Grainger, general sales manager of Fox Film Corporation, and E. C. Grainger of the home office staff of that company, died at his home in Medford, Mass., Sunday. Mr. Grainger was one of the pioneers in the merchandising business in Boston and had been associated in executive capacities with various leading department stores in Boston. At the time of his death he was Merchandising Director of the Jordan & Marsh Store in the Hub. He was well known in Boston and one of the oldest residents of Medford.

The funeral will be held in Medford, Mass., Tuesday.

Max Davidson Weds

MAX DAVIDSON, player of Jewish character roles in Hal Roach's Pathe comedies, was recently married in Hollywood to the surprise of his host of friends in the film colony, taking as his bride Miss Alice Marti of Honolulu.

Mrs. Davidson has been visiting in Los Angeles for the past few months, and the nuptials were the outcome of a whirlwind romance of that duration.

Early in the week, the comedian surreptitiously purchased a commodious Beverly Hills home for his bride, and Hal Roach presented him with a long-term contract as a wedding present.

Cohen Appointment Confirmed

Production Manager of Short Features Department of F.P.-L.; Plans Announced for News Reel, Comedies, etc.

New Paramount short subjects building, located near Times Square, New York City

COINCIDENT with the announcement of plans for the establishment of a short features department in Famous Players-Lasky is the confirmation by Sidney R. Kent, general manager of the company, of the appointment of Emmanuel Cohen as production manager of the newly inaugurated service. Mr. Cohen, who has been head of the Pathe News Reel since its inception 13 years ago, has just assumed his duties at Paramount.

The news reel, which will be the keystone of the short feature structure, will have all the resources of the company back of it, and arrangements are being made to develop the organization to a point never before attained, according to the Paramount statement. Already negotiations have been completed for the establishment of staff cameramen in the most important news centers in the world, and one of Mr. Cohen's first duties will be the construction of a modern short features building for which plans have already been drawn.

In addition to getting out the news reel, Mr. Cohen will be responsible for the production of comedy and novelty features which will be supplemented by the distribution of short subjects made by affiliated producers. Included in the Paramount product will be a series of two-reel comedies starring Edward Everett Horton, which will be made by Hollywood Productions at the Metropolitan studios in Hollywood, with William R. Fraser as president and general manager of the company. Sales of all Paramount short features will be under the general direction of George W. Weeks, who will also co-operate with the outside producers of Paramount short releases.

"We feel that we are particularly fortunate in obtaining Mr. Cohen as the head of our new Short Features Department," said Mr. Kent. "As the pioneer in the news-reel field he has won the confidence not only of the trade whom he has served so long and well, but also of high-ranking officials of the various governments throughout the world. Therefore, the Paramount News Reel is not an experiment; it will be handled and directed by the leader in the news reel field, and the organization which Mr. Cohen has already started to build is an earnest of what we plan to make this important factor of our product . . ."

Mr. Cohen was particularly enthusiastic over the prospects for the Paramount News. "For years," he said, "I have had in the back of my mind facilities which would make possible the development of the news reel to a point which will seem revolutionary to those who think of the news reel only in its present state. I vision a vast organization for the collection and dissemination of news in picture form. The big press associations like the Associated Press, the United Press, Reuters, Ltd., which to us seem tremendous engines for the spread of intelligence, will be equalled when the news reel reaches the extent of its potentialities . . ."

Emmanuel Cohen

Following the publication of rumors that Mr. Cohen was to join Paramount came many messages of congratulations from prominent government officials who have known Mr. Cohen for years. Some of these laudatory letters and telegrams follow:

Vice-President Dawes—As you start on your new work as editor of the Paramount News Reel I send to you my sincere congratulations and my best wishes for success.

Rear Admiral W. A. Moffett of the United States Navy—I want to congratulate Famous Players on its selection of you as editor for its news reel, and to express to you my appreciation for the hearty co-operation that you have always shown in fostering naval aviation and the national defense. I trust that in your new field there will be a continuation of our personal and official co-operation.

Major-General Mason M. Patrick, chief of the Air Corps—I have just learned that Famous Players-Lasky Corporation has finally succeeded in making you one of its notable staff. I congratulate this company upon enlisting you under its banner. I hope very much that the change will be a pleasant one for you and that you will keep up your interest in the air corps and in all matters that affect our national defense.

Major-General John A. Lejeune, commandant of the Marine Corps—I am writing to felicitate you on your new field of activity and to congratulate the company with which you are to be associated on acquiring the services of a man of such ability as yourself.

Many epistles expressing similar sentiments were received from Admiral W. S. Benson, of the Emergency Fleet Corporation, United States Senator Richard P. Ernst of Kentucky, Everett Sanders, secretary to President Coolidge, T. V. O'Connor, chairman of the Shipping Board, E. Ross Bartley, secretary to the Vice-President and Commander John Stapler of the Navy.

Lasky Predicts Change in Projection; Mentions Three Dimension Film

JESSE L. LASKY predicts "extraordinary developments and changes in the one phase of motion pictures which has been at a standstill"—projection. All other branches of the industry have experienced many adjustments but, until the present, "projection has been, with few refinements, the same as in the days of the first pictures," says Mr. Lasky. Famous is now using the Magnascope, which permits the projection of a picture many times the size of the ordinary screen, in the presentation of "Old Ironsides."

Many other changes are under way, says the Paramount vice-president, who also forecasts the early use of three dimension film. He states that successful experiments are being conducted along projection lines in connection with the showing of "Wings," which will soon be presented with innovations in this branch of the mechanical side of the industry.

Talking Pictures Figure in Week's News

Shubert-Warner Deal Rumored; Coast Inventor Claims Improvement; G.E. Device Is Demonstrated

TALKING pictures were again in the foreground this week, with rumors of a Shubert-Warner tie-up on Vitaphone, a new device announced in San Francisco, and formal announcement of the General Electric Company's method.

The Shubert-Warner deal is said to involve Vitaphone attractions for the Shubert legitimate houses throughout the country. It is also said that the Shuberts plan to adapt some of their musical comedy successes to Vitaphone and film, including ''The Student Prince.'' This has not been confirmed, but it is known that Warner Bros. are making certain plans in connection with ''The Student Prince.''

Rudolph Spreckels, chairman of the Federal Telegraph Company of California, announced this week in San Francisco that his company had acquired control of the Theodore H. Nakken patent for talking films, and that the inventor was developing his method for them. Newspaper reports made sweeping claims for this as a basic patent, but the attorney for Lee De Forest in New York declared that he was familiar with the Nakken patent, which he said was of a highly specific nature and would not affect the field as a whole. He characterized newspaper reports of the fundamental nature of the patent as highly ridiculous.

The General Electric device has been demonstrated and is of the type which records directly on the film by means of light, without any supplementary phonograph record. It is understood that the G. E. will market this itself through a subsidiary company.

The process, the result of several years of experimenting in the General Engineering Laboratory of the company, means but slight change in standard motion picture projectors, since it involves only the addition of a sound-reproducing attachment and a loud speaker suitable for auditorium use. Both the picture and the sound are recorded on the same film.

One of the demonstrations has been with music to accompany feature films, the music being by a full concert orchestra. Development of this field requires no change in the technique of making the original film. After the original picture film has been made and titled, the accompanying music is played by a concert orchestra and is recorded on a film. The picture and sound records are then printed on one film in the proper time relation.

Another type has been the showing of singers and instrumentalists while they are presenting programs. Similar demonstrations have been made with vocal and instrumental soloists, with string and with vocal quartets, and with speakers.

Outstanding among the features of the new apparatus are that both the picture and sound records are on the same standard motion picture film, and that a standard motion picture projector, with an attachment for the sound reproducer, is used. Since the picture and sound records are printed side by side on the film, it necessarily follows that the two must be properly timed or synchronized at all times.

European Films Acquired

American Companies to Distribute Foreign Productions, Some in U.S., Others Throughout World

EVIDENCE of the increasingly international nature of film distribution by American companies was furnished this week in abundance. E. E. Shauer, general manager of Paramount's foreign department, and T. A. Welsh, of the British firm of Welsh-Pearson, concluded a deal by which Mr. Shauer's department will distribute throughout the entire world (not including the U. S.) a British production, ''Huntingtower,'' to star Sir Harry Lauder.

Production of the picture will be launched in London and Scotland early this summer and will be directed by George Pearson, who will first make a visit to Hollywood. It is an original written by Col. John Buchan, a British author.

In addition, Famous has purchased from Arthur A. Lees, agent of Gaumont, ''Second to None'' for Canada, Australia, New Zealand and the Dutch East Indies.

Fox Films has announced that it will release in the U. S. on April 3d ''Madame Wants No Children,'' produced in Germany by Fox. It stars Maria Corda and was directed by Alexander Korda, and will be the first of the Fox German productions to be released in this country.

Metro-Goldwyn-Mayer has arranged for the distribution in France, the U. S., Belgium and Switzerland of ''Mlle. from Armentieres,'' and in Australia and New Zealand of ''Mons.'' Both are British films.

King's Speech Thought to Mean British Quota

THE speech made by the King of England at the opening of Parliament on Tuesday announced that a bill will be introduced to encourage the production and exhibition of British films. This presumably refers to a quota measure, and is thought by observers to virtually assure the passage of a measure of this nature. If so, this will mean definite restrictions on the importation of outside pictures into Great Britain. The recent Imperial Conference voted to leave action on this up to each individual country or dominion in the empire.

Harry Reichenbach Dinner Guest of Green Room Club

The Green Room Club will on Sunday evening, February 13th, tender a beefsteak dinner to Harry Reichenbach. Harry has for years acted as toastmaster on the occasions when men and women prominent in public and theatrical life, have been immortalized and impugned at the well-known Green Room Club luncheons and dinners. Harry has worked hard and willingly for the Green Room Club at all times, and in recognition of his efforts, the club has decided to thank him publicly and impressively for his services. So this time he will come as ''The Jest of Honor'' and experience some of the sensations which the favored few who have been so honored by the Club have felt in the past.

Bert Robinson, well-known Green Roomer, has been appointed by Prompter Paul Meyer as the Doorman for the occasion. Wilton Lackaye will serve as roastmaster.

D. W. Griffith Sued by Ex-Soldier for $50,000

Alleging that his right hand had been blown off by the premature explosion of a cannon during the filming of ''The Battle of Bunker Hill,'' a part of Griffith's production of ''America'' in 1923, Edward K. Bender, of Philadelphia, Pa., former private in the Eighteenth Infantry, stationed at Fort Slocum, New Rochelle, started suit this week against the producers in the Supreme Court at White Plains, N.Y.

"Metropolis" Replaces "The Rough Riders" at Cohan

Owing to the fact that the cutting, titling and editing of ''The Rough Riders,'' the Paramount road-show vehicle, will take longer than originally estimated by its producers, the picture will not open at the Cohan Theatre on February 21st as planned. Instead ''Metropolis,'' the Ufa production distributed in this country by Metro-Goldwyn-Mayer, will have its United States premiere at that theatre.

"Carmen" to Be Given in Talking Pictures

Grand opera with a Metropolitan Grand Opera Company cast will be presented in talking picture form this season, according to Harry M. Warner, president of Warner Brothers. The first presentation of the kind, he said, will be ''Carmen,'' cut to thirty minutes, with Martinelli starring. This will be part of the prologue accompanying a film featuring Syd Chaplin.

Famous Canadian Acquires Savoy at Moose Jaw, Sask.

The Savoy Theatre at Moose Jaw, Sask., Canada, has been acquired by Famous Players Canadian Corp., Toronto, and has been reopened after a thorough renovation. E. P. Fields, manager of the Capitol Theatre at Moose Jaw, is also manager of the Savoy.

Educational Merges Interests

Holding Company Formed to Consolidate Exchanges and Major Portion of Producing Units

ALL Educational Exchanges in the United States and Canada, which number 36, and the producing interests supplying the major portion of the company's output have been consolidated and will be operated under a new holding company known as Educational Pictures, Inc., announced E. W. Hammons, president of Educational Film Exchanges, who also heads the new company, this week.

This merging of interests has been effected through a deal with Dillon, Read & Company which had its inception back in November of 1926, when negotiations for refinancing of Educational were opened with the object of allowing the company a larger working capital in order to continue the brand names of productions under the Educational banner in a contemplated centralization of both exchange and producing units. Also Educational, which was distributing a large portion of its product made by units financed by outside interests, would be enabled to engage extensively in production, functioning as a producer-distributor organization.

As a result of the arrangements made Educational Pictures, Inc., is authorized to issue $3,500,000 preferred stock and 250,000 shares of common, of which $2,000,000 preferred, with warrants to buy common, is offered now through Dillon, Read & Company. The maximum number of common shares to be issued at this time is 162,630.

E. W. Hammons

Since Educational established its national system of exchanges in 1919, these exchanges have been operated by subsidiary corporations, the majority of whose stock has been held by Educational Film Exchanges. Under the refinancing plan now announced, these subsidiary companies will be owned outright by Educational Pictures. The controlling interest remains in the same hands as in the past and there will be no change in management or personnel, Hammons stated. Holders of stock in the Educational exchanges now become stockholders in the parent company, which takes over operation of the exchanges.

The producing units now to be consolidated include four comanies heretofore controlled by Gauntlett & Co., which have produced for Educational release the Lloyd Hamilton, Lupino Lane, Mermaid, Tuxedo, Juvenile and Cameo comedies, all of which are made at the Educational studios. The subsidiary corporation which acquired the studios is included in the consolidation. The film business and certain assets of Gauntlett & Company, Inc., are also to be acquired. Product in addition to that supplied by Gauntlett & Co. is distributed under annual contracts made with other producers except the distribution of Kinograms, which is controlled by contract extending to 1930.

Growth of Educational since 1922 is cited by the number of accounts served each year. They are:

June, 1922, 5,700; June, 1923, 6,500; June, 1924, 7,100; June, 1925, 8,500; in June, 1926, 10,100; while at the beginning of this year there were on Educational's books, 13,000 active accounts.

Mr. Hammons said in reference to the Educational personnel:

“Other important executives of the constituent companies, who have contributed largely to the companies' growth and success, will remain in charge of their operations.”

“Educational's controlling interest,” declared Mr. Hammons, “will remain in the same hands as in the past.”

Busy Week For Merger Rumors

Hearst Linked By Reports to Keith-P. D. C.-Pathe Pool; M. - G. - M. Less Anxious Now

RUMORS have been unusually active this week concerning various projects for further mergers of film concerns. These have had both United Artists and Cosmopolitan lined up with the supposedly impending Pathe-Keith-P.D.C., although there has been nothing to confirm this in any definite way.

The Pathe-Keith-P.D.C. merger is understood to be nearing a satisfactory consummation, with the probability of certain prominent producer-directors joining the group, D. W. Griffith and James Cruze both being named in this connection.

William Randolph Hearst is claimed to be seriously considering aligning himself with the combination, although there is no reason to suppose that he is dissatisfied with his present Metro-Goldwyn-Mayer tie-up.

Another active rumor had United Artists joining the Keith-P.D.C.-Pathe pool. This may have been started by a reported deal in New Orleans, where United Artists may take over an Orpheum house. Keith, meanwhile, is said to be quietly planning to bring the Orpheum circuit into the parent corporation, consolidating all of its interests.

Lou Anger, directing vice-president of United Artists Theatre Circuit, Inc., arrived in New York this week for an indefinite stay. He announced that several deals for houses were pending which he expected to complete shortly. Deals have been closed in Seattle, Los Angeles and Detroit.

Rumors of a Keith-Albee and Shubert merger with motion picture interests were strongly denied by E. F. Albee and Lee Shubert, both at Palm Beach.

Wall Street, meanwhile, continues to seethe with similar film merger rumors. The “Wall Street Journal” recently said:

“Several Stock Exchange houses were discussing plans for combinations in the motion picture and theatrical field and intimations were made that conditions have been shaping themselves favorably. Most of them were of the opinion that Loew's would benefit, particularly, if such proposals are consummated satisfactorily.”

In a similar vein was a note by the financial editor of “The New York American,” which was first to print the story of the Educational reorganization:

“Recent quiet absorption of Loew's has attracted attention, and those who have carried on part of the buying are now hinting at merger developments. It is maintained that the controlling interests of three of the leading moving picture companies have held several conferences recently, and it is thought that they have discussed the advisability of consolidation and whether or not the Federal Trade Commission would approve of such action.”

Talk of the M.-G.-M. and United Artists merger was strongly current this week, it being understood that Chaplin had largely removed his objections to the plan. Louis B. Mayer in an interview, however, stated that he saw less reason for it than before, and less likelihood of it. M.-G.-M., he felt, would benefit little by such a move at this time.

Many Prominent People at Opening of New Saenger Theatre

MANY people prominent in the civic, commercial and motion picture world attended the formal opening of the New Saenger Theatre, New Orleans, on February fourth. The dedicatory performance was held at 7:30 o'clock in the evening of Friday, February fourth, and the first public showing given at 11 o'clock the following morning.

Preceding the formal opening was a street parade participated in by Adolph Zukor, president of Famous Players-Lasky Corporation; Sam Katz, president of the Publix Theatres Corporation; Robert Lieber and Richard A. Rowland, president and vice-president, respectively, of First National Pictures; Joseph Schenck, president of United Artists; S. R. Kent, general manager of Famous Players-Lasky Corporation; Col. E. A. Schiller, vice-president of Loew's, Inc., and Nicholas Schenck, vice-president and general manager of Loew's, Inc., and Metro-Goldwyn-Mayer, and Lou Metzger, general manager of Universal Film Corporation.

Gov. Simpson of Louisiana and Mayor O'Keefe of New Orleans led the state and city officials.

Following the parade, the assembed notables, executives of the Saenger Theatres, and business leaders were entertained at a testimonial luncheon tendered by the Association of Commerce to the Saenger Theatres, Inc., at which Judge Rufus E. Foster presided as master of ceremonies. Charles Rosen represented the Saenger interests and Mrs. Elizabeth Werlein spoke for the Will Hays organization.

Announce New Features for Roxy Theatre

Equipped for Natural Vision ana Vitaphone; United Artists, Pathe and Universal Features Booked

ANNOUNCEMENTS by company officials this week regarding special equipment which will be a feature of the Roxy Theatre in New York include the statement that the huge playhouse to be presided over by S. L. Rothafel will have facilities for the presentation of the Spoor Natural Vision pictures, thus confirming a report published some time ago by "Motion Picture News." The first production employing this new three-dimension photography, "The Flag Maker" is nearing completion under the direction of J. Stuart Blackton at studios on the West Coast, and it is likely that the work will have its premiere at the Roxy.

It was also formally announced that Rothafel had signed a contract with Vitaphone officials for the installation of Vitaphone in the new theatre, probably the first to have this equipment built into the structure as a permanent fixture.

Work on the theatre is being rushed to make possible its opening to the public, tentatively scheduled to take place the first week in March. Meantime Rothafel is busy signing up screen attractions and members of the "gang" who will appear as principals in the stage presentations to be offered at the Roxy.

Gloria Swanson, whose first independent production for United Artists, "The Love of Sunya," will be the opening attraction, made a tour of inspection of the theatre on Tuesday of this week. Following the formal "signing of the papers" which give Roxy the premiere booking of "The Love of Sunya," Miss Swanson, with Roxy as her guide and a large collection of newspaper photographers and reporters forming a column behind her, picked her way under and around scaffolding and builders' debris on a tour of inspection which took her from the stage, through the large auditorium and finally up to the very dome of the house, where, as flashlights boomed she penciled her initials and the date on a ledge of plaster supporting some gilt frieze.

Universal announced that "The Love Thrill," that company's newest production starring Laura La Plante, has been booked for an early showing. The La Plante picture was directed by Millard Webb and has Tom Moore as leading man opposite the star.

"Alaskan Adventures," a pictorial record of the adventures of Art Young and Jack Robertson, well-known explorers, in the wilds of the North, has been booked by Roxy for one of the early presentations at his new playhouse. This Pathe release was signed up by Roxy during the past week.

Serveral of the artists associated with Roxy at the Capitol have been engaged to star as members of his new "gang." Among these are Mlle. Maria Gambarelli, dancer; Douglas Stanbury, baritone; Phil Ohman and Victor Arden, pianists; Adrian Da Silva, tenor; Celia Branz, contralto; Geoffrey O'Hara, composer and singer; Dorothy Miller, soprano; Gladys Rice, coloratura soprano; Beatrice Belkin, soprano; Anne Robison, soprano; Joseph Stopak, violinist; Daddy Jim Coombs, basso; Frank Moulan, comedian; and Florence Mulholland, contralto.

Scotia Films Co. to Produce All Scotch Pictures

The Scotia Films Company, organized to produce Scotch pictures, will make all Scotch feature films with every attention to correct details. The founders of the company are all Scotch and are in a position to make their productions accurate. The Scotia representatives and connections abroad assure the success of the company's releases.

Scotia is now busy with the production of "Tam O'Shanter" from the Robert Burns poem. This will be followed by a series of other stories dealing with the Scotch and their native characteristics.

Marquee Signs May Be Nine Feet High in New York City

Through the efforts of the Theatre Owners Chamber of Commerce, the ordinance relating to marquee signs has been amended so that now marquee signs may be nine feet in height in New York City. The greatest height reached by the signs under the original ordinance was six feet, but owing to ambiguous wording different interpretations had been given the regulation in different boroughs. The new amendment, which was introduced by Alderman Soloman, now awaits the formality of obtaining the signature of the Mayor.

Senator King Seeks Repeal of Admission Tax

REPEAL of the tax on admission will be sought by Senator King of Utah, effective July 1, next, when the Senate takes up for consideration the bill recently passed by the House of Representatives, Washington, D.C., exempting from tax steamship tickets purchased by World War Veterans for their trip to France next summer, the Senator announced.

Several bills have been introduced in the House for this purpose. Such legislation must originate with the lower body, but once a tax bill is in, amendments can be made by the Senate. This is the first opportunity the Senate has had this session to attempt tax relief of any sort. Failure of Senator King's effort will mean that relief must go over to the next session.

The increased exemption from the admission tax made effective March 29, 1926, resulted in a decrease of $3,873,539 in the collections from that source in 1926, as compared with 1925, figures made public this week by the Treasury Department at Washington, D.C., show.

Total collections from the admission tax were $20,900,775 last year, against $24,774,315 in 1925. With the exception of but two States, Florida and New Hampshire, collections throughout the country in 1926 were below those of the preceding year, the outstanding decreases being $554,000 in New York, $400,000 in California, $351,000 in Massachusetts, $273,000 in Ohio, $219,000 in Pennsylvania and Michigan. $215,000 in Maryland, $200,000 in Illinois, $185,000 in Indiana, $174,000 in Texas, $133,000 in Utah and $110,000 in Missouri. Collections in Florida increased $134.000, to $374,579, and in New Hampshire, $15,000, to $34,200.

Scripts Must Be Made Unreadable

Part Two of a Series of Articles Proposing an Altogether New Approach to Screen Continuity

(Part Two)

(Editor's Note: As this series enters a field in which there is much to be discovered, The News will welcome comment or criticism from readers. They are published in a spirit of exploration rather than argument; they are an attempt to find out what a continuity should be rather than a brief for any particular form. They are not necessarily to be taken as representing the views of the Editor.)

By L. C. Moen

THE drawback to a discussion of this sort is that it should be done on celluloid and not on paper. The man who would write a book on motion pictures should make it into a film. In writing about music, on the other hand, you can insert bits of the actual score and the musically trained person will be able to "hear" it very well. No one has yet made anyone "see" a motion picture by writing about it. Why is this?

It is because Music has evolved a system of notation and writing that presents all its elements. Music is sound wedded to rhythm, and musical notation indicates melody, harmony, counterpoint, volume, tempo, accent, phrasing and what not. A motion picture is light wedded to rhythm—and the present scenario is like a piece of music which set forth the melody but gave no idea of harmony, tempo, counterpoint, accent or any other point—and melody alone is not music. With such a score before him, a musician would have to experiment around to find the right tempo, the most effective rhythms, the proper harmonies—and that is just what happens in making a motion picture from the present continuity. The producing unit is furnished with a "lead sheet" on which one little thin line of notes indicates the melody—even the expression marks and the time values are left off—and with this it must make music!

Yet — and note this well — despite the fact that Music has evolved a system which makes it possible to set down a composition on paper and know how it will sound when played, no art leaves freer rein for individual interpretation. Those who sneer at "mechanized production" might as well sneer at "mechanized music" because it is a thing of dots on five-line staves.

Light and Sound

Now no orchestra would attempt to play the "Fifth Symphony" from a written description of it, no matter how brilliant. Although motion pictures are not abstract in the sense that music is, you can no more put light-rhythms into words than you can sound-rhythms. You must compose a thing in terms of its own elements. Understand, I am not for abolishing the continuity; I am for making it workable, and a continuity solely of words can never be.

A play is essentially a different thing; its appeal is one of words. When people recall Warfield in "The Music Master," they think of the speech: "If you don't vant her—I vant her," and not of the grouping and action on the stage when that famous line was spoken. Most good plays are good reading for their own sake; when a scenario is too interesting as reading matter—watch out! The treatment may be as entertaining and gripping as you like, but the working script should be deliberately unreadable. Before a story is filmed it should be stripped of nouns, verbs and adjectives and reduced to pictorial motions. Then you will know what you have. The most fascinating script I ever read made a production so terrible that it is still a pet joke in the industry—except to those who made it.

The basic weakness in the industry, in this respect, is the belief that a motion picture is primarily a thing of situations told through acting. That is the secondary phase. Primarily it is a thing of rhythm and light—because those situations and that acting, when photographed, become little patches of black and white and gray which acquire the illusion of motion on the screen through the magic of the projector. If the acting and situations cannot be *effectively* put into those little patches of silver deposit, and synthesized into motion on the silver screen—what good are they?

Is Situation Important?

The emphasis naturally falls on situation and emotion, because those are the final result—but they go from the author's mind to the spectator's heart through the medium of light-rhythms, and nothing else. When you shoot a thousand feet of film, you have made 16,000 little pictorial compositions, whether you like to admit it or not; and when you project them on a screen you are creating definite rhythm and tempo, and nothing you can do will alter that fact. If you ignore it, your successes are due to lucky accident and little more. Rhythm and tempo and composition arouse emotion, too—rhythm is the most primitive and most potent of all means—and if it is not the emotion you want, heaven help your situations and your story!

Suppose, before going further, we define a few of these terms in an effort to get down to specific practice. First of all, what is a motion picture? Leaving educational and abstract films out of it, we might define it thus:

MOTION PICTURE: An emotion expressed through light-rhythms.

Just what, then, is this thing called "Rhythm"? No one has ever defined it adequately (the weakness of words, again!) although it is the vital principle governing the movement of the solar system, the functions of the human body, and life itself. Webster says:

"RHYTHM. (1) In the widest sense, a dividing into short periods by a regular succession of motions, impulses, sounds, accents, etc., producing an agreeable effect, as in music, poetry, the dance, or the like. (2) Movement in musical time, with periodical recurrence of accent; the measured beat or pulse which marks the character and expression of the music; symmetry of movement and accent."

Taking the last five words as the significant portion of the definition, suppose we track down this word "symmetry."

"SYMMETRY. (1) A due proportion of the several parts of a body to each other; adaptation of the forms or dimensions of the several parts of a thing to each other; the union and conformity of the members of a work to the whole."

Not hard to see the relation between those terms and a successful motion picture, is it? Turn for a moment to Emile Jacques-Dalcroze, the foremost student of rhythm today:

Dramatic Rhythm

"Rhythm as a dramatic force acts directly on the most fundamental emotions of mankind. . . . Continuous rhythmic motion is as different from mere gesture as poetry is from prose. . . . The thread of a rhythmic continuity may unite any group of actors for the realization of a dramatic piece."

We must make a careful distinction at this point between rhythm and tempo, since the two are frequently confused in writing about motion pictures. Rhythm we have defined. Webster says of tempo:

"TEMPO. The rate or degree of movement in time."

Tempo, in other words, is the measurement of regular intervals of time; rhythm, a more inclusive term, may deal with a succession of various tempi, and is the effect created by intervals which may be irregular.

Later on we shall deal with rhythms of motion, rhythms of light and rhythms of scene-length—but motion pictures are a space-art as well as a time-art, so we may well consider a few more definitions before passing on. We must deal not only with rhythm and tempo but with movements in space, which clearly brings us to the field of mechanics (using that word in its broadest sense). Specifically, it is in the field of dynamics, and of that Webster says:

"DYNAMICS. (1) That branch of mechanics which treats of the motion of bodies (kinematics) and the action of forces in producing or changing their motion (kinetics)."

This brings us two other terms which we shall be using hereafter, kinetics and kinematics, so let us define them and have it over with:

"KINETIC. Moving or causing motion; motory; active, as opposed to latent."

"KINEMATICS. The science which treats of motions considered in themselves, or apart from their causes; the comparison and relation of motions."

With these terms in hand, we may now proceed to a practical discussion of their application to commercial picture production, and next week we will show the two ways—and the only two—in which this may be done. The one we may call Improvisation, the other, Composition. The first is the present road to outstanding success; the other is perhaps the method of the future.

(To be continued)

Fox Gets Foothold in Phila. Through Leasing House, Building Another

FOX Theatres have secured a foothold in Philadelphia through the acquisition of the lease of the Equitable Theatre, now nearing completion at Broad and Locust streets, simultaneously with the completion of plans for a 5,000-seat first-run house on which construction will be started within 90 days, with the opening scheduled for Fall.

The Equitable, a 1,700-seat house, will be known as the Fox Locust and the theatre in process of erection has been named the Fox. Several distributors have been reported at various times as planning to invade this stronghold of the Stanley interests, but so far Fox is the only company to carry through contemplated activity.

Decrease in U. S. Film Exports for 1926

Considerable Decline During 1926 as Compared With 1925; Latin America Biggest Buyer

EXPORTS of motion picture films from the United States declined considerably during 1926 as compared with 1925 shipments according to the Motion Picture Section, Department of Commerce. Exports of positive film during the year totaled 214,026,620 linear feet, valued at $6,395,923 as compared with 225,656,151 linear feet valued at $6,787,687 in the preceding year. Foreign shipments of negative film amounted to 6,600,000 linear feet, valued at $1,334,960 against 9,929,643 linear feet, valued at $1,893,058 in 1925.

One of the outstanding developments of this country's foreign trade in motion picture film during the past year was the rise of Latin America to the position of leading foreign market for American films, from a standpoint of quantity. During 1926 a total of 73,592,660 linear feet of film valued at $2,242,680 was shipped to the countries of Latin America as compared with 63,441,406 linear feet, valued at $1,933,561 in 1925. This increase of more than 10,000,000 linear feet in the volume of motion picture films exported to Latin America placed that area in advance of Europe, whose receipts of American films declined to 63,128,710 linear feet, valued at $3,010,521 in 1926 from a total of 86,671,126 linear feet, valued at $4,071,877 in 1925. It is apparent from these figures, however, that Europe still remains the outstanding market for American motion pictures in point of value.

Little change occurred in the Far Eastern market in 1926, exports to that area totaling 62,920,764 linear feet. valued at $1,746,076 during the year, as compared with 62,436,168 linear feet, valued at $1,760,642 in the preceding year. Shipments to Canada decreased during the year to 20,985,072 linear feet, valued at $731,604 from the total of 23,037,094 linear feet, valued at $914,665 in 1925. Exports to Africa amounted to 3,390,344 linear feet valued at $120,903 as compared with 3,397,730 linear feet, valud at $131,568 in the year before.

With regard to individual markets, Australia led in inports from this country with 26,188,320 linear feet in 1926 as compared with 24,488,797 linear feet in 1925; Canada was second, though her imports decreased by nearly 3,000,000 feet; Argentina was the third foreign market with imports of 20,922,708; Brazil next with 13,947,118, then France with 9,414,489, Mexico, 9,274,404, the Straits Settlements, 9,197,205, Germany, 7,134,739; Japan, 6,327,091, the next five countries being British West Indies, New Zealand, Cuba, Chile and Sweden.

Exports from this country of sensitized not exposed film likewise decreased in 1926 to 41,437,050 linar feet with a declared value of $1,033,207 from the total of 74,605,179 linear feet valued at $1,588,529 in the year 1925.

Ballantyne Appointed Pathe W. D. Sales Mgr.

R. S. Ballantyne

HARRY SCOTT, general manager of Pathe Exchange, Inc., announces the appointment of R. S. Ballantyne to the position of sales manager Western division and also the assignments of Roy O. Pearson to the managership of the Kansas City branch office and of Walter Branson to that of the Omaha exchange.

Mr. Ballantyne, who has been assistant Southern division sales manager, takes up his new duties in the West on Monday, February 14. His territory composes Butte, Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle.

Ann Howe Wins Salary Suit Against Albion Productions

Ann Howe, "the protege of radio," won her suit for salary against Albion Productions, Inc., when the jury of six, in City Court before Judge Edgar J. Lauer, took but one minute to decide in her favor. Miss Howe was awarded $535, the amount she sought in her suit for alleged non-payment of balance on salary.

Miss Howe claimed that this amount was the balance due on a total of $1,500 for making a comedy in which she was co-starred with Wally Van. The defense claimed that Albion Productions had no responsibility in the matter. Norman S. Samuels, counsel for Albion, declared that Lariat Productions produced the picture under a sub-contract and were responsible for the amount Miss Howe sought.

Miss Howe's representative, Sol Rosenblatt, intimated that the suit is a preliminary move toward further litigation by Miss Howe involving $19,500, the balance for a series of comedies which were to have been completed from July 15, 1926, to January 1, 1927. The actress had been under contract to Albion during that period and has thus been prevented from working for any other film company. Another action for breach of contract has also been started, the two suits involving over $34,000. Tom Barrett of the "Morning Telegraph," who edited and titled the first Ann Howe picture and her manager, Don Meaney, appeared as witnesses for Miss Howe.

Films Will Show Immigrants United States Agriculture

Arrangements have been made between the Office of Motion Pictures, of the United States Department of Agriculture and Will H. Hays, president of the Motion Picture Producers and Distributors of America, whereby the Government films of an educational character will be used to cultivate and promote Americanization of immigrants. The films will be shown to the immigrants arriving at American ports as a part of the Americanization service recently inaugurated by the Hays organization.

Many leading feature productions are included in the film program, which consists mostly of historical, geographical and natural classifications. The four United States Department of Agriculture educationals selected are expected to assist in enlightening the new Americans about the agricultural resources of the nation and American farming methods.

Flames Ravage "U's" Capitol at Plant City, Fla.

Universal's Capitol Theatre at Plant City, Fla., was completely gutted by fire which broke out in the theatre Monday night, January 31. News of the loss reached Dan Michalove early Tuesday morning on his return from Jacksonville, where he had gone following the tragic death, on Friday night, of his Jacksonville branch manager, John R. Barton.

Mr. Michalove left immediately for Plant City to complete plans for the rebuilding of the Capitol, which seated 600. The theatre was covered by insurance and will be rebuilt as soon as details are perfected.

Members of the Board of Decision, as selected by Will Hays, who will decide the winners of the Laemmle Award. Left to right: A. H. Kirchhofer, president of the National Press Club; Kent Cooper, general manager of the Associated Press; Will H. Hays, president of the Motion Picture Producers and Distributors of America; Karl A. Bickel, president of the United Press; James R. Quirk, editor of Photoplay Magazine and Jean Sapene, publisher of Le Matin, Paris

Many Firms Obtain New York Incorporation Charters

Motion picture companies incorporating in New York State at Albany during the past week included the Warner Bros. Vitaphone Corporation, capitalization not specified, with Abel Gary Thomas, Stanleigh P. Friedman, Harold S. Bareford, New York City; Royal Projection Screen Co., Inc., capitalization not specified, Thomas Lipetri, Josephine Appelbaum, Bessie Denefsky, New York City; Dux Film Producing Co., Inc., $50,000, Joseph Alcomanno, Joseph Yaselli, Joseph Kane, New York City; The Wheaton Theatre, Inc., $20,000, Dora W. Wheaton, Richard Wheaton, Miriam Frank, New York City; Great Events Productions, Inc., $10,000, Jack Levin, Lillian Cunningham, New York City; Florence Abramson, Middle Village, L.I.; Baylis Productions, Inc., $20,000, Ellis Antkes, Edward Blair, Newman Lindner, New York City; Darmour Productions Corporation, $150,000, Herbert Plaut, John R. Newton, William A. Sands, New York City; Fedak Productions, Inc., $35,000, Sari Fedak, John S. Vajda, Joseph Teichner, New York City; Noeabe Amusement Corporation, Beacon, $10,000, Leon Samuels, Murry Karp, Florence Simeone, New York City.

"Now We're in the Air" next Wallace Beery Comedy

Wallace Beery will go up in the air sooner than he expected due to a rearrangement of the Paramount production schedule. "Fireman, Save My Child," which had been set as Beery's next effort, will not be produced until the comedy of the air service is completed.

This will round out the comedian's cycle of comedies. He was seen as a doughboy in "Behind the Front," and followed that with the potrayal of a gob in "We're in the Navy Now." At present Beery is making "The Big Sneeze," adapted from "Looie the Fourteenth," which depicts the tribulations of an American doughboy left behind when his buddies returned across the Atlantic after the Armistice was signed.

Iowa Exhibitor Closes Because of Sunday Law

L. D. HENDRIX, manager of the Strand Theatre at Mount Vernon, Iowa, where there is a Sunday closing ordinance, has closed his theatre and informs the city council that he will not open the house until the council makes it possible for him to operate on Sunday.

Laemmle Award of $5,000 for Writers' Ideas

Prizes from $2,000 Down to $100; Open to Newspaper and Magazine Scribes

Carl Laemmle

WITH the idea of developing practical, helpful and constructive ideas for the advancement of the quality of motion pictures, Carl Laemmle, president of Universal Pictures, announced this week the establishment of the Laemmle Award, consisting of annual prizes in the aggregate to $5,000 for published ideas which might prove of benefit in the production of films.

The Award is open to writers on newspapers, magazines and trade journals throughout the world and the prizes are offered for suggestions having to do with any phase of the business. The only requirement is that they be published in a recognized publication and that they be sent, together with a letter, to Carl Laemmle, Laemmle Award, 730 Fifth Avenue, New York City.

Before announcing the Award, Mr. Laemmle confered with Will Hays and found the M. P. P. D. A. president entirely in sympathy with his plans. Mr. Hays further consented, at the request of Mr. Laemmle, to serve as chairman of the board of decision and to appoint a committee of disinterested newspaper and magazine men to comprise that board. The board, as selected by Mr. Hays, includes Karl A. Bickel, president of the United Press, Kent Cooper, general manager of the Associated Press, Arthur H. Kirchhofer, president, National Press Club, Washington, D.C., James R. Quirk, editor of "Photoplay Magazine," and Jean Sapene, publisher of "Le Matin," the Paris newspaper.

"This Board will draw up its own rules for the estimate of the suggestions sent in," said Mr. Laemmle, "all of which must first have appeared in a newspaper, magazine or trade organ of national distribution. Quite naturally, they will be judged first from their practicability, but I sincerely hope that no one having a brilliant suggestion will fail to send it because he or she doesn't know in what way it could be used. The art of moving pictures has made such strides in the past few years and such brilliant achievements lie just beyond its present accomplishment that it is impossible to say what apparently fantastic idea may be a thoroughly accepted practice in the future."

Chicago's Movie Ball Set for May 4th

Plans for what promises to be the greatest Movie Ball ever held in Chicago are rapidly being completed by the Exhibitors Association of Chicago through the following committees: Hall, Joe Koppel, Wm. J. Sweeney; publicity, Fred Gilford, W. K. Hollander, Max Balaban, Harry Asher, and Art Schoenstadt; entertainment and music, Joe Pastor, John Balaban, Mort Singer, Louis Marks, J. J. Cooney, Louis P. Newhafer, A. J. Jones, and Max Slott; tickets and finance, Ludwig Siegel, Nate Ascher, Barney Balaban, James Coston, V. R. Langdon, Frank Schaefer, Julius Goodman, and Leo Salkin; advertising and program, Charles Kamp, A. Saperstein, Emil Stern, Bob Gumbiner, Sam Halper. The Movie Ball will mark the opening of the New Stevens Hotel, and May 4th has been set as the date. Steps have already been taken which assure the presence of a number of prominent stars. Complete details will be made public by those in charge within a few days.

"U" Nets $1,968,089

Earnings for 1926 Exceed Previous Year; Gross Income $2,853,400 Over 1925

A NEW high record for earnings was established by Universal Pictures during the fiscal year which ended November 6, 1926, when net earnings of $1,968,089 were reported. The earnings compare with $1,925,506 during the preceding year, and, after preferred dividend requirements, were at the rate of $6.41 per share on 250,000 shares of no par value common stock outstanding, compared with $6.18 per share during 1925. Gross income of $27,676,926 showed an increase of $2,853,400 over preceding year.

Universal still follows the policy of charging off the total cost of films at the time of release, contrary to the general practice of other film companies, which amortize the cost over a period of one to two years. Business for the first quarter of the new year, ending Feb. 5, 1927, has been greatly in excess of the same period last year. Gross and net for the past two years compare as follows:

	1926	1925
Gross income.....	$27,676,926	$24,823,526
Net after taxes....	1,968,089	1,925,508
Prfd. Div............	364,288	380,000
Net for common....	1,603,801	1,545,506
Per share..............	$6.41	$6.18

Publix-Saenger Expands

Acquisition of North Carolina Theatres Seen as Indication of Activity in Southern Field

IT IS expected that the Publix-Saenger Company, formed recently in Charlotte, N.C., will extend its interests throughout the Southern field in the near future. The company has proceeded slowly but now is prepared to put into operation the theatre aquisition program it has adopted.

A deal recently closed gives the company control of the following North Carolina theatres: National, Imperial, Alamo and Carolina, Greensboro, State and Superba, Raleigh; Paris Savoy, Orpheum and Midway, Durham; Broadway, Savoy and Carolina, Fayetteville, and Carolina, Chapel Hill.

The company now is considering a site for a theatre at Winston-Salem and is said to be considering houses in other cities of this and adjoining states.

Plans for the $1,000,000 Publix-Saenger house in Knoxville, Tenn., which have been deferred for some time, are to be resumed, it is understood. The company now has the Lyric here. For some time the Gay Street site of the proposed theatre has been boarded off.

In And Out of Town

KARL KRAMER, Eastern sales director for Universal, returned to the home office recently after an extended sales trip during which he took in most of the exchanges in his division. In his rapid swing along the Eastern seaboard, he visited Albany, Toronto, Buffalo, Detroit, Pittsburgh, Philadelphia and Washington.

AFTER a stay of only two weeks in New York City, Dale Hanshaw, president of Sierra Pictures, has returned to Hollywood.

E. E. SHAUER, general manager of the foreign department of the Famous Players-Lasky Corporation, sails on the *Aquitania* Friday night of this week for one of his customary trips to Europe. Accompanying him will be R. M. Blumenthal, a member of the staff of the foreign department.

JOSEPH A. McCONVILLE and Abe Montague, of Independent Films, Boston, Columbia franchise holders in that locality, are visiting the Columbia home office this week, where they are discussing the booking of the new season's product.

EDMUND GOULDING, director of "Paris," "Sally, Irene and Mary" and "Women Love Diamonds" for Metro-Goldwyn-Mayer, arrived in New York Thursday, Feb. 3rd, and is expected to remain for several weeks. He will glance over the theatrical and literary field with an eye to possible material for his next picture.

Theatre Bandits Active at Toronto and Montreal

A series of theatre robberies has taken place in Eastern Canada and in only one case has any arrest been made by the police concerned. The first occurred when James Adams, manager of Loew's Theatre, Montreal, was held up in his office, the bandits carrying off $7,000. Subsequent robberies occurred at the Pantages Theatre, Toronto, where $1,200 was takn; the Tivoli Theatre, Hamilton, Ontario, where the thieves got $700, and the Laurier Theatre, Hull, Quebec, where $100 was snatched from the box office.

The latest robbery occurred at the Tivoli Theatre, Toronto, when the so-called "cat bandit," held up the cashier. The latter threw the cash box on the floor, scattering the money, and then ran screaming for help. In the meantime the bandit scraped up approximately $90 and escaped, despite a cordon of 30 policemen surrounding a building where he had taken refuge.

At Montreal, B. M. Garfield, manager of the Rialto Theatre, and his wife, were held up in the manager's office when Mr. Garfield was forced to open the safe and hand over $469 to three armed robbers. Two arrests were made in this instance but guilt has not yet been established.

Locations for "Branding Iron" in Canadian Rockies

Desirable scenic spots in the vicinity of the famous Lake Louise in the Rocky Mountain region of Banff, Canada, will form the background of "The Branding Iron," which Reginald Barker is to direct for Metro-Goldwyn-Mayer. Location scouts, led by Harry Schenck, have been searching for suitable locations for several weeks. Barker plans to leave for Canada directly upon the completion of interior scenes which he is shooting at the M-G-M studio. "The Branding Iron" features Lionel Barrymore, Aileen Pringle and T. Roy Barnes.

"One Chance in Million," Wm. Fairbanks' Next Lumas

William Fairbanks reports from the West Coast that his next production for Lumas release will be entitled "One Chance in a Million." The story is a mystery crook melodrama and production is now under way under the supervision of Sam Bischoff. Supporting Fairbanks are Charles K. French, Henry Herbert, Eddie Broden and Veora Daniels. L. V. Jefferson wrote the story and he is also doing the continuity. Mason Noel Smith is directing the production.

Leaves to Select Locations for "Knockout Reilly"

Charles Kirk, a member of Paramount's Long Island studio art department, left this week for Northern Maine, New Brunswick and Nova Scotia, to select locations for Richard Dix's new picture, "The Roughneck Gentleman." Mary Brian, who is Dix's leading lady in "Knockout Reilly," will also appear as the heroine in the new feature. Production is expected to begin on March 3 under the direction of Elmer Clifton, who produced "Down to the Sea in Ships."

Jack Jevne Added to Writing Staff of United Artists

The United Artists staff of writers was recently augmented when Jack Jevne signed a long term contract with that company. The United Artists studio writing staff will move shortly into a new model office at the reconstructed film plant on Santa Monica Boulevard. Additional writers are expected to be signed, in view of the fact that United Artists will build a sixty-acre auxiliary studio in Culver City to care for the organization's 1927 program calling for doubling of production over last year.

Larry Kent Cast for Role in Paramount's "Soundings"

Larry Kent, one of the promising young screen players, is to portray an important role in Paramount's screen version of "Soundings," the best seller by A. Hamilton Gibbs. Kent will play the brother of Vera Veronina, the Russian actress recently acquired by Paramount, who will make her screen debut in this production.

Left, the preparations necessary for taking photos of the stars as they entered Grauman's Theatre in Hollywood for the premiere there of Paramount's "Old Ironsides"; centre, Mr. and Mrs. Eddie Cantor at the opening; right, Mr. and Mrs. Frank Lloyd, ZaSu Pitts, Ford Sterling and Mr. and Mrs. Wallace Beery

M-G-M Schedules Productions

Louis B. Mayer Tells of Pictures in Work and Those Contemplated for Early Filming

ON his arrival in New York this week, Louis B. Mayer, vice-president and production head of Metro-Goldwyn-Mayer, announced that his company is in the midst of its most ambitious production program with ten companies at present working at the Culver City studios and as many more preparing to start work on pictures for the new season.

The M-G-M studios will reach the peak of production activity for this year within the next few weeks, according to Mr. Mayer, when "The Trail of '98" and several other special productions will get under way.

Films in Production

Among the pictures being filmed at the present time are: "Old Heidelberg," with Ramon Novarro and Norma Shearer co-starred, under the direction of Ernst Lubitsch; "Mr. Wu," starring Lon Chaney and directed by William Nigh, who made "The Fire Brigade," "The Branding Iron," with a cast including Lionel Barrymore, Aileen Pringle and T. Roy Barnes; King Vidor's new production, as yet unnamed; "Red, White and Blue," directed by Sam Wood; "Tillie the Toiler," a new Marion Davies production, directed by Herbert Henley; "The Grey Hat," another of F. Hugh Herbert and Florence Ryerson's delightful screen comedies, under the direction of Harry Millarde and featuring Lew Cody and Renee Adoree; "Frisco Sally Levy," directed by William Beaudine.

Another picture in production is a new unnamed historical Western, starring Tim McCoy and directed by W. S. Van Dyke, who made "War Paint" and "Winners of the Wilderness." The story is from the pen of Peter B. Kyne.

Mr. Mayer indicated the immediate filming of the following productions:

"The Trail of '98," to be directed by Clarence Brown; "The Enemy," Channing Pollock's stage play, which will star Lillian Gish and will be made by Victor Seastrom; "Twelve Miles Out," which will star John Gilbert, under the direction of Jack Conway; "Anna Karinina," Count Leo Tolstoi's immortal Russian love story, which Dimitri Buchowetzke will direct; "The Unknown," an original story, to be directed by Tod Browning, starring Lon Chaney; "The Callahans and the Murphys," Kathleen Norris' famous novel, to be directed by George Hill; "Jenny Lind," an original story by Dorothy Farnum, based on the life of the great Swedish singer; "Smarty," an original comedy drama by F. Hugh Herbert and Florence Ryerson, to be directed by Robert Z. Leonard; an unnamed and original story now being prepared for the studio by Jack Black, former convict and inmate of several penal institutions; "Captain Salvation," the famous melodramatic novel of the same name, which is to be directed by John S. Robertson:

"The Bugle Call," Jackie Coogan's first starring vehicle under his new M-G-M contract, which will be directed by Edward Sedgwick; "Spring Fever," a comedy drama based on Vincent Lawrence's stage play, to be directed by Sam Taylor; "The Dog of Mystery," an original story to be directed by Chester Franklin, featuring a clever dog actor; "Becky," a lavish Cosmopolitan production based on the novel of the same name, to be directed by John A. McCarthy; "The Wind," an adaptation of Dorothy Scarborough's novel, starring Lillian Gish; an original story of the early steamboat days, and a new production by John H. Stahl.

Players Re-signed

Mr. Mayer indicated that with the expiration of players' contracts, his organization is renewing the vast majority of them.

Besides the well known film directors who already have been assigned productions, Mayer indicated the following would soon start work on new M-G-M screen offerings: Edmund Goulding, Edward Sedgwick, Benjamin Christianson, Christy Cabanno, Marcel DeSano and Viatcheslaz Tourjansky, who was brought to America from Russia.

Members of the cast appearing in "The Wreck," a new Columbia production. The still at the left shows Francis McDonald and James Bradbury, Jr., who have important roles in the production; the portraits are of Shirley Mason and Malcolm McGregor, who play the leading feminine and male roles, respectively; and the scene at the right shows Barbara Tennant, Frances Raymond and Miss Mason

Vitaphone For Stanley Co.

Circuit Signs for Device for Eight Houses; Many Artists Contract for Service

ANNOUNCEMENT is made by the Vitaphone Corporation that the Stanley Circuit has signed for the service for eight of its houses.

The houses signed are: Strand Theatre, Brooklyn; Strand Theatre, Albany; Troy Theatre at Troy; Strand Theatre, Syracuse; Victoria Theatre, Buffalo; the Strand Theatres in Worcester and Lynn, Massachusetts; and the Liberty Theatre at East Liberty, Pittsburgh.

Installations are under way in these houses and actual playing dates for Vitaphone will be announced shortly.

It is also stated that S. L. Rothafel, managing director of the new Roxy Theatre, has signed for the installation of Vitaphone in his theatre which will open early in March.

The Vitaphone has secured the services of many operatic, concert and vaudeville stars including Giovanni Martinelli, dramatic tenor of the Metropolitan Opera Company, who has signed a three-year contract; others are Bernardo De Pace, mandolin virtuoso, Sissle and Blake, Roger Wolfe Kahn and his orchestra, Van and Schenck, well-known vaudeville team, and the Flonzaley Quartette, known to all concert patrons.

A. G. Stolte Named as Manager of Blank House

A. H. BLANK, of the Blank theatrical enterprises, announces his appointment of Arthur G. Stolte as manager of the new 3,000-seat Riviera Theatre, located in Omaha on March 15. Mr. Stolte and his wife will move from Des Moines to Omaha within the next three weeks. He will devote his entire time to the finishing and opening of the new house, which is another link in the Publix chain and the work of the theatre architect, John Eberson. The opening of the Riviera is expected to be a theatrical event in the Middle West.

A. G. Stolte

Mr. Stolte will have under his supervision more than 100 employees in the operation of the Riviera. A publicity organization is to be formed immediately and a thirty-piece orchestra engaged. Immediately upon the arrival of Mr. Stolte at Omaha a staff of twenty-five ushers and a large stage crew will be assembled.

Mr. Stolte plans to leave this week where he will spend two weeks working with the Balaban and Katz preparatory to assuming his new post about the middle of March. Mr. Stolte came to Des Moines from Omaha ten years ago to open the Des Moines Theatre. In the past year he has managed a large group of the Blank theatres. He recently opened the new Englert Theatre in Iowa City and was working on the new Newton Theatre in the Maytag Hotel when the Omaha appointment was made.

Clayton B. Bond New Warner Chicago Division Manager

Clayton E. Bond has been appointed division manager over Warner Bros. Chicago division with supervision over the Mid-West metropolis, St. Louis and Milwaukee branches. He fills the place vacated by Edwin Silverman, who was recently appointed sales manager of Warner Bros. Mr. Bond has been identified with First National as sales executive and more recently with Balaban and Katz' Mid-Western Theatre Circuit. The new Warner executive is well known in the Middle West, where he is thoroughly acquainted with exhibitors and showmen.

Alberta Vaughn Signed for Columbia's "Romantic Age"

After searching for several weeks to find the feminine player suitable for the ultra-modern role of the flapper in "The Romantic Age," Columbia Pictures has engaged Alberta Vaughn for that feminine lead in the company's forthcoming production. "The Romantic Age" is one of "the 24" on Columbia's present season product. Eugene O'Brien plays the man and is the only other player chosen for the cast so far.

M-G-M Buys Material In "Saga of Billy the Kid"

"The Saga of Billy the Kid," Walter N. Burns' picturesque novel of the life of that famous character of the Middle West, has been acquired by Metro-Goldwyn-Mayer for utilization as screen material. "Billy the Kid" has many exploits to his credit and Burns' account is said to be authentic.

Announce Cast for Tiffany's "The Princess of Hoboken"

Tiffany Productions announces the complete cast for "The Princess of Hoboken," the farce comedy now being filmed. In the list are Edmund Burns, Blanche Mahaffey, Ethel Clayton, Lou Tellegan, Babe London, Charles McHugh, Aggie Herring, Charles Crockett, Harry Bailey and Sidney D'Albrook. The story tells of a Hoboken waitress who impersonates a Russian princess at the opening of a Russian cafe and the complications that arise in the wake of her deception.

Asher and Small Acquire "Wine, Women, and Song"

A deal was consummated the other day on the West Coast between Edward Small and L. J. Selznick whereby Small and E. M. Asher acquired the screen rights to the stage production of "Wine, Women and Song" from Mr. Selznick, who owned the screen rights to the stage piece. "Wine, Women and Song" will be one of the Asher and Small independent productions and will be made in the very near future. No director has been named as yet.

Tom Mix Starts "Outlaws of Red River"

Immediately upon completing "The Broncho Twister," Tom Mix, Fox Films Western star, started production on "Outlaws of Red River," which Lou Seiler will direct. The new Mix film is based on a story by the late Gerald Beaumont of the same name. Majorie Daw will be the star's leading lady. Others in the cast are Lee Shumway, Ellen Woosten, Jimmy Downs, Virginia Marshall, Arthur Claytob, William Conklin and Duke Lee.

Warners Choose Alan Crosland to Direct "Black Ivory"

Alan Crosland, now at work on the Dolores Costello starring vehicle, "A Million Bid," is the choice of the Warner Bros. to direct "Black Ivory," the extended run production on the Warner schedule to follow "Noah's Ark." A search is now in progress for the actress who will play opposite Monte Blue in this production of the novel by Polan Banks

Famous Gives New Assignment to Fay Wray, New Star

Fay Wray, who until her performance in "The Wedding March" had been practically an unknown, is coming East to interpret the leading feminine role in "The Devil Is Alive," an original story by Owen Davis which Herbert Brenon is to direct. The story is described as ultra modernistic and a defense of the modern girl.

Postpone "Good Service" for "The Girl Friend"

Following "Special Delivery," Eddie Cantor's next vehicle for Paramount will be "The Girl Friend," adapted from the musical comedy of that name which played in New York City. "Good Service" had originally been planned as Cantor's next vehicle, but it has been postponed until after the completion of "The Girl Friend."

Capitol, "U" House, Plant City, Fla., Destroyed by Fire

The Capitol Theatre, Plant City, Fla., operated by Universal in connection with their circuit in that State, was destroyed by fire of an unknown origin shortly after midnight, the morning of February 1st, with a loss of $50,000.

An employee of the theatre, attracted to the building by smoke, entered and found the stage a mass of flames. The local fire force found that they were unable to cope with the flames alone so help had to be sent for to Lakeland, 12 miles away, and to Tampa, a distance of 22 miles. Both of these cities rushed equipment to assist in subduing the conflagration and after five hours of work the fire was extinguished. The block was saved, but the theatre was a total loss.

New equipment, worth $6,000, had just been installed in the Capitol and a new pipe organ, valued at $15,000, was to have been installed next week. It is announced that the house will be rebuilt at once.

Varconi Cast for M-G-M's "Anna Karenina"

Victor Varconi, European stage and screen actor, is to portray the leading male role in "Anna Karenina," the Tolstoy classic which Dimitri Buchowetzki will direct in a few weeks for Metro-Goldwyn-Mayer Company. The scenario of "Anna Karenina" has been prepared by Lorna Moon. Every effort will be made to present in this production a faithful and gripping screen translation of the Russian novelist's story.

Production on "Romeo and Juliet" Looms Near

An adequate treatment of "Romeo and Juliet"—one which meets all situations—is fast taking shape in the Universal scenario department and all indications point to an early production of this Shakespeare classic, reads an announcement from Carl Laemmle, Universal president who is now at "U" City supervising production.

No definite plans are forthcoming as to how the picture experts at Universal are adapting the play and its story, but it is said that they have surmounted all obstacles and that the story will be produced with all its beauty unimpaired and without elimination which might be abhorrent to lovers of the English poet.

Laemmle believes that Mary Philbin and Norman Kerry can properly handle the roles of the impassioned lovers in the Shakespeare romance which will be the most ambitious photodrama ever attempted by his organization.

Discussion at Universal City has waxed strong of late as to who will direct this Universal super-picture. The number of megaphone maestros is very limited, it is said, and narrows itself down to less than six, of whom two are now in the Universal organization. Their names are withheld, but it is pointed out that Universal has capable men in Pollard, Sloman, Olcott, Baggot, Seiter, Reynolds, Johnson and Edward Laemmle, not forgetting the new comer, Paul Leni, and the woman director, Lois Weber.

Announce Ten Charter Members of First National's K. O. Club

First National announced this week the first ten members in its K. O. Club, the sales organization formed to honor the men who make the greatest sale of the company's product during a period of three months. The first members, elected following a review of their records, are A. P. Bibber, Boston; Harold I. Cass, Kansas City; S. D. Chapman and W. B. Collins, Detroit; F. J. Leonard, Philadelphia; W. R. Mitchell, Toronto; Lee W. Moffitt, Louisville; R. J. Morrison, Denver; Max Pincus, Buffalo, and H. P. Underwood, Pittsburgh.

Election to K. O. Club charter membership followed the review of the records of First National's sales roster, numbering more than 100 men, during a three month period ending January 1. Each of the ten charter members was credited with a super-fine record, indicating sales far in excess of established quotas.

In addition to being elected to the club these ten men have been awarded cash bonuses and a bronze K. O. button which they will wear for the next three months, at the end of which time a second induction of members will be made.

P. D. C. Directors Rushed

De Mille Cutting "King of Kings"; Both Studios Taxed for Sufficient Space

At the present time both the De Mille and Metropolitan studios are fully occupied with directors and their units turning out Producers Distributing Corporation releases; at no time in its history has either studio teemed with a like activity, say the officials.

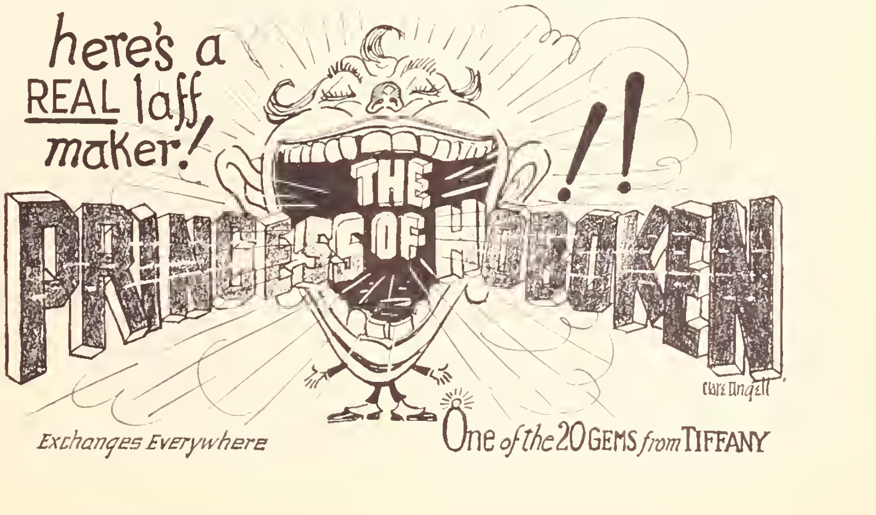
Cecil B. De Mille is well into his job of cutting and assembling "The King of Kings" and it is expected that this work will require fully six more weeks. William De Mille is in the midst of direction of "The Little Adventuress," in which Vera Reynolds has the starring role.

Paul Sloane has started work on "Turkish Delight," Irvin Cobb's first original for the screen, with Julia Faye in the featured feminine role. Donald Crisp starts soon on "Vanity," which will star Leatrice Joy. An original from the pen of Douglas Doty. Nils Olaf Chrisander, Cecil B. DeMille's importation from UFA, is directing "The Heart Thief" at Metropolitan with Joseph Schildkraut and Lya de Putti in the featured roles.

E. Mason Hopper is busy on the direction of Marie Prevost in "The Night Bride" at Metropolitan. Scott Sidney is cutting and editing "No Control," his most recent production, which has in its leading roles Harrison Ford and Phyllis Haver. William K. Howard is awaiting the decision of De Mille officials as to his next assignment and Rupert Julian is into preliminary arrangements for "Silk," which he will direct at the De Mille studio.

Reed Howes and Clara Bow in "Rough House Rose"

Reed Howes will be Clara Bow's leading man in her next Paramount starring picture, "Rough House Rosie," which is being directed by Frank Strayer, a new director who produced in nine days Columbia's "Sweet Rosie O'Grady," which played many first run houses. Howes has appeared in pictures for Rayart, Warner Bros. and Universal. He attended the Harvard Graduate School of Business Administration upon his graduation from Utah University. However, he did not undertake a business career, going upon the New York stage instead, where he played opposite Peggy Wood in the Shubert production, "Artists' Life."



DeMille Shooting Entire Film on Panchromatic

TO gain the most from the futuristic and usual color schemes embodied in the sets by Anton Grot for "The Little Adventuress," and yet to retain their pleasing softness, William De Mille is filming the entire picture in panchromatic—that type of stock which has always been used for photographing exteriors, such as sunsets, cloud clusters and backgrounds of vivid and contrasting colorings. In rendering this decision De Mille feels that the move is a wise one even though it be radical inasmuch as 90 percent of the scenes are interiors.

Advices from the De Mille studio indicate that the screening of early scenes unquestionably revealed the decision to have been a happy one.

Complete Cast Chosen for "The Poor Nut"

Screen names of prominence are included in the complete cast of "The Poor Nut," the Jess Smith production being made for First National release, now in work at Tech Art's Western studio. The complete cast as announced by Smith follows: Jack Mulhall, the poor nut himself, Charles Murray, Jane Winton, Jean Arthur, Paul Kelly, Cornelius Keefe, Maurice Ryan, Henry Vibart and Bruce Gordon. Production starts next week under the direction of Richard Wallace. Jack Wagner has been engaged as gag man, Jimmie O'Shea as assistant director and Dave Kesson as photographer. Henry Hobart will be editorial supervisor. Paul Scofield has done the continuity.

"The Poor Nut" is a college story, revolving around a young man, to all appearance a nut who, under the influence of a beautiful co-ed, becomes the hero of the college because of his prowess as an athlete. One of California's well known universities will supply the background.

Greta Nissen Co-stars in "We're All Gamblers"

Greta Nissen, the blond Norsewoman who scored decisively opposite Adolphe Menjou in "Blond or Brunette," has been chosen as Thomas Meighan's leading lady for the second successive picture. She will appear as the heroine in the star's next one, "We're All Gamblers," an original by Owen Davis. She also appeared with Meighan and Evelyn Brent in "Blind Alleys," in which she dons a dark wig and plays the part of a Cuban girl. Meighan and Davis are now vacationing in Florida.

Emil Jannings Begins Work on His First American Film

"The Man Who Forgot God," Emil Jannings' first American-made starring picture, has just gone into production at the West Coast studio of Paramount under Victor Fleming's direction. Belle Bennett will appear opposite the Continental star. Lil Dagover, former Ufa player, has the "other woman" role. Lajos Biro and Jules Furthman made the adaptation of the original story and Furthman prepared the screen play.

Robert Kane Assembling Unit for "Broadway Nights"

Director Joe Boyle put "Broadway Nights," Robert Kane's production for First National, into work this week with a well balanced cast headed by Lois Wilson and Sam Hardy. Portraying an important role in the picture is Barbara Stanwick, a dancer discovered in Greenwich Village by Willard Mack, who featured her in his Broadway drama, "The Noose," and whom Robert Kane has signed to a long term contract to appear in several of his future productions for First National. Louis John Bartels, creator of the title role of George Kelly's "The Show Off," has also been signed for the Kane production. Phillip Stange will be seen in a supporting role.

Texas Guinan, the hand-clapping hostess of one of New York's night clubs, and several of her "gang" are to appear in different sequences. Kane has retained Bunny Weldon, night-club producer, to stage the theatre and night club scenes in the picture. Kane is now negotiating with the producer of a current revue to use his theatre and show as background for several of these scenes.

Forrest Halsey adapted this original story by Norman Houston. Charles Maguire and Earl Roebuck, who wrote the continuity, will act as assistant directors. Ernest Haller will be at the cameras and Leland Haywood will fill the post of production manager. Robert Haas is doing the designing. Mr. Halsey will remain with the unit throughout production as supervising editor.

"Bachelor's Baby" Is Columbia's Second Feb. Release

Columbia Pictures announces as the second release for February, "The Bachelor's Baby," a comedy which will supplement "The Wreck," the crook melodrama which is the present month's first release. The production is an adaptation of "The Girl Who Smiles," based on the magazine story "Too Many Keys" by Garrett Fort. The featured roles are played by Helene Chadwick and Harry Myers. In the supporting cast are Midget Gustav, one of the attractions of the Al G. Barnes circus, Edith Yorke, Pat Harmon and James Marcus. Frank Strayer, Columbia's comedy director, directed.

WAIT! 'TILL YOU SEE THIS ONE!
THE PRINCESS of HOBOKEN
"Wheee!" Look what's Coming!
Exchanges Everywhere
One of the 20 GEMS from TIFFANY

"Wedding March" Takes Over 18 Months

MORE than one year and a half will have been spent on the preparation and production of Paramount's roadshow, "The Wedding March," which Eric von Stroheim is producing, before it is ready for release. He began his labors on the script in 1925. The final shots are still to be taken and it is estimated that it will be some four months before it is ready for presentation. Stroheim is also the star of the picture as well as the director.

Molly O'Day Is Cast Opposite Richard Barthelmess

A role described as the type which will make its portrayer and one which demands a high dramatic talent of its creator is the assignment given Molly O'Day, a newcomer in the ranks of First National's stock company of players. Miss O'Day is to play the leading feminine role in support of Richard Barthelmess in "The Patent Leather Kid." In the opinions of Al Rockett, who will produce the picture, and Alfred Santell, its director, the seventeen-year-old feminine player stands out preeminent among the scores of aspirants for the part and that she is now doubtlessly headed for stardom within the next couple of years, even though her experience to date includes only twelve months in two-reel comedies.

Rupert Hughes wrote "The Patent Leather Kid" and Adela Rogers St. Johns the adaptation. It was scenarized by Winifred Dunn.

Max Asher Engaged to Act in Stern Bros. Comedies

Max Asher, comedian in "We're in the Navy Now," "Who Goes There?" "Rough House Rosie" and more recently in "Alias the Deacon," has been signed by the Stern Bros. to play in the "What Happened to Jane" series of two-reel comedies which will star Thelma Daniels and Charles King under the direction of Scott Pembroke.

Pembroke is another acquisition on the Stern staff. He has recently been writing and directing for F.B.O. He was a member of the Stern Bros. directorial corps last year.

Decide on "Woman on Trial" as Title of Negri's Next

The title of Pola Negri's new Paramount starring vehicle will be "The Woman on Trial." The story is based on a stage play by Ernest Vajda. It has a modern setting in a metropolitan atmosphere. Ricardo Cortez is Miss Negri's leading man. Mauritz Stiller is directing.

"The Thirteenth Chair" Title of M-G-M Mystery Drama

"The Thirteenth Chair" is the final title for Metro-Goldwyn-Mayer's new mystery drama which Chester Franklin is to direct as his intial M-G-M vehicle. It is an original by Franklin and Douglas Furber and production is likely to start within the coming week. Lionel Barrymore will have the leading character role.

Laemmle Appoints Friedman to European Post

Joseph Friedman

JOSEPH FRIEDMAN, veteran Universal sales executive, has been appointed by Carl Laemmle as European supervisor for Universal Pictures in which capacity he will manage Universal distribution in all European countries except Great Britain.

Friedman, who is now general manager of Universal's New York exchange, sails for Europe aboard the S.S. Olympic. N. L. Manheim, Universal export manager, is now in Berlin awaiting Friedman's arrival to induct him into office. Manheim is also officiating at the opening of the Matador Film Exchanges, the new Universal exchange system in Germany. Mr. Friedman's successor at the New York exchange has not been announced.

Carnivals Must Pay $500 License Fee at Lake Wales

Motion picture theatre enterprises of Lake Wales, Fla., are not likely to suffer from competition of traveling tent shows and carnivals. A recent city ordinance has fixed the sum of $500 as the license which such shows must pay for the privilege of showing one day in Lake Wales.

News of the passage of this measure in Lake Wales was brought to Atlanta this week by N. W. Remond, former Atlanta theatre manager, who now owns and operates the Scenic Theatre at Lake Wales.

Film Arts Guild Terminates Cameo Arrangement

The booking arrangement whereby the Film Arts Guild has been playing specially selected pictures at the Cameo Theatre in New York City has been terminated. The Guild states that the rupture came because of the Guild's inability to control completely the bookings at the small playhouse. Symon Gould is president of the Film Arts Guild. B. S. Moss controls the Cameo.

The Guild intimates that it will continue its activities elsewhere and says that an announcement of future plans will be made soon.

Bergsvik, Ingram's Electrician, Invents New Spot-Light

A new type of spot-light for use in motion picture studios has been invented and built by Chris M. Bergsvik, chief electrician for Rex Ingram's Productions. The new light is an improvement over the old, inasmuch as it gives instantaneous lighting and a much greater facility in "spotting."

Ingram's general production manager, Harry Lachman, was so pleased with Bergsvik's invention that he ordered ten duplicates to be used in "The Garden of Allah," Ingram's new production, which is now being filmed in Northern Africa.

Stanley Active in Phila.

Circuit Plans Erection of $5,000,000 House and Acquires Seven Others in Quaker City

THE Stanley Company of America this week announced plans for the building of a $5,000,000 house on Market Street, Philadelphia, and, in addition, states that it has acquired the entire Stiefel theatre interests in that city, comprising six neighborhood houses and one in course of construction at Twenty-first Street and Ridge Avenue.

The $5,000,000 theatre will be erected at the northwest corner of Twentieth and Market streets and will have a seating capacity of 5,000, with a main floor loge and balcony. It will be equipped with all the latest modern appliances, including an elevator orchestra pit, high speed signal control elevators to take patrons to the top level of the balcony, an organ with three consoles, all manner of lighting systems, both direct and indirect, and an up-to-the-minute heating and ventilating system. It is expected that the ground for the new structure will be broken within a few days.

The properties that have been transferred to the Stanley Company are the Poplar Theatre, Sixth Street and Poplar; the Fairmount, Franklin and Fairmount avenues; the Elite, Twenty-seventh Street and Girard Avenue; the Twenty-fourth Street, Twenty-fourth and Brown streets; the Columbia, Twenty-seventh Street and Columbia Avenue, and the York Street, Twenty-sixth and York streets. Transfer was made by Samuel H. Stiefel and Nathan A. Stiefel, sons of Abraham Stiefel, a retired motion picture exhibitor. The new house at Twenty-first and Ridge Avenue will be particularly pretentious and will add considerably to the attractiveness of the locality.

M.P.T.O.A. Meets May 17

National Convention of Exhibitor Body to be Held in Columbus, Ohio; Three Day Session

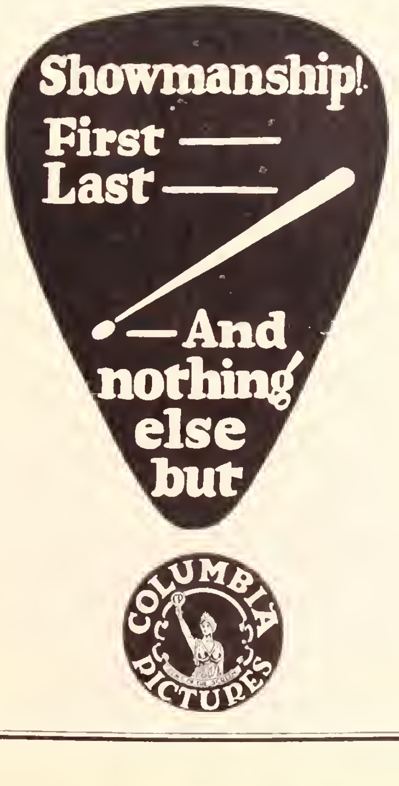
THE eighth annual convention of the Motion Picture Theatre Owners of America will be held in Columbus, Ohio, May 17th to 19th, was the decision of the administrative committee this week, when it accepted the invitation of P. J. Wood, business manager of the Ohio unit, for the holding of the meetings in Columbus.

J. J. Harwood of Cleveland was named chairman of the committee on arrangements for the forthcoming sessions. He is to name a sub-committee to work on plans. The decision means that the holding of a mass meeting of independent theatres prior to the national meeting has been abandoned and, instead, the proposed meeting will be combined with the Columbus convention. The mass meeting previously was postponed on account of the illness of Harry Davis, chairman of the administrative committee.

The Columbus Chamber of Commerce has been co-operating with William James, head of the State unit, to bring the national convention to the Ohio city, and has assured a record reception to delegates.

At yesterday's meeting a resolution was passed calling on the public to withhold judgment of Charles Chaplin until he has opportunity to state his case in court when, the committee is advised, he would completely vindicate himself. Chaplin's films were lauded for their wholesomeness.

Harwood, Nathan Yammins, M. E. Comerford, M. J. O'Toole, Joseph M. Seider and R. F. Woodhull attended the meeting.



Year's Earnings for "U" Are $1,900,000

Universal's earnings for the year ending November 7, 1926, are estimated at $1,900,000 after all charges and before preferred dividends, according to "The New York Times." Earnings are equal to more than $6 per share on the 250,000 shares of common. Sales for 1926 were materially greater than for 1925 and the first quarter earnings for 1927 will exceed those of 1926. During the year, Universal released 218 subjects, and this exclusive of news reels.

Hight, Former Chicago "News" Man, Dead

Will M. Hight, veteran Chicago theatrical man and publicist, and who at one time was Chicago representative of Motion Picture News, died suddenly from heart disease in Los Angeles, Cal., last week. His wife, Mary Hight, was with him at the time of his death and brought the remains back to Chicago for interment, the funeral being held on Tuesday, February 8th.

Warners to Complete Schedule Early in May

PRIOR to his leaving the Coast for New York where he is now mapping out the Warner Bros. schedule for next year, Jack L. Warner issued the order for high speed on all productions in the course of filming and began preparation on several other stories so that this year's program can be finished early in May.

The production chief personally supervised the preparation of a script for a new Patsy Ruth Miller feature. The title of this film will be announced later as a "surprise feature" for exhibitors. Miss Miller is vacationing at Arrowhead and has just finished "What Every Girl Should Know" under the direction of Charles Reisner. Meanwhile five production units are now in work and it is hoped that five more films will be completed inside of the next month.

"Matinee Ladies," starring May McAvoy, is in its third week of filming. Monte Blue and company are in Death Valley filming dramatic sequences for "The Brute." Several realistic touches will be injected into "White Flannels" inasmuch as varsity players of the University of Southern California are participating in the football episodes. The cast for Rin-Tin-Tin's "Tracked by the Police" has also been completed. Dolores Costello's vehicle, "A Million Bid," is at work on a California mission set which occupies most of the space on the largest of the Warner Bros. set.

Casting Completed for Esther Ralston's First Starring Film

The complete cast for "Fashions for Women," Esther Ralston's first Paramount starring production, includes Einar Hanson, Raymond Hatton, Edward Martindel, Maud Wayne, Charles Darvis, William Orlamond, Agostino Borgoto, Edward Faust and Yvonne Howell. Hanson recently finished a featured role with Miss Ralston in Frank Lloyd's "Children of Divorce." Besides marking Esther Ralston's debut as a star, "Fashions for Women" will introduce for the first time in Paramount history the work of a woman director—that of Dorothy Arzner. The story of "Fashions for Women" was adapted by Jules Furthman and Herman Mankiewicz from the stage play, "The Girl of the Hour." It was scenarized by Percy Heath.

Norma Talmadge Adds to Cast of Her "Camille"

With the resuming of work by Fred Niblo at the Hollywood studio of United Artists, after several days on location taking scenes for her modern version of "Camille," Norma Talmadge has made some important additions to the supporting cast of her latest First National starring vehicle. The new members of the cast include Alec B. Francis, Helen Jerome Eddy, Albert Conti, Etta Lee, Michael Visaroff and Evelyn Selbie.

Hundreds of extras and scores of motorcars and other vehicles are being pressed into service for use in the Paris boulevard sequences of "Camille." Oliver Marsh, photographer of serveral of the star's pictures, heads the battery of cameras shooting the story. Some radical new ideas are promised in the camera work.

First National Films Will Be Shorter

Rowland Declares Public Wants Faster Action; States Reduced Length Improves Pictures

RICHARD A. ROWLAND, general and production manager of First National Pictures, this week announced his decision to release First National productions in shorter lengths in the future as it is his contention that the public wants its picture fare speeded up and, likewise, it is his belief that the story is improved when concentrated.

"Many things," says Mr. Rowland, who is now at the company's Burbank studios, "enter into the problem of exhibition nowadays, which render it imperative that feature productions be made shorter than heretofore. Henceforth most First National pictures will be limited to approximately 6,000 feet, except in the case of specials.

"The public has become tired of lengthy pictures—this fact has been demonstrated time and again. Also, with the modern method of arranging programs, with prologues, vaudeville and special features interspersed, too long a picture cuts into the exhibitor's profits. A film running seven reels or more practically cuts out one performance a day—a serious consideration for the exhibitor.

"Technically, pictures today are cut so that much superfluous footage is eliminated. Intermediate shots are often discarded. It is possible to jump from a close-up to a long shot or vice-versa, without breaking the continuity or spoiling the effect.

"This is a fast-moving age, and the public wants its motion picture entertainment to move at a similar speed. It has long been my contention that practically any picture can be improved from an artistic and dramatic standpoint by shortening it—consequently our decision to cut down the length of most First National pictures is not only in keeping with the speed of the times, but will, I am sure, result in the improvement of our product."

Fox Studio Work Finished

Million Dollar Expansion Program Completed; Indoor Equipment Installed; Location Plot Developed

THE program of reconstruction, expansion and improvement at the Fox Film Studio in Hollywood and location acreage was completed this week, at an estimated total cost of $1,000,000, which was expended in erecting new stages, purchases of electrical, wardrobe and furniture equipment and the development of the 150-acre outdoor studio.

The property, purchased by Mr. Fox in 1917, is located on the west side of Western Avenue, at Sunset Boulevard and comprises thirteen and a half acres. In addition 150 acres have been purchased at Fox Hills and this is expected to fulfill the needs of the producers. On the original site are the executive buildings, four theatres for the use of directors and eight stages, three of which are said to be the largest in the world.

Development work has not been completed at the Fox Hills property, but it is expected that when improvements contemplated have been made it will be one of the most beautiful spots in lower California. An idea of the size of the tract may be had from the fact that a set for "Sunrise," one of the Fox films, is a mile long and half a mile wide; incidentally the cost of erection was $200,000.

The program of reconstruction has been under the supervision of Winfield R. Sheehan, vice-president and general manager of Fox Films, and he was aided in the work by Sol M. Wurtzel, general manager of the studio, Technical Director William Darling and Electrical Superintendent Calvin Hoffner, who, it is claimed, has perfected a new lighting system which eliminates Kleig eyes.

Other improvements include bungalows, especially constructed for the stars, and permanent sets on the location lot representing Spanish haciendas, German towns, French villages and English estates; $150,000 worth of furniture, the installation of modern fire fighting apparatus, camera equipment worth $50,000 and a 500-kilowatt motor generator capable of lighting a city of 150,000 population.

M. H. Hoffman Returns From Abroad

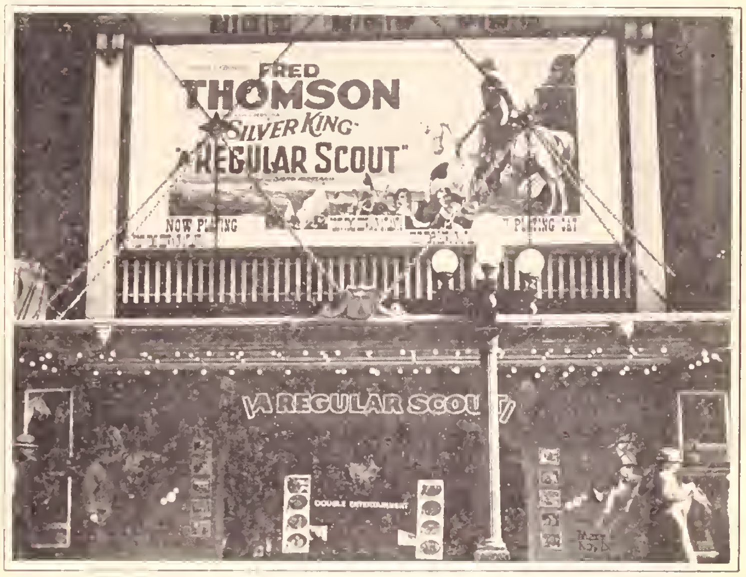
M. H. Hoffman, of Tiffany, returned on the Olympic this week from a visit to London and the Continent. He is expected to make an important announcement soon on the result of his trip.

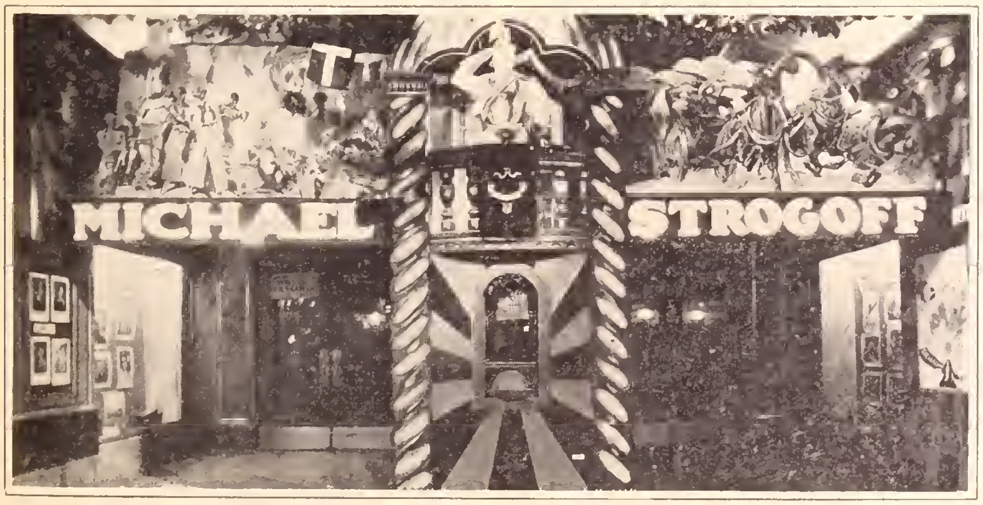
Exhibitors Service Bureau

Tie-up with the Marine recruiting offices of Dallas, Tex., netted the Melba Theatre there an excellent campaign for "Tin Hats" (M-G-M). Above is the ambulance, donated by the recruiting service as ballyhoo for the Melba showing. On the right is the lobby display for the picture at the Melba

Lobby display arranged by Manager Max Slott at the Orpheum Theatre, Chicago, for the showing of "The Nervous Wreck" (P.D.C.)

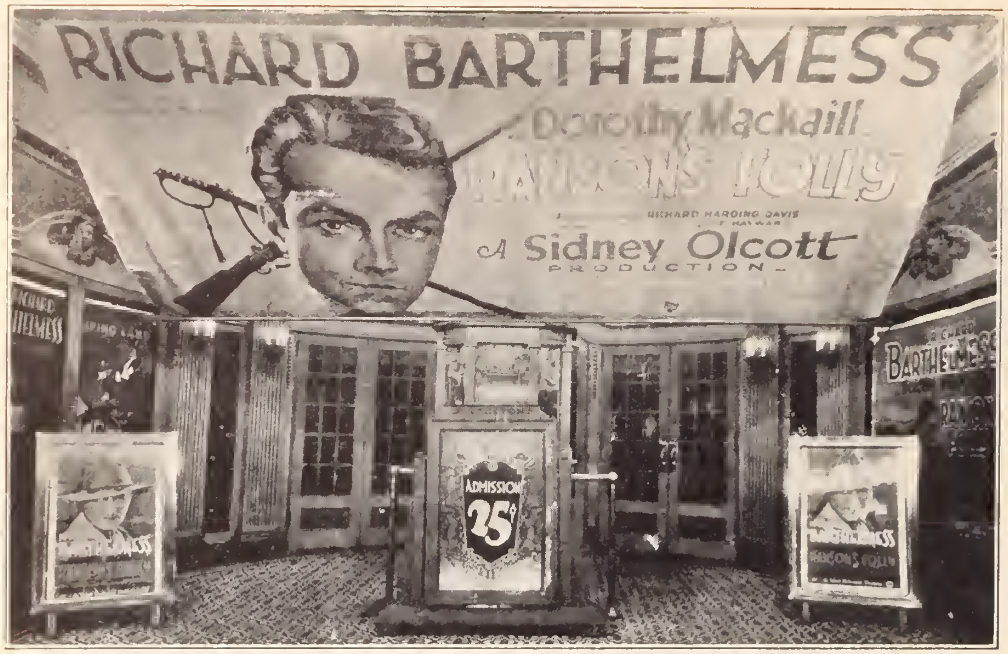
Below—mask front, featuring stills and poster cut-outs, and marquee billing which exploited the showing of "A Regular Scout" (F. B. O.) at the Tudor Theatre, Atlanta, Ga.





The lobby display which featured exploitation for the presentation of Universal's "Michael Strogoff" at the Cameo Theatre, Pittsburgh. Arranged by Manager Al. Kaufman

Billy Dooley inspects the new Dooley Walking Sailor doll—feature of a tie-up with the Educational-Dooley comedies and the Ted-Toiler Toy Company



Consistent attention to lobby display with emphasis on loud and noisy effects, has helped the Blackstone Theatre in Pittsburgh, to pay dividends as a second-run in a first-run neighborhood. A typical display at the Blackstone is that shown in the photo above, featuring exploitation for First National's "Ranson's Folly." The Blackstone is managed by R. P. Wheeler.

Credits Lobby Displays With *Big* Returns on *Small* Outlay

MAKING a second-run house pay dividends in a first-run neighborhood was the job tackled by R. P. Wheeler, when he became manager of Stanley-Rowland and Clark's Blackstone Theatre at Pittsburgh, Pa. Located on Fifth Avenue, downtown, in the very heart of Pittsburgh's theatrical section, with two major first-run houses directly across the street, the Blackstone continues to play its split-week programs to capacity houses.

Mr. Wheeler gives two reasons for the success of the Blackstone under its current policy. First, the use of only the strongest features obtainable, and secondly, the use of strong lobby displays.

"The company's present policy gives us the strongest features," said Mr. Wheeler, "from four to six weeks after they have had their first run in Pittsburgh. They are second-run in fact only, for we handle them much in the same way we would handle a return engagement of a particularly popular feature. That is the spirit around the Blackstone. By working in close harmony with Mr. Dygert, Stanley-Rowland and Clark's director of advertising and publicity, we are able to get together some powerful lobby displays. Displays that have all the ear marks of first-run pictures.

"The most important part of our exploitation program is the consistent attention we devote to our lobby. We are in a position where we must yell for attention, running in close competition with so many first-run houses—and we do it with displays of a loud and noisy nature. For example, in showing the First National feature, 'Ransom's Folly,' starring Richard Barthelmess, we secured a fifteen-foot spread from the First National exchange, and hung it from the lobby proscenium, down to the rear of the box office. The effect was startling, to be sure, but it was also profitable. 'Ranson's Folly' enjoyed an excellent business, despite inclement weather, bitter cold, and rival first-run productions."

Harold B. Dygert, Stanley-Rowland and Clark's publicity director, gives the Blackstone credit for hanging up box office records with a minimum of expensive advertising.

"The lobby is the thing with the Blackstone," says Dygert. "Every effort is made to give the lobby all the trimmings necessary."

Perutz Makes Income Tax Blanks More Interesting

It won't be long now before people will be thinking about their income tax, so Manager W. S. Perutz got out a supplemental income tax blank when Richard Dix in "Paradise for Two" played at the Lincoln Theatre, Lincoln, Nebr.

The blank contained eleven questions of the comedy variety, as: "Are you married or single? Why?" "Do you drink? If so, where do you get it?" "Exclusive of Bootleggers, how many people are dependent on you for support?" etc.

At the bottom of the questionnaire was, "Official advice! For further information, see other side." The other side enlightened the people that "Paradise for Two" was playing at the Lincoln.

Double - Barrelled Publicity for "Michael Strogoff"

If a tie-up with one newspaper is good, a tie-up with two is better, reasons Al Kaufman, manager of the Cameo Theatre in Pittsburgh, and so when he had "Michael Strogoff" set in for the week opening on Christmas Day, he arranged special morning showing the day before to which he invited the carriers of both the "Gazette Times" and the "Telegraph."

School Blackboards Sniped for Show

"Tell It to the Marines" Scribbled by Charlotte High Students

Manager Warren Irvin went in for something different when he lined up three High School students to print the title of the picture on the High School blackboards when "Tell It to the Marines" played at the Imperial Theatre, Charlotte, N.C.

For a whole week in advance of showing, these three High School students arrived at the school early enough to print the title of picture, theatre, and play dates on all the blackboards before the general student body put in their appearance.

This stunt was done with the knowledge of the teachers and permission from the principal. These boys placed three oil paintings in the entrance lobby of the school and placed another one on the school bulletin board.

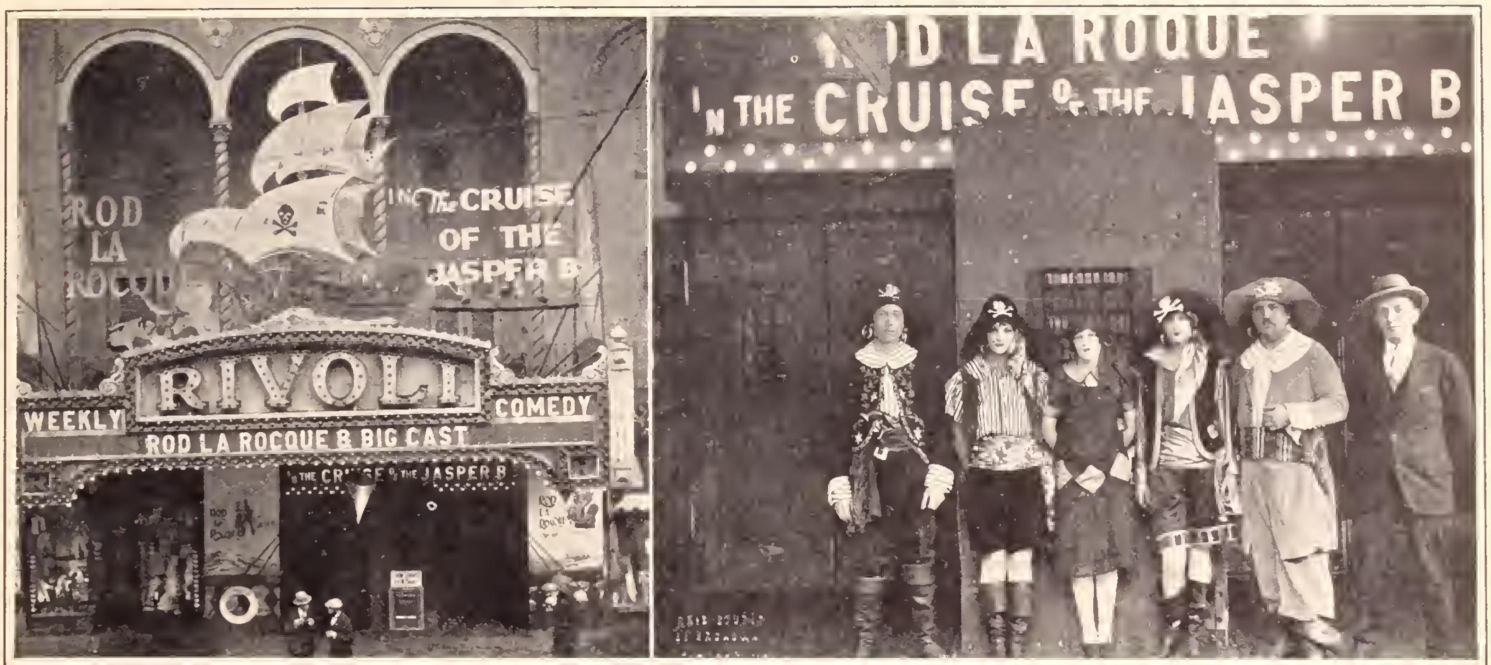
The stunt cost a few passes, but it was well worth it.

Gives Passes as Rewards for Careful Driving

The Pantages Theatre in Vancouver, B. C., has always been popular, but recently it has become absolutely top hole. The reason is the new form of publicity recently originated and put into effect by Kenneth Tallmadge, the manager of the house.

Tallmadge believes that if bad automobile drivers should be penalized, good ones should be rewarded. And so he prepares 20 passes each week, good for any day but Saturday, which he issues to the traffic policemen of Vancouver. They, at their own discretion, give them to the drivers who they feel are most deserving of reward.

The week before Loew's State in Los Angeles presented First National's "Twinkletoes" Manager Lou Golden equipped his usherettes with pearl buttoned Coster caps and special badges to call attention to the coming attraction


ROD LA ROCQUE
IN THE CRUISE OF THE JASPER B
RIVOLI
WEEKLY
COMEDY
ROD LA ROCQUE & BIG CAST
THE CRUISE OF THE JASPER B
ROD LA ROQUE
IN THE CRUISE OF THE JASPER B

The Rivoli Theatre in Paterson, N.J.—where frontal display is the most important exploitation feature, as 50,000 people are said to pass the house daily—decorated for the presentation of "The Cruise of the Jasper B," (P.D.C.) Photo on the left shows the marquee display. On the right, the ticket booth, made to represent a pirate's chest, and members of the house staff, equipped with pirate costumes for the run of the picture. On the extreme right is William Francke, manager of the Rivoli, who devised and executed this campaign.

Base Drive on Title "Lunatic at Large"

We Made 'Em Curious to See Play With Such a Strange Name

BY BOB HARVEY

(Publicity Director T. & D. Theatre, Oakland)

They roar at the antics of Errol in this one, but the title is rather hard to get over unless you can set the town talking about it in advance. I decided to make 'em curious to see what kind of a story could be given such a strange name.

To this end we made up 20,000 teasers. These were about the size of a business card and contained on one side a wise crack such as "The Lunatic At Large is looking for husbands who are shell shocked from watching their wives eat peanuts"—and on the reverse our regular announcement. Some of the wise cracks were taken from the titles in "The Lunatic at Large."

We distributed the 20,000 cards in barbershops, beauty parlors, pool rooms, cafes, hotels, cigar stores, dance halls and everywhere that people gathered, especially where the young people meet. The wise crackers will always remember and repeat any funny gag, and ours certainly handed them chuckles aplenty. They even came to the theatre and asked for them.

In small towns where kid business is sought after, managers can further elaborate on this scheme by having the cards numbered or lettered, thus giving the kids a chance to gather a full set of the jokes and turning them in in return for a free pass. This starts the kids "swapping" cards and helps make 'em talk about your house and attraction.

Complimented by Press for Ads

Alec Sayles, manager of the Leland in Albany, and a former newspaperman, was complimented by the press of the city last week on his outstanding newspaper ads in connection with the run of "Tell it to the Marines."

Moving Sign Advertises "Nervous Wreck" at L. A. Theatre

NOVEL sidewalk and lobby signs, which could be seen jiggling a block away from in front of the Broadway Palace Theatre, Los Angeles, were designed for the run of "The Nervous Wreck," by Jim Quinn, exploitation director of Producers Distributing Corporation in Los Angeles. A complete description of how the simply-constructed arrangements are made is as follows:

The letters of "The Nervous Wreck" are made of light galvanized iron, the various arms of the letters loosely riveted together so that they will swing free when motive power is attached. The letters are nailed to a bar which goes across the top of the sign. The entire sign is swung from light wire.

A quarter-horse power motor supplies power to set the signs and letters jiggling. A spring belt goes from the motor to a bicycle wheel, which serves to cut down the speed of the motion. From the hub of the bicycle wheel, with about two-inch thrust, goes a light-driving bar attached by wire to the sign so that for every revolution of the bicycle wheel one sideways motion is imparted to the sign and letters.

By means of iron angle-bars, which may be bought for five or ten cents in hardware stores, wiring may be run to any number of signs. At the Broadway Palace Theatre, three signs were used, two in front of the theatre and one across the sidewalk under the marquee. The latter is the most effective, if only one is used.

When the iron letters jiggle back and forth, the noise of the various iron parts of the letters clacking against each other, add to the effect of the moving sign.

The speed may be cut down or increased by shifting the driving bar, which is attached to the hub of the bicycle wheel.

Army Discharge Heralds "Izzy Murphy"

W. C. MacNAUGHTON, manager of the Rivoli Theatre in Roxbury, Mass., designed a novelty herald which figured importantly in attracting the public's attention to his presentation of "Private Izzy Murphy." The herald was in the form of an army discharge—printed on yellow paper, and in size four inches by eight inches. It was folded through the center.

The "dishonorable discharge" bore on its front cover the lines "United States Army" with a line in small type reading "of theatregoers." "You are dishonorably discharged. For offense committed see inside." On the inside of the folder was the information that all who do not avail themselves of seeing "Private Izzy Murphy" are to be cut off, in disgrace, from the "army of theatregoers." The declaration was signed by "George Jessel, Commander-in-Chief of the Army of Fun."

Merchants Supply Props for "Paradise" Lobby Display

A novel and effective tie-up was procured by M. W. Korach, general manager of the Silverman Brothers' chain, for the Strand Theatre, Akron, Ohio, during the engagement of "Paradise."

The tie-up was effected with several pet shops and florists. The managements of these stores lent a selection of bird cages with canaries, tropical palms, aquariæ, and a generous assortment of mounted birds and animals. These were all set in the inside lobby of the Strand about a large framed poster of Milton Sills, giving the proper tropical setting to "Paradise," and affording the merchants sufficient advertising to make them more than satisfied with the tie-up.

THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of 'Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
God Gave Me Twenty Cents ..	—	—	6	—	70	6,532 Ft.
Kid Brother, The	—	—	5	—	70	7,654 Ft.
Love 'Em and Leave 'Em	—	3	5	—	59	6,075 Ft.
Man of the Forest	—	1	6	3	76	5,187 Ft.
Sorrows of Satan, The	—	3	1	1	58	8,691 Ft.
Stranded in Paris	—	—	6	1	74	6,106 Ft.
FIRST NATIONAL						
Blonde Saint, The	—	2	3	—	58	6,800 Ft.
Midnight Lovers	1	2	4	—	54	6,100 Ft.
Silent Lover, The	—	2	5	1	66	6,500 Ft.
Stepping Along	1	1	5	—	59	7,035 Ft.
Twinkletoes	—	1	9	—	67	7,833 Ft.
Unknown Cavalier, The	—	2	4	1	66	6,595 Ft.
White Black Sheep, The	1	1	3	—	56	6,798 Ft.
FOX						
Canyon of Light	—	2	6	2	70	5,399 Ft.
City, The	—	2	3	—	58	5,508 Ft.
Return of Peter Grimm, The..	—	2	8	1	67	6,961 Ft.
Summer Bachelors	—	—	4	1	76	6,782 Ft.
Wings of the Storm	—	1	5	1	70	5,374 Ft.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
METRO-GOLDWYN-MAYER						
Flaming Forest, The	—	—	8	2	76	6,567 Ft.
Flesh and the Devil, The	—	—	3	2	82	8,759 Ft.
Love's Blindness	2	3	4	1	54	6,023 Ft.
There You Are	—	—	11	—	70	5,652 Ft.
Valencia	1	1	8	2	68	5,580 Ft.
PROD. DIST. CORP.						
Nervous Wreck, The	—	2	3	1	65	6,730 Ft.
UNITED ARTISTS						
Winning of Barbara Worth	—	1	5	—	65	8,560 Ft.
UNIVERSAL						
Buckaroo Kid, The	—	—	8	—	70	6,167 Ft.
Cheerful Fraud, The	—	—	4	—	70	6,968 Ft.
Her Big Night	—	—	7	1	74	7,306 Ft.
Ice Flood, The	—	1	4	—	64	5,747 Ft.
Lazy Lightning	4	1	2	—	37	4,572 Ft.
Loco Luck	1	—	4	—	62	4,827 Ft.
Oh! Baby	—	1	4	—	64	7,152 Ft.
Prisoners of the Storm	1	1	4	—	57	6,102 Ft.
Silent Rider, The	—	—	3	2	82	5,879 Ft.
Whole Town's Talking, The	—	1	7	—	66	6,662 Ft.
WARNER BROS.						
While London Sleeps	—	1	3	1	70	5,810 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date, ...

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage .... Theatre..

Population of Town .... City .... State ....

Studio Briefs

Preparation for the production of two new Warner pictures has been started. Casting on "Tracked by the Police" has been practically completed, the principals now being Rin-Tin-Tin, starred, Jason Robards, Douglas Gerrard, Tom Santschi, Heinie Conklin and Tom McGuire. Johnnie Grey is at work on the scenario based on Gregory Rogers' story. Ray Enright will direct. The other film, "The Brute," starring Monte Blue, will go into work as soon as Irving Cummings, director, and Bill Guthrie, location manager, have finished their task of selecting location scenes. The support for Blue includes Leila Hyams, Clyde Cook, Carrol Nye and Paul Nichols.

Heading a company of thirty, Richard Dix and Mary Brian left last week for Lake Placid, N.Y., where a week will be spent in filming exteriors for "Knockout Reilly," which Malcolm St. Clair is directing for Paramount. The production unit includes Harry Gribbon, who has an important role in the picture, Larry McGrath, Billy Viderbeek and four lesser pugilistic luminaries who appear in the film.

Frankie Darro, F.B.O. juvenile, has won for himself the role of a crippled brother to Conway Tearle in "Moulders of Men," on which Ralph Ince has just started production. Frankie has just reached his eighth birthday and has been in the films for four years.

A long term contract with Warner Bros. has been signed by Tom Gibson, scenarist, whose first assignment will be "The Climbers," Irene Rich's next starring vehicle which Paul L. Stein will direct. Gibson's last two scripts were "Kid Boots" and "The Palm Beach Girl," both for Famous Players-Lasky.

Mary Carr, who was last seen as the old French grandmother in "Blonde or Brunette," has been re-signed by Paramount to appear in "Afraid to Love," Florence Vidor's next starring vehicle. E. H. Griffith will direct this picture. In its cast are Clive Brook, Jocelyn Lee and Arthur Lubin.

Fred Scheussler, former head of the casting offices at Warner Brothers, Universal City, Metro-Goldwyn-Mayer and other producing plants, has assumed his new duties as casting director of the United Artists studio in Hollywood. Scheussler's staff will also function for the U.A. sixty-acre auxiliary studio to be constructed immediately in Culver City.

Vera Veronica, Russian actress who has just arrived in Hollywood, will attempt her first screen work when she portrays a role in "Soundings," Julian Josephsen's screen adaptation of A. Hamilton Gibbs' story. Lois Moran has the leading feminine role, with Douglas Gilmore playing opposite her. Rowland V. Lee will direct.

Earl Snell, scenarist, has been placed under a long term contract to write for Universal. His first assignment is the adaptation and continuity for a Reginald Denny special, which will be made when that star has recovered from his illness. He recently sold an original, "The Denver Dude," to Universal as a starring vehicle for Hoot Gibson. The signing of the long term contract followed.

The newest addition to Adolphe Menjou's supporting cast in "Evening Clothes," his current starring vehicle now in production under the direction of Luther Reed, Paramount director, is Lilyan Tashman. In the supporting cast are Virginia Valli, Noah Beery, Louise Brooks and Lido Manetti.

Portraying the two "rivals" in George Randolph Chester's story, "Quarantined Rivals," which Gotham is producing, will be Robert Agnew and Ray Hallor, with the former carrying the bulk of the work. Kathleen Collins, borrowed from First National, is to portray the girl in the case. Appearing in supporting roles will be John Miljan, Viola Daniels, Big Boy Williams, Clarissa Selwynne, Josephine Borie and William A. O'Connor. Archie Mayo is directing "Quarantined Rivals," while Ray June is taking care of the photography and Glenn Belt is supervising production.

Alphonz Ethier, who played in the stage production of Sam Benneli's "The Jest," will be seen in the Tiffany production, "Cheaters," an original story by Harry Kerr, which has just been finished.

Under the direction of Ben Stoloff, "A.W.O.L.," Fox Films' war comedy in which Sammy Cohen and Ted McNamara, the comedy team from "What Price Glory?" have two of the featured roles, has just been completed. Gene Cameron has the leading male role. Others in the cast are Judy King, Betty Francisco, Holmes Herbert and Charles Gorman.

Gibson Gowland, who played the role of McTigue in Von Stroheim's "Greed," has been engaged to portray one of the principals in "The Broken Gate," a Tiffany production which is scheduled for release in February.

Cosmo Hamilton, English novelist and playwright, has been engaged by Pierre Bedard, production manager for the Swanson Producing Corporation, to do the subtitles for "The Love of Sunya," Miss Swanson's first independent picture for United Artists.

Irving Bacon is the latest addition to the cast of "Salvation Jane," Viola Dana's newest feature for F.B.O. Phil Rosen is directing the production with Park Jones, Fay Holderness and Erville Alderson in the cast.

Lucien Littlefield, character actor of both stage and screen, has been added to the cast of "Cheating Cheaters," a Universal production which Edward Laemmle will direct. Littlefield also has an important role in "Uncle Tom's Cabin." Featured in "Cheating Cheaters" are Betty Compson and Kenneth Harlan.

After five years of experience in vaudeville, Edwin August, former screen star, director and author, is making his film comeback in a small role as a companion detective to Tom Moore in "Cabaret," Gilda Gray's new Paramount starring picture. August is renewing his friendships with Harry A. Fishbeck, chief photographer of "Cabaret," and others whom he knew during the making of his last picture before transferring his activities to the stage.

Otis Harlan, the comedian with the queer, paddling gait, has been signed on a long term contract by Universal. Harlan has appeared in several Universal productions such as "Oh! Doctor," "What Happened to Jones," "The Silent Rider" and "Down the Stretch."

Alan Hale, director, will lay aside his megaphone and don the grease paint once again for the next few weeks to play the villain in "Vanity," Leatrice Joy's next De Mille feature. His return to acting, however, will be but temporary and only because it has been deemed necessary to postpone the starting of his next picture—the first of four which he will direct for De Mille.

Percy Heath, one of the first scenarists in the motion picture industry, has signed a long term contract with Famous Players-Lasky as a member of the writing staff. He has just completed the screen play of "Fashions for Women," Esther Ralston's initial starring vehicle which Dorothy Arzner is directing.

Nils Olaf Chrisander, who recently finished directing "Fighting Love," has just started on his second American production, "The Heart Thief." Samuel Morris Pike adapted the story which is being supervised by Walter Woods. Henry Cronjager is shooting the picture in which are cast Joseph Schildkraut and Lya De Putti in the leads and Robert Edeson, Charles Gerrard and Eulalie Jensen.

Henry Kolker, veteran character actor of stage and screen, has been signed by Paramount to play in "Rough House Rosie," Clara Bow's next starring vehicle.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

AT LIBERTY — Young man, 20, projectionist, electrician, desires position in moderate-sized house as projectionist, house electrician and general utility man. Experienced. Best of references. Write "Young Man," Wyman Enterprises, 86 Prospect St., Little Falls, N. J.

AT LIBERTY—Thoroughly experienced film salesman-manager. Will go anywhere. Highest references. Box 200, Motion Picture News, New York City.

HEALTH OF CHILDREN compels me to leave New York. Open for any proposition. Experienced in all branches of business. Well recommended. Box 225, Motion Picture News.

AT LIBERTY after April 30, 1927. Manager, exploitation expert, publicity director, advertising agent. Years of experience in the theatrical, circus and vaudeville game. Go anywhere I can get a living salary for services rendered. Reference, any recognized showman in America. Mr. Theatre Owner, what have you to offer a showman. Address Chas. A. Koster, Business Manager "Give and Take" Co., Columbia Theatre, 47th and Broadway, New York City.

MANAGERS and SUPERVISING MANAGER wanted for motion picture circuit, New York City. Must be live wires. Give full experience and salary wanted. Replies will be held strictly confidential. Box 180, Motion Picture News, New York City.

MANAGER seeks position. Evenings only. Five years' experience picture house. Box 185, Motion Picture News, New York City.

AT LIBERTY, theatre manager, experienced vaudeville picture house, honest and reliable, desires to connect with independent theatre owner or corporation where my services will be appreciated. Single, age 32, go anywhere. Box 175, Motion Picture News, New York City.

Equipment For Sale

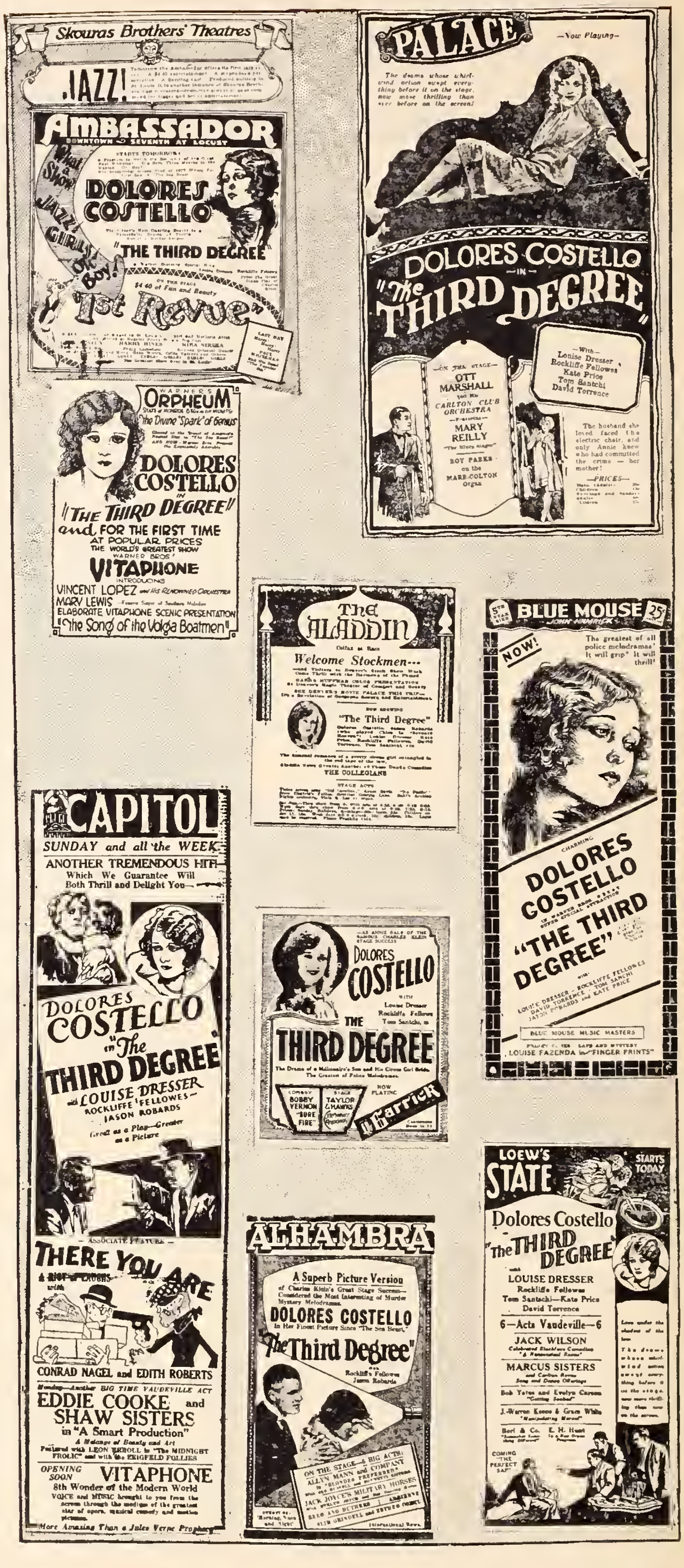
THE GRANADA THEATRE FOR SALE. Must sacrifice at once, only theatre in La Jolla, near San Diego. New 811-seat, first run house, 10 year lease and equipment at a bargain. Worth $40,000, will take $30,000. Only $20,000 cash down will handle this beautiful class A house. Bal. terms. Or will sell with the building and real estate with 7 stores, 1 bank, 15 office rooms 2nd floor. Good income. Address Dr. L. N. Isaacs, 208 Balboa Theatre Bldg., or care of F. C. Thompson, Trust Officer, Union Trust Co., San Diego, Calif.

MAILING LISTS: 21,000 moving picture theatres giving name, address, population and, in most cases, seating capacity, price $50.00 for the complete list or $6.00 per M. by states. Also film exchanges, studios and supply dealers. Ask for itemized price list. All lists guaranteed. Trade Circular Co., Inc., 166 W. Adams Street, Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensarcs, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.



Reproductions of newspaper displays used to exploit Warner Bros.' "The Third Degree" at some of the first run theatres in the key cities. Though an unusually wide variety of style and make-up has been employed, the star, Dolores Costello, generally is featured. The ads illustrated were used by the following theatres: Aladdin, Denver; Capitol, Springfield, Mass.; Blue Mouse, Seattle; Alhambra, Milwaukee; Ambassador, St. Louis; Garrick, Duluth; Orpheum, Chicago.

Short-Subjects and Serials

Production of Pathecomedies in Full Swing

"Love's Languid Lure," a new Mack Sennett Pathecomedy starring Ben Turpin, has been completed under the direction of Lige Conley. It is now in the final editing and titling stage.

Alf Goulding is busily engaged in the direction of "Smith's Cook;" a new comedy of the trials and tribulations of "those Smiths." The principals, Raymond McKee, Ruth Hiatt and Mary Ann Jackson, are aided in the funmaking by Polly Moran, George Grey, Vernon Dent, Irving Bacon and Omar, the huge canine actor. Vernon Walter and Sam Moran are taking care of the photography.

The comedy team of Madeline Hurlock and Eddie Quillan is hard at work on a new farce woven about the recent Catalina Channel swim. Among others, Earl Rodney is directing Alma Bennett, Andy Clyde, and Barney Hellum. William Williams and Lee Davis are grinding the cameras.

Jeff Moffitt and Phil Whitman are preparing for a feature-length comedy, an adaptation of Johnny Burke's vaudeville soldier monologue, "Dirty Work." Harry Edwards is collaborating on the script with the two scenarists. Johnny Burke's vaudeville work won the praise of Mack Sennett and a long term movie contract. He will be starred in a screen version of his act.

New "Jane" Comedies in Work at Sterns' Studio

The "What Happened to Jane" series of two-reel comedies which the Stern Brothers are producing for Universal release during the current season, has been resumed at the Hollywood studio of the Sterns. The eighth has just gone into production with Scott Pembrock directing. Thelma Daniels is the featured player, replacing Wanda Wiley, the former "Jane." In the cast of the new comedy are Charles King, Max Asher, Lillian Worth and Frank Whitson.

American Cinema Acquires Rights to Eight Stories

The American Cinema Association through A. J. Moeller, its president, has acquired rights to eight more stories for ACA, including "Be Yourself," an original by a new writer, Edna Neff, which is soon to make its appearance in a well-known magazine. The other stories are "The New Pathway," "Female Help Wanted," "Detour," "Shock Proof," "Wholesale Only," "The Golden Bubble" and "The Luminous Dial."

"Old Tin Sides," Standard Comedy, in Production

F.B.O.'s standard comedy due for release on March 7 will be known by the title of "Old Tin Sides." Gil Pratt, director, is now in the midst of production on this one. In it are the fat men trio, Fatty Alexander, Fat Carr and Kewpie Ross.

Pathe's Feb. 20 Line-Up

Includes Roach and Sennett Two-Reel Comedies; Diversified Novelties and News Subjects

HEADING the list of Pathe releases for February 20th are two two-reel comedies, one a Hal Roach and the other a Mack Sennett production; other short features are "Weatherproof," a Grantland Rice Spotlight, the fourth chapter of "On Guard," the current Patheserial, "Topics of the Day, No. 48," "The Mail Pilot," an "Aesop's Fable," "Pathe Review No. 48" and two issues of Pathe News.

"Why Girls Say No" is the title of the Roach production which co-features Marjorie Daw and Creighton Hale with a supporting cast including Max Davidson, Anne Brody, and Spec O'Donnell. Leo McCarey directed under the supervision of F. Richard Jones. It is another serio-comic tale of the Irish and the Jews.

"Peaches and Plumbers" is the Mack Sennett offering with Madeline Hurlock and Billy Bevans in the leading roles supported by Thelma Hill and Stanley Blystone with Eddie Cline directing under the supervision of J. A. Waldron. The story concerns the love affairs of a plumber and an heiress though the plumber is married.

"Weatherproof" is a Grantland Rice picture in which indoor games of winter are featured—volley-ball, basketball, gymnastics, squash and bowling. It takes in a group of sports in which hundreds of thousands are now participating.

"On Guard," the current Patheserial, reaches its fourth chapter with the episode entitled "The Sinister Warning." Cullen Landis is the star of this serial with a cast including Muriel Kingston, Louise DuPre, Walter P. Lewis, Tom Blake, Edward Burns, Hal Forde, Gus de Wilde and Tom Poland.

Topics of the Day, No. 8, presents choice bits of wit and humor compiled from the international press. "The Mail Pilot" is the week's offering of the Aesop's Film Fables Series of animated cartoon comedies. Pathe Review No. 8 presents: "Fighting Fashions": The Japanese love celebrations and this unit shows the Samurai warriors clad in quaint fighting togs doing their symbolical dances; "The Bulwarks of Havana": A Pathecolor unit shows the ancient fortifications protecting Cuba's capital; "The Somersault Slicker," an acrobatic novelty in which a juvenile gymnast shows the old boys some new tricks. This feature, presenting Robert Coleman, nine-year-old acrobat, was made with the new process-camera invented by Alvin V. Knechtel. The program is completed by two issues of Pathe News, Nos. 18 and 19, presenting last minute happenings from the four corners of the earth.

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Gilstrom to Direct "Cash and Carry" for Christie

Al Christie, comedy producer for Educational, has signed Arvid Gilstrom to direct the next Educational-Christie opus, "Cash and Carry," featuring Neal Burns, with Edna Marion portraying the chief feminine part. The team of Burns and Marion has been featured in several Christies this season, among them "The Daffy Dill" and "Dodging Trouble."

Gilstrom will augment the Christie staff of directors, which now includes Harold Beaudine, William Watson, Walter Graham and Robert Kerr.

"Somebody's Fault," Hamilton's Next Educational

Educational's new comedy offering featuring Lloyd Hamilton will see the rotund comedian cast as a rookie electrician. The comedy has been named "Somebody's Fault" and it is destined for March release. Norman Taurog, who wrote the story for this laugh picture, is the author of the new comedy and again was at the megaphone as is usual with Hamilton comedies.

Appearing opposite Hamilton is Estelle Bradley, who has been alternating between feminine roles in Mermaids. Bob Kortman and Al Thompson have supporting roles.

Resume of Current News Weeklies

INTERNATIONAL NEWSREEL NO. 12: Havana, Cuba—Havana provides thrills for Mayor "Jimmie" Walker; Off Key West, Fla. —Dixie fishermen make record shark hauls; Advice from Mr. Groundhog: Don't shed your overcoat; Lorain, Ohio — Biggest freighter launched for Great Lakes service; Rochester, Mich.—Daredevil ski jumpers thrill record crowd; Woburn, Mass.—Big leather plants burn in disastrous blaze; Merion, Pa.—Josef Hofmann, world famous pianist, finds recreation working in machine shop; New York City—Bishop Pascual Diaz, exiled from Mexico, arrives from that country; Boston, Mass.—Miss Golden Rod, Indian flapper, adopts real timber wolf as pet; Chicago, Ill.—Babies footprinted to avoid mixing 'em up; San Diego, Cal.—Surf board rider finds thrills in novel sport. In the Cascades, Wash.—New giant plow keep mountain roads open; Hankow, China—China aflame as British forces battle rioters in great native uprisings; Portsmouth, England—Britain rushes reinforcements to Orient, recalling early days of World War.

INTERNATIONAL NEWSREEL NO. 13: Panama Canal—Duke and Duchess of York view wonders of Canal; Havana, Cuba—Tiny yachts race in International classic; Near Miami, Fla.—Seminoles and Palefaces smoke final pipe of peace; Beaumont, Tex.—Crash ties up bridge traffic. Chicago, Ill.—Chicago's "400" dances to aid poor children; Garfield Park, Chicago—Chicago's annual flower show heralds approach of spring; Manchester, N.H.—Diving into ice bound pond is the Brownies' idea of good sport; Orange, N.J.—Thomas A. Edison, famous inventor, reaches 80th birthday and he's still hard at work; New York City—Cornelius Vanderbilt does his own housework while laboring to pay off millions lost as newspaper publisher; New York City—Tom Powers sees his cartoon characters transformed into sprightly toys for boys and girls; Washington, D.C.—President Coolidge presents Robert Collier trophy to Major E. L. Hoffman for his great work in perfecting parachutes; Off Cape Cross, Africa—Vast colony of seals found on African coast; Seattle, Wash.—Hard winter sends army of sea gulls inland; St. Moritz, Switzerland—American skating champs triumph at St. Moritz; San Diego, Cal.—U. S. Marines answer hurry call to China.

FOX NEWS, VOL. 8, NO. 37: San Francisco—U. S. S. *Maryland* goes into drydock for bath, takes 1,100 gobs to do it; In the News of Sport World—Walter Hoower, champion single sculler, tries new 26-pound all-metal boat; St. Paul — Thousands see running of Kids' Dog Derby in which scores of boys race pets in city streets; Albany, N.Y.—Big ice carnival thrills thousands as amateur and champion skaters hold contest for prizes; Chicago—National Commission on Crime meets to discuss plan to keep firearms out of hands of criminals; Los Angeles—New speed record for autos on dirt track is set as score of racers opens season at Ascot; Rome, Italy—Bronze chariot horses, each weighing 15 tons, are hoisted to top of Victor Emmanuel shaft; Palm Beach—Fashionable folk gather at playground of rich for summer sun and air; Heppner, Ore.—Vast herds of sheep are brought down from Blue Mountains as deep snow covers grazing land.

FOX NEWS, VOL. 8, NO. 38: England—Britain's preparations for war in China crisis; Washington, D.C.—The President selects Patterson mansion for temporary home while White House is repaired; Panama Canal—Squadron of U. S. Army Air Service aviators, on flight to Latin American nations, reaches Canal; Rome, Italy—A visit to Vatican's factory-school where historic paintings are reproduced in tapestry; Rochester, Minn.—Champion ski-jumpers of world compete in thrilling tournament for midwest interstate title; Washington, D.C.—Capital society holds cat show and exhibits prevailing styles of pets in our official life; D. Zincard of Texas wins coffee-drinking title with 100 cups in 7 hours; Long Beach, Cal.—Aquaplaning at night by torchlight is newest diversion on Pacific—and it's thrilling sport; Switzerland—Cross-country ski-race over steep slopes of Alps is thrilling feature of winter sports season.

Comedy highlights in the Educational-Mermaid release, "Listen Lena"

PATHE NEWS NO. 13: Tokio, Japan—Japanese army drafts new recruits; Miller Field—Doughboys get thrilling practice on Uncle Sam's battle chariots; Vincennes, France —Monster cross-country race run through winter slush; New York City—Texas girl returns home after opera triumph in Paris; New York City—Noted pedestrian tells children of long hikes; New York City—Women golfers bring back prizes from the Bahamas; Hamilton, Bermuda—Cardinal O'Connell of Boston arrives for rest after strenuous session of work in his diocese. New Haven, Conn.—Pay final tribute to former Governor; West Haven, Conn.—American Legion Commander pays visit to his sick buddies; New York City—Rush work on gigantic subway project; St. Moritz, Switzerland—Ice sports reign supreme at gay St. Moritz; Portsmouth, England—Britain rushes 16,000 troops to China; Columbus, Ohio—Farmers' Week draws thousands of visitors; East St. Louis, Ill.—Music hath charm—so has Susie's Kitchen Kabinet Band; Seattle, Wash. —Elks break ground for Crippled Kiddies' Convalescent Home; Topeka, Kan.—Open new Union Pacific depot.

PATHE NEWS NO. 14: Miami, Fla.—Chief Tony of Seminoles makes friendship pact with President Crow of Chamber of Commerce; Hieflau, Austria—Braves wild torrents in "pocket boat"; Pittsburgh, Pa.—J. W. Legg is first to persuade restless 250,000-volt beauties to sit for portraits; New York City—Gov. Ritchie assails prohibition; Indianapolis, Ind.—United Mine Workers vote not to accept less pay; Washington, D.C.—Coolidge selects new White House; Balboa, C.Z.—Duke of York welcomed to Canal Zone. Terre Haute, Ind.—Bicycles of ancient vintage recall pre-flivver days; Kittery, Me.—Draft locomotives to haul disabled submarine to drydock; San Diego, Cal.—Fourth U. S. Marines sent to Orient; Hartford, Conn.—New England speed skaters vie in championship events; Madison, Wis.—Junior Prom at University of Wisconsin is gay affair.

KINOGRAMS NO. 5263: Portsmouth, England—First contingent of Royal Marines sail to protect foreign interests at Shanghai, China; Washington—Feline aristocrats are put on exhibition by society women at first cat show in Capital in seven years; Paris—American woman astonishes boulevardiers by parading two pet cheetahs through the streets; Annapolis—Middies' big crew starts training for season and make fine appearance; Rome, Italy —Ancient tapestry art is kept alive by masters and pupils of the Papal School; New York—Couple from Russia, 95 and 93 years old, celebrate 75 years of married life at Home of Sons and Daughters of Israel; New York—Juan Romero, champion fencer of Spain, gives sensational exhibition in city park on horseback; Palm Beach—Barney Lynch breaks speed record for aquaplaning and then rides the water at night holding torchlights.

KINOGRAMS NO. 5264: San Diego, Cal.—First Devil-Dog contingents sail for China on transport to protect American interests in Shanghai. Tampa, Fla.—Speed demons risk their lives in clouds of dust during auto race on dirt track; Belgrade, Jugoslavia—Thousands line city streets to celebrate the birthday of King Alexander; Palm Beach—Arthur K. Woodman, who weighs 510 pounds, claims to be the fattest man in Florida; New York—Broadway crowds block traffic to see contortionist escape from straitjacket while towed head downwards from derrick; Fort Snelling, Minn.—Whole army parades on skiis at inspection and review and then stages night maneuvers in snow; Manchester, N.H.—Super-Brownies stage their annual winter plunge and dive into icy pool from record heights.

Boheme to Produce Third Comedy, "That's Nothing"

The Boheme Film Corporation, which is producing a series of twelve two-reel comedies, featuring William Cassio, Italian stage and screen comic, will begin work shortly on the third of a series, "That's Nothing," an original story by C. M. Avella. The two other comedies recently completed were "The Master Mind" and "The Jolly Tavern" at the Vitagraph Brooklyn studio. Herman Obrocke, who photographed the first two, is the only member of the production staff so far decided upon.

Rex Archer Juvenile Lead in Centennial's Historical Series

The juvenile lead in "The Liberty Boys of '76," the series of historical two-reelers which John Raymond and Steward B. Moss, executives of the Centennial Pictures Corporation, are producing, will be played by Rex Archer, who has been placed under a long term contract. Among the supporting players are F. C. Kupper, John Carlyle, George Williams, W. W. Jones, Phil Sanford and Billy Baker.

Three camera shots from "Shoulder Arms" which Pathe is reviving

Mirth provoking events from "What'll You Have?" one of the "Excuse Maker" series of comedies produced by Stern Bros. and released by Universal

Stern Bros. Schedule Comedy Productions

Work Started on Line-up for 1927-28; Production Budget Doubled; Five Comedy Series Contemplated

A NEW and ambitious production project, more important and more extensive than anything the Sterns have yet attempted, has just been started at the Hollywood studio of the comedy producers for Universal. The production forces will have the advantage of a larger studio, up-to-the-minute equipment, and a large array of talent and technical experts.

The Sterns production budget is double that of last year and the company is planning in broad strokes for the coming season. The new budget will approximate $1,500,000.

Five series of two-reel comedies are included in the new schedule: "The Newlyweds and Their Baby," a series of twelve, to be released as Universal Junior Jewels, and "Let George Do It," "Buster Brown," "Keeping Up with the Joneses" and "Mike and Ike," each series to comprise thirteen comedies to be released as Stern Brothers comedies.

Julius Stern, president of the corporation, has hopes of being foremost in the field next season with a new style of product. Outlining plans for the new season, Mr. Stern declared that a new era in screen comedy production is in the offing. He believes that the millions who follow the antics of their newspaper comic favorites enjoy seeing them on the screen and will come week in and week out to follow their adventures. Thus there is a demand for more continuity in characterization and theme. The Sterns say they are applying psychology in transferring cartoon characters to the screen.

Assign Titles to Charley Bower F.B.O. Comedies

Number seven and eight of the Charley Bower's Novelty comedy series, which F. B.O. are handling, have received definite titles. The first is called "He Couldn't Help It" and the latter "Shoosh!" Number seven is released on February 21 and number eight on March 21.

Work Finished on "Grandpa's Boy," a "Big Boy" Film

Production work has been completed on "Big Boy's" new Educational-Juvenile comedy. This two-reeler, in which Charles Lamont directed the three-year-old baby star, has been titled "Grandpa's Boy."

Jim Adams' "Here Comes Precious" About Done

"Here Comes Precious," a new Jimmie Adams-Educational offering which presents the comedian in an entirely new characterization, is rapidly nearing completion at the Educational studio.

Opinions on Current Productions

"Shoulder Arms"

(Pathe Comedy—Three Reels)

(Reviewed by Paul Thompson)

HERE is a picture which should bring fame to the man who wrote, directed and starred in it. His name is Charles Chaplin. I understand that he is an Englishman who came to this country a short time ago with an organization called Fred Karno's Company, presenting a sketch called, "A Night in an English Music Hall." In the latter Chaplin played the role of a drunk who falls from a stage box and does other amazing acrobatic stunts, always without speaking a word. He took a test a short time ago at the Keystone Studios and as a result has been used in several one and two-reel affairs. This one, called "Shoulder Arms," is the most ambitious thing he has done yet and augurs well for his future. With the right direction he should go far, for he has a marked pantomimic ability. He affects a derby hat, short, stubby black moustache, baggy, ill-fitting trousers and shoes obviously too large for him. Also he invariably carries a short cane, which he wields constantly. The effect is quite ludicrous.

In this new offering of Pathe, which Chaplin himself has written, he burlesques the World War, a dangerous thing at this time, with the war still on. He is a private in the trenches. At the end he captures, single-handed, the Kaiser, Crown Prince and Von Hindenburg, and turns them over to the Allies' general staff. Of course, this is rather absurd and improbable, being contrary to history as written so far, but it is laughable.

It is important on several scores, for it marks the appearance of a comedian who should go far. I say this, dangerous as prophecy always is. Also, he has, as author, evolved some amusing situations satirizing life in the trenches.

In his support is another Chaplin named Syd—presumably his brother or cousin or something—and an attractive actress named Edna Purviance. I recommend readers to see this piece and exhibitors to book the same. Some day they may look back and say, "I told you so" when this young English pantomimist becomes a full-fledged star, as I personally, have no doubt he will become.

"Felix the Cat Dines and Pines"

(Educational-Sullivan Cartoon—One Reel)

"DR. CALIGARI'S CABINET" in an animated cartoon; that is what results in this Pat Sullivan when his protege, "Felix," cats not wisely but too well. The dream that results would satisfy the most exacting, futuristic impressionist. Before this he has worked out a most ingenious progressive dinner. The illegal drink that should precede all dinners (with apologies to Volstead) he secures by sucking the contents of a punch-bowl in a convenient window through a bit of spaghetti. The soup is gotten by wringing the beard of an old gentleman who vociferously inhales his. The chicken problem is unsolved because the descendants of the fowl intended for consumption come to their mother's aid and rout "Felix."

It is because of this that he descends on a refuse heap and consumes an old shoe. And then the nightmare which might have been staged by a German movie director. "Never Again!" is the logical vow of "Felix" in the matter of indiscriminate meals.

Snappy stuff and out of the usual run and so should score.—PAUL THOMPSON.

"Fiddlesticks"

(Educational-Curiosities—One Reel)

THE movie side-show this week runs the gamut. New York with boys fishing for coins through sidewalk gratings. Then a real fish, a radium species produced by the phosphorus of the Bay of Naples. A star fish and transparent member of the finny tribe complete the piscatorial exhibit.

A native Floridian capturing an alligator and then wrestling with the same on dry land is followed by an inventive and ingenious negro driving a car which he assembled and built from pieces of other cars found on the roads of his native State. He has a minimum overhead getting his coal from passing trains.

A bee-catching plant, largest rooster in the world and highest jumping chicken (not a chorus girl) come along in order.

Then for a finale, New Guinea. Here two native tribes, separated by a valley, never come in contact with each other, but through horns and tom-toms they hurl insults and challenges at each other. It never seems to occur to them to come to grips. They content themselves with this battle over the air. How the radio would help them out!—PAUL THOMPSON.

"Wedding Yells"

(Educational-Tuxedo Comedy—Two Reels)

(Reviewed by Paul Thompson)

CONSIDERING Johnny Arthur's diffidence in the presence of women—it is a wonder he got the courage to propose to Anita Garvin—it was hard lines to have the vamp accuse him of being such a cave-man and practically wrecking her. But then that was part of the plot to marry Johnny to Kathryn McGuire, the villainess, and it might have succeeded if Kathryn had not become convinced at the last moment that Wallace Lupino, her co-partner in crime, was double-crossing her with the intention of marrying Anita himself. And then she broke down and told the truth so Johnny could and did marry Anita.

Kathryn's story, told as the wedding was halted, of course was given to the audience in a pictorial sequence, Johnny being endowed with a typical villain walrus moustache and morals consistent and in accord with the same. And the pathetic, innocent vamp whom we had met earlier in the picture smoking an elongated cigarette-holder and with all the other attributes and concomitants of a 1927 model vampire. Of course we wanted to break in and tell the bride, her father and the minister that Kathryn was lying, but what could we do being merely guests and spectators at the wedding? Fortunately the truth came out anyway.

It is an amusing, well-directed and acted, wild farce-comedy and will go over on almost any program.

Charles Lamont directed the same.

Portugal Today

(Fox-Variety—786 Feet)

PORTUGAL being one of the European countries little visited by the average American tourist, there is possibly greater interest in a travelogue devoted to that country than those concerning themselves with more popular and generally seen places. The Fox cameraman has shown his usual good judgment in his shots. Always he emphasizes the fact that today Portugal is a republic and former castles owned by Manuel and his forebears are now public buildings or hotels. Architecturally the country is a revelation. Then the commercial phase is dwelt on showing how the wines for which the country is famous are transported in the most primitive fashion and then shipped to the rest of the thirsty world, of course, the United States excepted.

This particular release scheduled for February 20th belongs most emphatically in the series from a photographic and human interest viewpoint.—PAUL THOMPSON.

"A Ranger's Romance"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

FRED GILMAN happens to be riding by—they do in the movies—when the heroine's horses run away with her and the buckboard. What more consistent than that he by a bit of hard riding rescue her. He does. Presented to her father, the latter with a sublime faith that "All's for the Best," Fred discovers that father has been buncoed into buying a worked-out mine. But—just before payment is due—gold is discovered on an adjoining claim with the natural assumption that it runs through. Then follows business of preventing the father from discovering the gold in his own mine and paying off the balance due. Fred Gilman sees to it that the crook is thwarted and in the end put under arrest, for it seems that Gilman all this time is a Texas ranger looking for said crook.

A rather pat and neat little two-reeler that Ray Taylor has directed and which will be released March 12. The usual quota of fights between hero and villains, hard riding to get here or there in time and a satisfactory stranglehold fade-out between brave hero and fair heroine.

"Duck Out"

(Educational-Bobby Vernon—Two Reels)

(Reviewed by Paul Thompson)

BOBBY VERNON becomes the assistant to the traveling magician and thus gratifies an ambition to go on the stage. Incidentally he is able to prevent the magician and his crook partners from stealing all the local jewelry and watches handed over in the most guiless, gullible manner by the audience for some reason best known to them and the professor. Frances Lee, one of the Wampas 1927 stars, lends her feminine pulchritude to the leading lady's role, the girl who is in love with Bobby and who assists the professor in his delusion creating acts.

This is really quite an ambitious two-reeler and well done. Three specially constructed sets, a village street scene, hotel foyer and small town theatre, add to the value of the comedy. For the theatre scene showing the re-action on the audience of the professor's tricks a large number of extras are employed. The piece deserves to rank as one of the best of the recent Vernon releases and unquestionably will score everywhere.

Christie produced it, Educational released the same, William Watson directed.

The four principal characters are Bobby Vernon, Frances Lee, Bill Irving and Bill Blaisdell.

"Why Mules Leave Home"

(Universal-Bluebird—One Reel)

VERSATILE actor-writer-director Slim Summerville co-stars in this one-reel Bluebird comedy with Fanny the mule. Probably many actors working under directors think that more should be featured the same way. But that is another story. This one is complicated enough as it is without entering an academic discussion of directors. Slim tries to bid in a pet mule at auction but loses out because of his poverty. He steals the mule anyway. Using the mule as an organ grinder does a monkey, Slim secures a competence. With this he decides to marry the girl, not to make an honest woman of her, because this is not problem play, but because both love the mule. The sheriff, foiled in his love for the girl and the possession of the mule, enters. He also exits with the aid of the mule's hind feet. And that is all. A simple little tale that will be intelligible to the highest-brow. Released March 7.

Taxi! Taxi!

Horton Calls One and Gets Pinched

(Reviewed by Paul Thompson)

IF IT had not started to rain the night the hero (Edward Everett Horton) took the heroine (Marian Nixon) to "Sweeney's" he would not have been compelled to buy a taxicab to take her home, all the other cars being in use. But that is just what happens to you and me when we are similarly situated. But then "if" is an omnipresent word in life anyway, and had this situation not arisen probably he never would have married or been arrested, so it was just as well, after all. He really had no business taking her to the expensive cabaret because he had a small bank account. But you know how it is when you are in love, you are really a lunatic at large.

Just who gets the credit for this Universal picture is hard to figure. George Weston wrote the story; Raymond Cannon adapted it and Melville W. Brown did the continuity. And when that had been done, directed. Edward Everett Horton is starred. Anyway, the result is quite worth-while for there are provided several reels of a quite human, plausible and entertaining story.

An unpretentious yet human story that will interest almost everyone. It deserves the success that will, doubtless, be its portion for everyone concerned has done his bit well.

The Cast: Edward Everett Horton, Marian Nixon, Burr McIntosh, Edward Martindel, William V. Mong, Lucien Littlefield, Freeman Wood. Director and Continuity writer, Melville W. Brown. Author, George Weston. Adaptor, Raymond Cannon.

THEME: Young architect falls in love with boss' niece. Takes her to cabaret. Buys a hold-up taxi to get her home. Runs afoul of police but wins girl and promotion with firm.

PRODUCTION HIGHLIGHTS: Exceptionally capable, well-balanced cast. Human note throughout plot. Amusing situations.

EXPLOITATION ANGLES: Above and Horton's growing popularity with movie patrons.

DRAWING POWER: Good.

Length, 7,173 feet. Released April 24.
Produced and distributed by Universal.

Production highlights from the Pathe feature, "Burnt Fingers"

Scenes from F. B. O.'s "Uneasy Payments"

The First Night

Nothing Objectionable in Bedroom Farce

(Reviewed by Harold Flavin)

THIS is an innocuous farce-comedy which neither soars to the heights nor descends below the mediocre in entertainment value. It has a good story idea but there is a little too much slap-stick treatment and Bert Lytell is not a particularly happy selection as a light comedian; he doesn't seem to let himself go, always a certain restraint not appropriate in a role of this type nor in accord with the director's handling of the other characters. Walter Hiers and a little colored chap, not credited in the cast, contribute the best individual performances; Harry Myers is not the comedian of "The Connecticut Yankee—" days. Though the title and the "paper" suggest a rather risque production, this is not borne out in the picture.

A rejected suitor tries to intimidate his former fiancee and her present fiance by means of threats to her and, through his ability as a female impersonator, to persuade the man that he married "her" in France during the war. The sweethearts marry and spend their first night at a hotel but "she" has enlisted the aid of the house detective and life is made miserable for the newlyweds until the inevitable denouement.

The Cast: Bert Lytell, Dorothy Devore, Harry Myers, Frederic K. Vert, Walter Hiers, Lila Leslie, James Mack, Hazel Keener, Joan Standing, Nellie Bly Baker. Directed by Richard Thorpe. Story by Frederica Sagor.

THEME: Domestic complications for newlyweds when wife's former suitor butts in.

PRODUCTION HIGHLIGHTS: The scenes in the doctor's office and at the hotel. Hiers' and the colored boy's acting.

EXPLOITATION ANGLES: Enough, but be careful how you use them. See press book.

DRAWING POWER: Program houses. For the family.

Length, 5,500 feet.
Produced and distributed by Tiffany Productions, Inc.

Uneasy Payments

Alberta Vaughn Bobs Her Country Braids

(Reviewed by Paul Thompson)

HERE is a story that is of the most gossamer-like quality, yet because of its freshness should go over. The heroine, Alberta Vaughn, wins the Charleston contest in her native town. This justified, from her viewpoint, the invasion of the big city and its theatrical world. She does not land in the theatre but in a cabaret looking for chorus girls for its revue. Handicapped by her long hair and old-fashioned clothes she triumphs over these and lands the job. Then, accepting the advice of hero Jack Luden, silent partner in the cabaret, she "puts on a front." The front consists of visits to a beauty parlor and the equipment of a flat, the latter possible through the O.K. on the installments by the proprietor of the night club. Repulsed when he attempts to force his attentions on her he tips off not only the furniture installment house, so that they strip the house of its furnishings, but also the furrier, gown-maker and dealer in lingerie. The emissaries of the latter establishment succeed in recovering their property so that the heroine is forced to join in the slightly clad chorus at the night club to conceal her dishabille. She has gone there incidentally as the guest of Luden, by this time much in love with the little country girl. Now you understand why the title, "Uneasy Payments."

The Cast: Alberta Vaughn, Jack Luden, Gino Corrado, Eugene Stone, Victor Potel, Betty Francisco, Amber Norman. Director, David Kirkland. Author, Walter A. Sinclair. Continuity, Dorothy Yost. Cameraman, Charles Boyle.

THEME: Country girl in city as cabaret performer.

PRODUCTION HIGHLIGHTS: Small town Charleston contest. Sequence when installment men collect contents of flat, heroine and hero moving from room to room. Cabaret scenes.

EXPLOITATION ANGLES: Comedy quality. Laugh possibilities.

DRAWING POWER: Good.

Length, 4,770 feet. Released December 19.

Produced and distributed by F.B.O.

A group of stills from "Taxi! Taxi!" a current Universal release

Scenes from the Tiffany production, "The First Night"

Burnt Fingers

Second Run House or Double Feature Film

(Reviewed by Harold Flavin)

IF booked as the other half of a double feature program or, if surrounded by a good short subject bill, this production should send them away satisfied. It has its good points as well as its faults. The faults are a hackneyed theme, titles of the "Came the Dawn" variety, a male lead, Ivan Doline, who "hams" all over the place and, if I'm not greatly mistaken, the picture was made two or three years ago if the clothes worn by the female leads are any indication. But to balance the foregoing, the cast, with the exception of the male lead who "hams," is made up of a number of sterling troupers, the action is kept at a fast tempo, there are several good production highlights, and the element of suspense is well sustained.

The story tells of a night-club gigolo, idol of the lady patrons, and the heroine who tries to recover letters written to him by a girl friend. She visits his apartment, he discovers her, "you are in my power-r-r" but he is shot by an unknown. The usual complications arise, the heroine accused, but the murderer is found and the heroine's sweetheart, who suspected her of "two-timing," is convinced he is the only one.

The Cast: Eileen Percy, Ivan Doline, Henry Mowbray, Edna Murphy, Jane Jennings, J. Roy Bennett, Jimmie Ward, George O'Hara, Wilfred Lucas.

THEME: Girl is suspected of dance partner's murder, her fiance believes it, but "murder will out," so all ends well.

PRODUCTION HIGHLIGHTS: The night-club scenes; the sequence in the gigolo's apartment and the denouement.

EXPLOITATION ANGLES: The names in the cast, Eileen Percy, Edna Murphy and George O'Hara.

DRAWING POWER: Okay for the older members of the family.

Length, 5,854 feet. Release date, February, 1927.

Produced by J. C. Barstyn. Released by Pathe.

It

Clara Bow Gives You an Eyeful of It

(Reviewed by Laurence Reid)

THAT much-discussed and bandied word coined by Elinor Glyn to indicate personality certainly fits the star for whom it was originally intended. And that's about all there is to it. The Madame hasn't gone out of her way in searching for something new in plots.

She has traveled a very familiar route—without finding a single novel incident hiding among the hedgerows. Hers is the story of the irrespressible sales girl—who knows her onions—a girl who wins the young boss of the department store over the "how-dare-you?" technique of the society rival. There is some infant appeal, too. And a share of contrasts befitting the upper and lower stations of life.

There is nothing to it but Clara Bow. But she is so dynamic, so sure of her stuff, so abundantly vital—that she makes the film entertaining in spite of itself. Clara has so much "it" that it spills over and engulfs Antonio Moreno. As for Madame Glyn—she defines it in a brief scene and a subtitle.

The Cast: Clara Bow, Antonio Moreno, William Austin, Jacqueline Gadsoon, Julia Swayne Gordon, Priscilla Bonner, Eleanor Lawson, Rose Tapley. Directed by Clarence Badger.

THEME: Comedy-drama of a girl with personality who wins her boss away from rich society girl.

PRODUCTION HIGHLIGHTS: The atmosphere. The spirited performance of star. The scene when boss is vamped. The titles. The settings.

EXPLOITATION ANGLES: Go after that title. Put it over with teasers, etc. Play up Elinor Glyn and how she coined "It" to fit Clara Bow's personality.

DRAWING POWER: Should draw through desire to see what "It" is and how Clara Bow gets away with it. Suitable for average houses.

Length, six reels. Released February, 1927.
Produced and distributed by Famous Players.

Glamorous romance and exciting adventure are pitted against each other in "When a Man Loves," Warner Bros.' transcription of the Abbe Prevost's novel, "Manon Lescaut"

Comedy highlights from "Getting Gertie's Garter," a Producers Distributing Corporation release

The War Horse

What Price Equine Glory?

(Reviewed by Paul Thompson)

THE attempt is to glorify Buck Jones' mount, Eagle, but after all the horse merely shares honors with the Western star. Eagle being conscripted on the Wyoming ranch, Buck enlists with the sole idea of being with the horse in France. There is no pretense of making the world safe for democracy or autocracy, simply the love of a man for a horse. Their adventures in the world war are the subject of the picture by Lambert Hillyer, director, scenarist and co-author with Jones of the story. It is episodic, dealing with Buck's saving a run-away motor-truck, lassoing a German machine gun with a wire lariat, capturing a quad of "Kamerad"-exclaiming Teutons, and crossing a mined bridge to save an advancing brigade and being blown up himself

It is not a pretentious picture and decidedly light and ephemeral, but it does provide an entertaining hour. Then, too, it has the merit of making the horse's part an outstanding phase of the war. On that score alone it is commendable. Little demand is made on any one concerned for histrionic ability because the plot is so elementary and simple. It does ring true, even if your sense of plausibility is somewhat strained, because the war atmosphere is quite successfully created and maintained. Of humor there is little or none. It can be dismissed as a good program picture and nothing more.

The Cast: Buck Jones, Eagle, Lola Todd, Lloyd Whitlock, Stanley Taylor, Yola D'Avril, James Gordon. Director, Lambert Hillyer. Author, Buck Jones and Hillyer. Scenario by latter. Cameraman, Reginald Lyons.

THEME: Cowboy and his horse in world-war.

PRODUCTION HIGHLIGHTS: Buck's rescue of run-away ambulance and lassoing German machine gun.

EXPLOITATION ANGLES: First glorification of horse in world war. Buck Jones' popularity.

DRAWING POWER: Fair.

Length, 4,953 feet. Released February 5, 1927.
Produced and distributed by Fox Films Company.

When a Man Loves

Excellent Audience Picture Is There With Both Feet

(Reviewed by Laurence Reid)

A PEEP into the romantic era of Louis XV gives us the impression that all of the adventure isn't crammed into this tabloid age. Here is John Barrymore in torn togs and trim togs making love to the manor born—and accomplishing results with exceptionally fine repression. Here is the mistress of the close-up, Dolores Costello, demonstrating how she has progressed in cinematic appeal. Together—not forgetting Warner Oland and Sam De Grasse in the offing—they succeed in investing "When a Man Loves" with considerable charm.

The film is costume all the way—and keeps to its romantic tack until they put up the headsails of melodrama toward the finish. Perhaps some of these "shots" are out of place if one is looking for tone and quality. But Barrymore is Barrymore.

There is a fine vein of pathos engendered when the much-admired Manon leaves her Fabien to share in the luxuries of a pampering playboy; there is a good twist of suspense in following the career of the heartsick youth into the monastery—and out again.

It is well done in a production way, aside from a few painted backdrops. The story keeps its mood—and the players stay in character.

The Cast: John Barrymore, Dolores Costello, Warner Oland, Sam De Grasse, Holmes Herbert, Stuart Holmes, Bertram Grasby, Tom Santschi, Marcelle Corday. Director, Alan Crosland.

THEME: Romantic drama of impoverished youth and maid whose happiness is cut short when political intrigue steals her away. They are reunited.

PRODUCTION HIGHLIGHTS: The romantic scenes. The duel. The scene at Court. The ship episodes. The beauty of Miss Costello and her fine acting. The romantic ardor of Barrymore. The subtitles. The sets.

EXPLOITATION ANGLES: Emphasize its tone and quality. Play up star and Miss Costello. Tie up with fashion stores, etc.

DRAWING POWER: Star and leading woman and title will attract them. O.K. for all houses.

Length, ten reels.

Produced and distributed by Warner Brothers.

Still shots from "It," a picturization by Paramount of an Elynor Glyn tale

Interesting episodes from the Fox Films presentation, "The War Horse"

Getting Gertie's Garter

Amusing and Entertaining Picture

(Reviewed by Paul Thompson)

IN THE days when Avery Hopwood, aided and abetted by producer Al Woods, was writing naughty farces, "Getting Gertie's Garter" was considered as extremely daring and risque. And Hopwood was no person to diminish the naughtiness of the idea when it came to writing the play. Now it is a moving picture with Marie Prevost who, as a bathing girl or otherwise, is the possessor of the shapely leg around which the said garter was supposed to cling with an understandable affection.

Well, anyway, it was highly important that "Gertie's" newest fiance, a fatuous sap, should not know that his beloved could be so sophisticated or have had an ex-fiance. Equally important from the hero's point of view is that his newest inamorata should not know of the same things. Hence, seven reels showing the pursuit of the elusive garter. Starting on ship-board and ending in a haymow, the complete possibilities were exhausted. It resolves itself into quite an amusing and entertaining picture, with the players all working overtime for absurd situations and laughter-provoking ideas. And withal as clean as the most censorious might ask.

The Cast: Marie Prevost, Charles Ray, Harry Myers, Sally Rand, William Orlamond, Fritzi Ridgeway, Franklin Pangborn, Del Henderson, Lila Leslie. Director, E. Mason Hopper. Authors, Avery Hopwood and Willson Collison. Adapter, F. McGrew Willis, who also acted as supervisor. Cameraman, Hal Rosson.

THEME: Sophisticated society comedy-farce concerning attempts of hero to get back incriminating garter given by him to heroine when they were engaged.

PRODUCTION HIGHLIGHTS: Innumerable absurd situations that are suggestive yet so absurd they are funny. Laugh possibilities. Well photographed.

EXPLOITATION ANGLES: Hopwood's fame and that of his play. Play up "for laughing purposes only."

DRAWING POWER: Good.

Length, 6,859 feet. Released February 28.

Produced by Metropolitan Pictures. Released by P.D.C.

Regional News from Correspondents

Albany

Just before the big sales meeting held at the Seattle office on Ned Marin's tour of First National's Western exchanges. Left to right: Harold Boehme, salesman; L. O. Lukan, western division manager; Ned Marin, Jack Bower, branch manager; E. C. Jenson. Front row: T. J. Gibbons, salesman; C. F. Hill, salesman; A. J. Kennedy, exploiteer; James Parry, booker

THE theatrical bowling league in Troy, N.Y., gave a dinner one night last week that was attended not only by the bowlers themselves, but by the managers of all theatres in that city. Along with the dinner, there was an evening of entertainment with actors from Proctor's Theatre contributing their part. The bowling team from the Lincoln Theatre is now leading the league.

Julius Singer, who is now managing the Universal Exchange in Albany, now feels perfectly at home in the Capitol City, having received a huge box of pretzels from someone in Maryland. Mr. Singer was very generous with his gift.

Abe Dwore, of Schenectady, who with his father, runs the Capital and Cameo theatres, is now talking of erecting a new house during the coming spring. It is said that the theatre will be located midway between the Lincoln and the Star. Abe Stone, who owns the Arbor Hill in Albany, has decided not to erect a new theatre, following the announcement that Harry Hellman would build a new house near Northern Boulevard.

Jake Rosenthal will run what he terms a "carnival week" at his theatre in Troy, beginning February 21, at which time he will give a combined program of vaudeville and pictures, with an increased admission. Mr. Rosenthal is back from a trip to New York City, stopping over to witness one of the fights at Madison Square Garden.

Both Fox and Universal had cameramen in Albany last week, busily engaged in taking pictures of the ice carnival.

Leon Herman, of the Universal sales force in Albany, made a trip to New York City during which he interviewed George Trilling, Arthur Whyte and Walter Hayes, concerning bookings, and then made his way to Madison Square Garden, where he occupied a ringside seat.

Several theatres in Central New York are shortening their weeks. The Colonial, in Norwich, is now running vaudeville but one day a week, while the Palace in Oneonta, is operating only three days a week. E. M. Holden, of Gilbertsville, has closed his theatre for an indefinite period. The Community Theatre in Newcomb is now running every other week.

Julius Berinstein is back in Albany from a trip to New York City, while Louis Buettner, owner of theatres in Hudson Falls and Cohoes, left during the week with Mrs. Buettner, on a six weeks' trip to the Coast.

Jack Sichelman, assistant general sales manager for Fox, was in town during the week, in going over matters with Isadore Schmertz. Arthur Abeles, district manager for Warner Brothers, was also in Albany.

Bill Benton, of Saratoga Springs, will add another theatre to his chain next month when he takes over a house in Plattsburg that has been run for several months by the widow of Jack Matthews.

Jake Elias, of the Cornhill, in Utica, has his two sons come home each week-end from Syracuse University and help him run his theatre.

Bob Wagner, one-time manager of the Rialto, in Little Falls, and who is now running a roadhouse near Rome, has been very ill and lost about eighty pounds in weight.

Frank McCarthy, who looks after affairs in Buffalo and vicinity for First National, was in Albany during the week, and in company with John Bulwinkel, spent a day in Gloversville with the Schine Brothers.

Mrs. Alec Herman, wife of the manager for Pro.-Dis.-Co., in Albany, is back from a trip to New York City.

That Alec Weismann, now of Buffalo, and former manager of the Metro-Goldwyn-Mayer Exchange in Albany, has not forgotten his friends here, is evident from the many postcards that arrive along Film Row and bear Mr. Weismann's name.

The small son of James Rose, owner of theatres in Troy, has been ill. The daughter of Charles Gerry, of the Empire, in Port Henry, is recovering from an attack of measles.

Sol Manheimer has closed the Olympic in Watertown for an indefinite period, during which a new organ will be installed and the house will be completely redecorated. The theatre was recently acquired by the Schine Brothers.

Seattle

FRED QUIMBY, several years ago manager of the Pathe branch in this city, arrived in town last week for a brief visit with Manager George Ballantine of the Fox branch, in his capacity of short subject manager for Fox. During his stay here he announced that he had just submitted his resignation from that office to the Fox company, but announced no plans for the immediate future. He left for the East coast after his visit to the local exchange.

Virgil Goertz, owner of the motion picture theatre at Moclips, Wash., spent a few days here last week. It is reported that he will soon enter the exhibition field at Pacific Beach, a short distance from his present house at Moclips.

Felix Feist, general sales manager of Metro-Goldwyn-Mayer, was a visitor at Manager Ben Fish's local exchange last week. Mr. Feist was accompanied by A. F. Cummings, assistant sales manager, and Dave Bershon, Western district manager, who has been conducting the Eastern visitors on a tour of the Pacific Coast territory.

Knowles Blair, local exploitation, publicity and advertising specialist, last week joined the staff of the Pacific Northwest Theatres' advertising department, "pinch hitting" for Mitch Sutherland as advertising manager of the Fifth Avenue Theatre. Sutherland has been spending the last few weeks in Tacoma at the new Broadway Theatre, and his work has been very capably handled by Mr. Blair.

Howard Fleishman, owner and manager of the Home Theatre in Portland, drove up to Film Row last week in his new Oldsmobile Six.

Howard J. Sheehan, West Coast district manager for Fox, left last week for his headquarters in San Francisco, after a visit of a few days with Manager George Ballantine. No further reports relative to the rumored new Fox house were made public during Mr. Sheehan's stay here.

J. A. Gage, manager of the Educational exchange, is once again feeling his former self, after a few weeks of indisposition resulting from a cold and a case of grippe. Last week he welcomed his wandering salesman, B. Wallace Rucker, back from an extended sales trip into Montana.

Tickets to the Tacoma Theatrical Frolic arrived here last week and indicate a great party—lasting from 3 p.m. to 3 a.m. Entertainment, music and dancing are promised those who attend. The affair will be held at the Greenwich Coliseum, on February 22.

Robert W. Bender, manager of the Columbia Theatre in this city, was out of town for a few days last week on a trip to the Clemmer Theatre in Spokane, in the interests of the Universal company. He was expected back in Seattle on February 1.

Al Rosenberg, head of the De-Luxe Feature Film Exchange, has been receiving the congratulations of film and theatre men on the announcement of the promotion of his brother Jack, a former Seattleite, to the post of publicity and exploitation director of Loew's State Theatre in Los Angeles.

"Art" Huot, District Manager for F.B.O. in Seattle territory

Chicago

MANAGER FELIX MENDELSOHN of Metro-Goldwyn-Mayer, is back at his desk after an enjoyable vacation trip to Bermuda. Sam Berger, who has been in charge in the absence of Mr. Mendelsohn, has gone back to his New York headquarters.

Manager H. C. Young of the National Screen Company has again increased the number of bookers in his office in order to handle the growing business.

Roy McMullen, one of the veterans of the Ascher organization, will be in charge at the big new Sheridan Theatre when it throws its doors open to the public on February 12th.

Felix Fiest was a Chicago visitor this week.

Milt Krueger, popular Warner Brothers salesman, is in the Presbyterian Hospital and his physicians expect to keep him there for three weeks. Mr. Krueger has not been feeling well for some time.

Clayton Bond, recently appointed district manager for Warner Brothers, is spending some time in New York previous to assuming his new duties. Mr. Bond resigned from Balaban & Katz Midwest Theatres, Inc., in order to take his present position, which brings him back to the selling end of the business.

Two winners in this photo! One is "Joe" Merrick, Los Angeles exchange manager for Educational and first to win the coveted E. W. Hammons cup, and the other Estelle Bradley, who plays leads in Mermaid Comedies

A. Gonsior of the Virginia Theatre, Champaign, Ill., was a visitor on Film Row last week.

Aaron Schaak of Newell, Retchin & Schaak has returned from California, where he has been vacationing for several weeks.

Nate Wolf of the Biltmore, Vision and Newberry theatres is spending a fortnight at Hot Springs, Ark. He is accompanied by his family.

Roy Alexander is back at his headquarters at the Universal exchange, after attending the Laemmle anniversary celebration in Los Angeles and enjoying a sight-seeing trip throughout the West.

Miss E. E. Rosecan, who has been representing Pathe in Europe for the past two years, is in Chicago visiting her family and has many interesting stories to tell of film conditions abroad. It will be remembered that Miss Rosecan was instrumental in exposing a ring of film pirates who were operating abroad with American pictures. Miss Rosecan, after vacationing here for a few days, expects to go on to California for a brief visit.

C. C. Jones, former owner and operator of motion picture theatres at Johnson City and Cambria, Ill., is dead. The funeral was held on February 2nd in Johnson City.

Lubliner & Trinz are planning to open their 2,200-seat Belpark Theatre on February 26th. It is understood that a straight picture policy with an admission price of 35 cents will be in effect during the week, with five acts of vaudeville and pictures on Saturday and Sunday at 50 cents admission.

San Francisco

MRS. MAE DOUGLAS, of the local Pathe telephone exchange department, was painfully injured recently when she was struck by an auto. Her escort received a broken arm and dislocated shoulder by the same machine. Mrs. Douglas will be absent from her desk altogether one month.

A special engraved complimentary admission pass to all West Coast Theatres, Inc., and T. & D. Jr. Enterprises theatres in Sacramento were received by members of the Senate and Assembly upon their arrival in Sacramento, to begin their legislative duties.

Golden State Theatre & Realty Corporation has taken over the Dimond Theatre in the Dimond District of Oakland. The Liberty Theatre, formerly operated in that district, will be closed permanently.

C. A. Caballero, Purchasing Agent for West Coast Theatres in Los Angeles, visited San Francisco and is on his way to Seattle to assume his duties as assistant to Harry Arthur of North American Theatres.

Genial Peter Carroll, personal representative of Mack Sennett, was a recent visitor to San Francisco.

Former friends and acquaintances of Francis J. Costello were shocked upon hearing of his death at Reno, Nev. Costello at one time was one of the most active of the local managerial group, being manager of the Tivoli Theatre.

Ward Morris, manager of the Union Square Theatre, has purchased a large flat in one of San Francisco's most exclusive golf courses, near Lincoln Park.

Segregated bids are being taken for the construction of a theatre building in Oakland's residential section that will cost close to a million dollars. The West Coast Theatres will manage the theatre.

Nat Holt, popular manager and one of the owners of the Wigwam Theatre, one of the Coast's largest theatres, has announced that he and his partners have taken over the State Theatre in Oakland. Holt's partners persuaded him to also manage this as he made such a remarkable success of the Wigwam Theatre, which was going down before he started to manage it. Previous to taking over the Wigwam, Nat Holt managed the Granada and other houses.

Florida

THE big South Florida Fair is the stellar attraction in Tampa this week and next. The weather is ideal and the attendance this, the first week, has been in excess of 25 per cent greater than any former year. The horse races and the dog races are "dark."

The West Tampa Boys' Club, under the direction of Ralph S. Bowron, is putting on a weekly show now. Two or three reels of comedies and educational subjects are shown in connection with lectures. The boys like the shows and the attendance is running pretty close to the 100 per cent mark.

Charlie Sappal, president of the Macco Amusement Company, has again demonstrated the fact that he has a great big heart and his purse is always open to assist his brother professionals. Charlie heard of the awful automobile accident last Friday night in which Johnny Barton, manager of the Jacksonville branch of the Universal Film Company, was killed, while Simpson, the State representative of the same company, and Barnes of the Liberty were badly shaken up. He went at once to the hotel and arranged to take Simpson back to Jacksonville. Then he went to the undertakers, paid all bills and had the body of Barton shipped to Jacksonville, he accompanying it.

Fred Richards, stage manager of the Victory, Tampa, was painfully injured from a fall from a stepladder while at work in the theatre. He suffered a sprained ankle and a deep cut on the head. After treatment at the hospital he was removed to his home and is doing nicely.

The Broadway, a colored house in Ocala, which has been closed for some time, is to be re-opened this week under the management of A. L. Timpas.

N. B. Blounds, a former film salesman, who is now operating the Majestic at Fort Meade, was a Tampa visitor last Sunday. Mr. Blounds has made quite a success of his house and is planning to make enlargements during the summer months.

S. W. Shuttleworth, a Tampan, was formerly in the government service as gunnery sergeant in the marines, and has the distinction of being the one who taught Lon Chaney and William Haines, the players of the leading roles in the motion picture, "Tell It to the Marines." Mr. Shuttleworth says that Chaney and Haines spent three weeks at the naval base at San Diego, living with the "devil dogs" and receiving training. Mr. Shuttleworth lately returned to Tampa and is in business there.

Milwaukee

FRANK WELTER, manager of the Grand and Bijou theatres at Wausau, was in the city for a few days this week. He announced at this time, his intention of building a new theatre in Wausau, construction of which will be started about April 15th.

The sympathy of folks along Film Row is extended to Joe Hickey, whose wife recently died.

F. G. Frackman returned from a short trip to Evansville, Ind., where he visited with his family.

Steve Dorece's new theatre at Racine will be opened on March 5th. Mr. Dorece, in a recent visit to the local exchanges, reported that he had not as yet selected a name for the new theatre, but hopes to do so before the 5th. The house will have a capacity of 900.

William Roob, manager of the Grand Theatre at Port Washington, was among out-of-town exhibitors in the city this week.

Walter Shane recently took over the Arcade Theatre from M. T. Heller. Mr. Shane was previously with Cinema Service.

Eddie Krofta, booker and office manager of Ludwig Film Service, has been ill for the past three weeks. Joe Goetz is taking Mr. Krofta's place during his illness.

W. L. Bigs, of Lumberton, N.C., is now associated with J. B. DiLorenzo, representing the American Society of Composers, Authors and Publishers in Wisconsin and Northern Michigan.

Sam Thiron, manager of the Bijou at Green Bay, recently sent down a large shipment of lake perch to his friends in local exchanges.

The lease of the Whitehouse in Cudahy expires in five months, and as the property has been sold, the theatre will be discontinued at that time. Andrew Gebart is now managing the Whitehouse.

Sam Shapin, special representative of Warner Bros., spent a few days in the local exchange.

The recent Pathe sales conference on Will Rogers, held at the Congress Hotel, Chicago, was well attended by members of the Milwaukee Pathe staff. Ray Nolan, manager; W. A. Aschmann, B. H. Louthain and H. W. Wolfgram from the local office were present. W. A. V. Mack, district sales manager, presided at the conference.

Dave Sullivan, home office auditor, spent a few days in the local Warner Exchange.

Frank Cook has taken over the Strand Theatre at Manitowoc. Mr. Cook formerly managed the Strand at Platteville.

E. J. Bregger is opening his new theatre at Crystal Falls on the 22nd of February. Mr. Bregger donned overalls and personally supervised the entire construction of the theatre, working hard with the rest of the workmen. Mr. Bregger will continue to supervise the management of the Gem at Crystal Falls.

Joe Seidell has been appointed manager of the Jackson Theatre to succeed Ed. Cobham. It is understood Mr. Cobham has made connections with some theatre outside of the city. Mr. Seidell was formerly with the Palace-Orpheum Theatre of this city.

Len Brown, manager of the Parkway, at Madison, has been ill for the past few days.

I. T. Rink, of the Rink Advertising Service, has been granted high honors as Film Row's finest accordion artist. He spent Thursday afternoon going from one exchange to another, rendering a selection on the accordion.

Ray Nolan and F. M. DiLorenzo, of the Pathe Exchange, spent a few days in upper Michigan during the past week.

Sam Ludwig is building a new theatre on Packard Avenue in Cudahy.

Mr. Lindeman, of the Vitaphone Corp., was in the city on a business trip early in the week.

George Herzog was greeted along Film Row this week. Mr. Herzog manages the Strand and Rialto theatres at Manitowoc.

S. H. Abrams, F.B.O. manager, left Monday to spend a week in upper Michigan.

As you pass the Pathe and M.-G.-M. exchanges let not the blaze of gorgeous, glorious colors parked before the door blind you! A touch of spring in the air brought the two new Fords of resplendent hue. Joe Imhof, booker at the M.-G.-M. office, bought the maroon, and R. J. Sickels, cashier, purchased the green car. Both cars are equipped with wire wheels. The light blue model parked ahead, a few feet, is that new Whippet we mentioned before, belonging to Mr. White, cashier in the Pathe office.

E. D. Saiter is now associated with Pathe as salesman. Mr. Saiter was formerly connected with F.B.O.

Charles DePaul is rebuilding his theatre, the Temple. A new front will change its entire appearance. A new decorative scheme is planned, new seats will be installed, the stage will be made larger. Dressing rooms are being added to accommodate vaudeville acts which are planned for future programs. A new projection booth is being built and new equipment is to be installed.

Construction of the new Universal Theatre at Kenosha has been started and is well under way.

Saxe's new Uptown is rearing sidewalls to view, giving promise of early opening in a neighborhood which is eagerly looking forward to its own neighborhood theatre.

Thomas Saxe, president of Saxe Amusement Enterprises, Oscar Brachman, Walter Schroeder, E. J. Weisfeldt, production manager for Saxe, and William T. Cuddy, advertising manager, spent the week-end in Oshkosh where they attended the opening of Saxe's new Oshkosh Theatre.

Oklahoma

E. M. PEELE, booker for Enterprise Distributing Corp., at Oklahoma City, will represent the city in the National Bowling Tournament that will be held at Peoria, Ill., next month.

J. M. Poe of Daugherty is building a new theatre at Tecumseh, Okla. The new theatre will be named The Palace.

Home State Film Exchange has added two new salesmen to their Oklahoma City sales force. Bob Kimmons, one of the new men, comes from Atlanta, where he was exploitation man for Universal; Ray Berry, the other, is a former exhibitor of Norman, Okla.

The Griffith Amusement Company of Oklahoma City and Jack Johnson of Enid have dissolved partnership and Mr. Jackson has received the Mecca Theatre back as his portion of the stock. The Griffith Brothers will retain the other Enid houses, The Royal, Melba and Rialto. Bob Browning, who has been managing the Lyric Theatre of Dallas for the Griffith Amusement Co., has been given the position of city manager of the Enid theatres.

Ralph Leachman, who has been managing the Rialto and Isis, the two Oklahoma City theatres that are owned by Griffith Amusement Co., has been assigned to Bob Browning's former position as manager of the Lyric of Dallas, Tex.

Mrs. M. E. Woolridge, wife of the manager of the Wigwam Theatre at Altus, Okla., died at her home last Tuesday and was buried on Thursday. The Woolridges have been in the theatre business in Oklahoma for a number of years and have a vast number of friends among the exhibitors and film people.

The Art Theatre of Tulsa, Okla., closed its doors January 29th. This theatre is going out of business.

H. A. Brownlee, a former manager of the Oklahoma City Capitol Theatre, and later booker for Enterprise, is now manager of the St. Charles Theatre of New Orleans. This theatre is owned and operated by the Saenger Amusement Co.

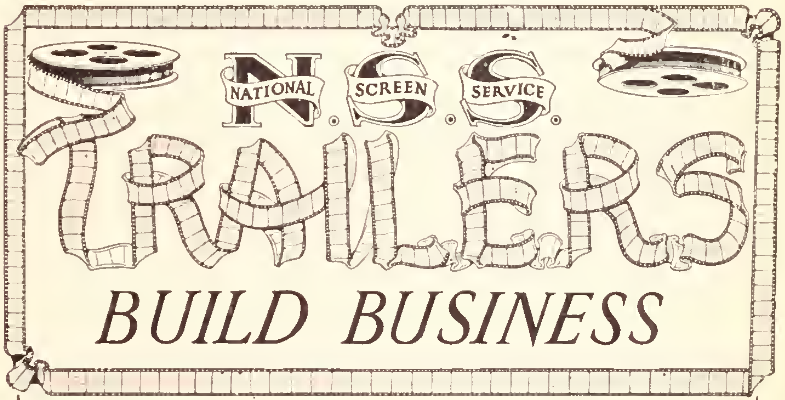
The Ruby Theatre at Nash, Okla., has been closed. R. J. Douglas is the owner of this theatre.

M. D. Baker has closed his Dreamland Theatre at Lakeview, Texas.

The Lyric Theatre at Stigler has been sold to J. Pierce. C. D. Milam was the former owner.

The Broadway Theatre at Coweta, Okla., has been reported as sold to J. D. Parker.

We understand that Bruce May has purchased the Amusu Theatre at Kingston, Okla., from Click and Bob May.



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New England

BOSTON distributors have notified exhibitors served from that territory that on and after February 5th, delivery of films will only be made by carriers and truckmen who furnish proper credentials that they are financially responsible and that films in their possession are fully protected. The list includes the Parcels Post, American Railway Express and Film Exchange Transfer Co. as general distributors. If exhibitors specify special local truckmen who do not qualify under the description, exhibitors themselves will be held responsible for the film while in possession of these carriers who are acting as agents of the exhibitors. In the latter case the exhibitors must notify the distributors in writing. Action is taken at this time because of recent losses of films in transit by carriers from whom no redress has been obtainable.

Arrangements have been completed for the second annual Bookers Ball, to be held by the Movie Bookers of New England at the State Theatre ball room, Boston, February 25. The entertainment committee has secured many of the leading vaudeville acts which will be in Boston theatres at that time for a part of the entertainment program. At the ball a year ago sufficient funds were raised to maintain one of their members who has been ill for more than a year in a hospital and there is a small balance in the treasury. Proceeds of the forthcoming ball will be used for similar philanthropic purposes.

Mrs. Emma V. Corbett, booker at Warner Brothers, is chairman of the association; Miss Carolyn C. Jones, booker at First National, is treasurer and Miss Florence J. Scully, booker at Educational, is secretary. Committees are: dance, Miss Edna Crovo of American Feature Films and Philip Fox of Independent Films, Inc.; entertainment, Timothy O'Toole of Independent, Harry Smith of Producers and Miss N. F. McLaughlin of American Motion Pictures.

The Rialto Theatre, Providence, one of the Fay theatres, will become a second run house starting next week. It is the first of the larger Providence theatres to become a second run house.

The new Warren Theatre in Roxbury is rapidly nearing completion, and with crews working day and night, it is probable that it will be completed within two months, although work was started only a month ago. David Brandt is the owner.

Thomas B. Spry, manager of the Boston exchange for First National, has been promoted to district manager of the Eastern district, which takes in three other First National exchanges. He will continue to make Boston his headquarters.

W. F. Gordon, branch manager of First National's Salt Lake City exchange, at his desk in the company's new quarters

The new Capitol Theatre at Concord, N.H., one of the William P. Gray circuit houses, has been completed and opens this week. It is one of the largest theatres in the White Mountain state.

Charles Sheafe, proprietor of the Film Spa, a popular gathering spot for Boston's Film Row, has the honor of being the oldest automobile operator to have held an operator's license continuously in the State. He has ust received his nineteenth license representing nineteen years of driving autos. His first license was issued on the first day that the State opened its registry office requiring licensing of motorists. Sheafe is a former theatre manager and at one time was on the vaudeville stage as a member of Howard & Sheafe.

After an absence of six years, Mr. Crocker, who formerly ran the Strand Theatre at Amesbury, Mass., was welcomed to Boston's film district during the week. William Buckley of the Colonial Theatre, Laconia, N.H., was another visitor to the Row after a long absence.

Carl Migsheralf, owner of the Modern Theatre at Harwichport, Mass., leaves soon for a vacation trip to the West Coast.

Miss Elinor A'Hearn, of Independent Films, Inc., who recently underwent an operation for appendicitis at St. Elizabeth's hospital, Boston, is convalescing and expects to return to duty in about ten days. Members of the staff presented her with a satin lounging robe and slippers.

Harvey Dubois, from the home office of Columbia Pictures, New York, is at the Independent Films exchange in Boston for two weeks on business.

J. Robert Smith, formerly of the Buffalo office of Metro-Goldwyn-Mayer, has been made special representative at the Boston exchange of the same company.

Charles Repac, who for the past seven years has been head shipper at the Metro exchange, Boston, has been promoted to assistant booker.

Henry Wolper, popular cashier at Metro, is back at his desk after a siege with the grippe.

According to present plans, the new Orpheum Theatre in Danvers, Mass., which replaces the structure burned about a year ago, will open within a week. Louis Brown, owner and manager, has been providing the town with regular picture shows at the Peabody Institute hall while the new theatre was under construction.

It is understood that negotiations are under way for a change of ownership of the Strand Theatre, Dorchester, one of the larger New England circuits being mentioned as possible new owners.

The Palace and Majestic theatres at Arctic, R.I., have been taken over by Owen Thornton and William Dietch from the United Theatres Operating Company. The new owners also operate the Gem at Arctic and the Thornton at Riverpoint, R.I.

The men bookers have engaged facilities for a sleigh ride to be tendered the women bookers but the date has been left open awaiting the arrival of snow. With the first heavy snowfall, the ride will take place forthwith.

Fox salesmen started out this week on a five weeks' sales drive and all will remain away from Boston headquarters until the drive is finished. Daily telegraphic reports are made to the office from the field.

Irving Shiffman, who covers the Rhode Island territory for Fox and who was recently injured when his auto turned turtle on the icy roadway in Wrentham, Mass., has fully recovered and is back on his territory.

A new theatre is under construction in Buzzards Bay on Cape Cod, to be known as the Capitol. Mr. Hedwidge, formerly of the Strand at Pawtucket, is building the theatre, which will be open in the late spring.

Levenson & Eldredge, operating a circuit in southern New England, have added to their Connecticut holdings by acquiring the Cameo Theatre in Bridgeport, the Grand and Capitol in Middletown and the Palace in West Haven.

W. G. Means, Jr., owner of the Phoenix Opera House at Machias, Me., recently destroyed by fire, is having plans prepared for a new theatre but he will not erect it on the site of the Opera House but will build at Main Street, nearer the business center of the city, in the rear of the Jasper, Farris and Geary stores with entrance from Main Street.

Work will commence next month on a new theatre in Duxbury, Mass., for J. Rudman, of 16 Queensbury Street, South Boston, Mass. Plans have been drawn by Krokyn, Brown & Rosenstein, of Boston.

Extensive alterations are to be made on the Garden Theatre, Springfield, Mass., which has just been taken over by Louis Cohn and Harry Cohen. After alterations, the theatre will run continuous performances daily from 11 a.m. to 11 p.m. The new owners also operate the Jefferson, Strand and Phillips theatres in Springfield.

Minneapolis

THE quick work of Miss Louise Means, organist at the Sherman Theatre, St. Cloud, Minn., prevented a panic when a fire broke out in that theatre last week.

Students from St. Benedict's and St. John's Colleges had packed the house for the afternoon performance when flames broke from the projection room. The crowd rushed for the exits and in a moment the aisles were jammed.

Miss Means began to play a march on the organ and order was quickly restored and the audience filed quietly out. The organist continued to play until everyone had left the house. The fire was confined to the projection room and firemen were able to extinguish the blaze before serious damage was done.

The new $50,000 State Theatre in Jackson, Minn., was recently opened by Joe Matuska.

A fire in the Plaza Theatre, Sioux City, Iowa, recently damaged the building to the extent of $60,000. The Frank Amusement Company of Waterloo, Iowa, operates the theatre.

The Minneapolis theatre exchanges were visited lately by Cleve Adams, Chicago district manager for F.B.O., and S. A. Shirley, Chicago district manager for M.-G.-M.

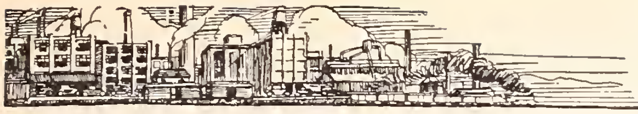
The new vitaphone equipment for the State Theatre, Minneapolis, will be completely installed by the second week in March it is expected by those in charge.

The motion picture theatre in Colman, S.D., was recently sold by E. J. Entringer to a syndicate of local business men who will operate the theatre as a community project.

J. A. Liercke has purchased the American Theatre at Aurelia, Iowa, from J. C. Eddy.

The Grand Theatre at Estherville, Iowa, has been purchased by Charles Gurney and Harold Chatelain from Waldorf & Johnson.

The Empress Theatre at Chelsea, Iowa, has been purchased from Kupka, Harbeck & McNeill by M. C. Twiselton.



Detroit

SATURDAY, January 29th, 1927, was certainly a red-letter day in the history of the moving picture business in Detroit, in that it marked the official opening of the New Film Exchange Building which has recently been completed by Mr. and Mrs. W. R. Stebbins at a total cost of around $1,500,000.00, including the site that the building occupies.

Invitations were received in good season for the inaugural party that was given by the Detroit Film Board of Trade in collaboration with Mr. and Mrs. Stebbins with the result that about 1,200 of the exhibitors and exchange people in this section attended, besides several distinguished visitors from in and out of town.

On arrival at the grand entrance to the building the guests were greeted by two of the film boys who caused everyone to wonder whether they had been chosen for their size or their good looks, perhaps it was for both reasons, as they certainly made a very favorable impression as they extended the hand of welcome in the name of the industry.

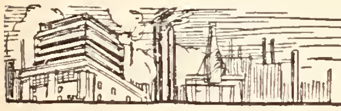
Stepping into one of the blue and gold elevators which are operated by charming young ladies whose uniforms carry out the same motif, the guests were wafted to the seventh floor where the party was in full swing by 9:00 P.M., to music furnished by Jean Goldkette's "Kentucky Colonels" by arrangement with G. Carroll Johnson and Bob Sheehan and the folks were certainly having a good time.

At intervals between the dancing, entertainment was furnished by performers from Art. Rowland's Revue, the National Amusement Company and radio station WJR, and they certainly met with a wonderful reception, the festivities being broadcast to the world by remote control and microphones placed in advantageous positions, and long before the party was officially over WJR moved their entire staff up to this temporary studio and the broadcasting was continued on through the night by the "Merry Old Chief" (Leo Fitzpatrick) and his jesters, including such radio stars as Al. Cameron, Bill Collins, Kathleen Johnston, etc., with "Bernice" at the piano as usual.

Congratulatory telegrams were read over the radio from Laura La Plante, Hoot Gibson, Dustin Farnum, Claire Windsor, The Collegians, John Gilbert, Norma Shearer, Greta Nissen, Colleen Moore, Harry Langdon, Milton Sills, Richard Barthelmess, Marie Prevost, Rin Tin Tin, Dolores Costello, Richard Dix, Leatrice Joy, Ed. Wynn, Johnny Hines and many, many others, with every announcement carrying the information that the program was coming from the WJR studio in the New Exchange Building.

An official inspection of the building from top to bottom was timed for 7:30 P.M., by visiting and resident notables, including several of the home office executives of the various companies who have offices in the new building; among the guests of honor being the following: Governor Fred Green, Mayor John W. Smith, Judge Murphy, Judge Richter, Police Commissioner Rutledge, Universal Sales Director Earl W. Kramer, Charles Steel of First National Pictures, Roy Seery also of First National, Bob Cotton of Produers Distributing Corporation, Claud Penrod of Film Booking Offices.

The whole party was voted a tremendous success by all present and congratulations are in order to Mr. and Mrs. Walter R. Stebbins, owners of the building, and Mr. David Palfreyman, secretary of the Detroit Film Board of Trade, and all who collaborated.



St. Louis

ARTICLES of incorporation have been issued to the Jefferson Amusement Company in St. Louis. It has $10,000 capital half paid up. The incorporators are: G. Pliakos, 30 shares; F. Spiros, 19 shares, and B. E. Hamilton, 1 share.

S. G. Hoffman has re-opened the Delmonte Theatre, 5630 Delmar Boulevard, St. Louis, as a subsequent run house. The program will change four times weekly. The seating capacity has been cut from 2,800 to 1,600 seats.

Film salesmen working out of St. Louis were greatly handicapped the past week by flooded roads in Eastern Missouri and Southern Illinois. Train service in the territory is not very dependable.

.It is reported Dominic Fresana is considering the erection of a 750-seat house at Vandalia, Ill., to cost about $100,000.

Mr. and Mrs. I. W. Rodgers of Poplar Bluff and Cairo, Ill., are now in Cuba.

Funeral services for C. C. Jones, well-known Southern Illinois exhibitor, were held in Johnston City, Ill., on February 2d. He formerly operated houses in Johnston City and Cambria, Ill.

The Monarch Theatre, Farmington, Mo., and Stout's Opera House. Danville, Ky., were destroyed by recent fires.

Houses that are reported to be dark at prsent include the Star, Clinton, Ky.; Palace, Flat Rock, Ill.; Hippodrome, Elsberry, Mo.; Grand, Eldorado, Ill.; Wardell, Wardell, Mo.; Yale, St. Louis, Mo.; Star, Mokane, Mo.; Rodelia, Bland, Mo.; Majestic, Paragould, Ark., and Twilight, Holcomb, Mo.

The Princess Theatre, Black Rock, Ark., has been sold by Mrs. D. Reeves to Smith Brothers.

Out-of-town visitors of the week included: Jimmy Clayton, West Frankfort, Ill.; Joe Alcott, Crystal City, Mo.; Fred Schmidt, Pocahonta, Ill.; Paul Musser, Casey, Ill.; Hurley B. Gould, Lawrenceville, Ill.; Henry Lowry, Highland, Ill., and Peyton Campbell, Downing, Mo.

Prominent home office officials of Producers' Distributing Corporation will hold a joint convention of the sales organizations of the St. Louis and Dallas districts which will be held in St. Louis on February 14th and 15th.

Ralph Morrow, district manager for Dallas, Tex., has charge of Dallas, New Orleans and Oklahoma City branches, while C. D. Hill, head of the St. Louis district, includes the St. Louis, Kansas City, Omaha and Des Moines branches in his territory.

Lee Marcus, general sales manager for F.B.O., was in St. Louis on January 31st and February 1st. C. E. Penrod, division manager, also came over from Indianapolis, Ind., on February 1st. Mr. Marcus is very enthusiastic about the outlook for 1927. He sees it as F.B.O.'s greatest year.

Another visitor of the week was Joe Kern of Columbia Pictures.

Sam Werner, manager of United Film Service, announces that Jerome C. Woolf has joined his sales staff and will travel Eastern Missouri. Woolf formerly was with Warner Brothers. His place there has been filled by G. I. Bradford, who came over from United Artists.

Buffalo

HAROLD RAMSAY, organist at Shea's Buffalo, appeared as guest organist at the North Park last week with much success. He will go to the Kensington soon for a week.

Herbert Straub and the Shea Buffalo Symphony Orchestra and Nicola, the vaudeville headliner at Shea's Hippodrome, entertained the Nobles of Ismailia Temple at their Friday luncheon in the Hotel Statler. The event was well advertised in The Shrine Smile.

C. L. Bird, of the National Theatre Supply Company, of Buffalo, demonstrated a motion picture machine before the part-time school in North Tonawanda the other morning. Such machines are being used for educational purposes in a number of schools, colleges and universities. Several pictures were shown during the demonstration.

The presentation of the Auditorium Orthophonic Victrola at Shea's Buffalo last week brought that theatre much publicity on the part of the Victor dealers, who inserted three full-page ads in addition to many smaller displays placed throughout the week. A private demonstration for Mayor Schwab and officials was put on.

Harry Jenner, of the Fisher and Seneca theatres in Seneca Falls, was seriously injured the other day when his motor car collided with a telegraph pole and overturned. His wife and daughter, riding with him, also were hurt.

Buffalo's next theatre opening will be that of the new North Main Theatre, which has been leased by the Schine Theatrical Corporation. Elmer C. Winegar is expected to be the manager. The house will open in a few days.

Syd Samson, of Bond Photoplays Corporation, doesn't get a bit thinner these days, in spite of the way he is hustling to get his product "set" in the territory.

Reports have it that plans are being revived for another community theatre on Hertel Avenue. The project came up several years ago, but died a natural death. It is reported that an architect now is at work again.

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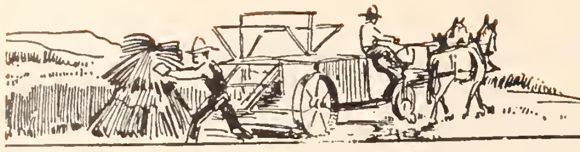
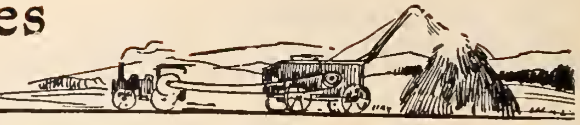


Des Moines



THE second annual Film Board of Trade get-together and banquet which was held at the Fort Des Moines Hotel following the convention of the M.P.T.O.A. of Iowa, on the last day of January was a grand success. About one hundred and fifty were present from all over the State for the event, a more largely representative group than have ever been gotten together before. In the afternoon a meeting of bookers and salesmen was held at which problems of the industry were discussed. Also, general congratulations were issued for the clean record made during the past year. Practically everyone received compliments for the clean work done. At the banquet, in the evening, W. E. Banford, manager for Metro-Goldwyn-Mayer, was the toastmaster. Each member of the arbitration board made a speech in which they forecast peace and prosperity for the coming year. W. H. Eddy, of Indianola. B. I. Van Dyke of the Royal Theatre, Des Moines. Harry Vickers, of the Star Theatre, Des Moines, and Harry Hersteiner of the Family, Des Moines, are members of the board. Mr. Tilton, of First National, was also one who made a good talk and Mrs. Mary Benjamin, secretary and treasurer of the Film Board, was called upon for some words of welcome. E. P. Smith, business manager for the Motion Picture Theatre Owners of Iowa, spoke for the exhibitors in general. Among the film men present from out of town were Jimmy Ambrose, of United Artists headquarters at Omaha; Bob Gary, Universal publicity man, from St. Louis; A. R. Cramer, of the Princess at Mt. Ayr; George Hake, of the Lyric at Belmond; Charley Brown, of the Strand at Iowa City; W. J. Mansfield of Tama; W. F. Smith, of Clarion; W. C. Treloar of Ogden; G. A. Rhodes, of Story City; Mr. Screck and Mr. Lacey, who are associated in the theatre at New Market; L. C. West, of the Colonial Theatre at Grinnell; F. W. Curtis, of the Peoples Theatre at Redfield, and Mr. and Mrs. Shuneman, of the Isis at Webster City.

A feature of the entertainment at the banquet in the evening was the stereopticon slides of different exhibitors and film men, each of which was given a title which was most appropriate. Carl Reese, salesman, was titled, "The Nervous Wreck," while a slide of George Nalor of Universal, at ease in his chair, was captioned, "This Is Not A Motion Picture." A rise was gotten out of Park Agnew, genial host and booker for Metro-Goldwyn-Mayer, when a picture was shown of his apartment. Harry Hersteiner was represented as "Against What Anyone Else Is For." Dutch Smith and his entertainers concluded the evening's entertainment, which was planned by Les Phillips, manager of Producers Distributors.

At the meeting of the M.P.T.O. A. all angles of the State organization were discussed, including finance and arbitration.

Omar Kenyon has established offices at the headquarters of the M.P.T.O.A. for the Omar Kenyon Booking Office and will share the offices at 214 Iowa Building. Mr. Kenyon has been doing booking of musical and vaudeville acts.

A. H. Blank is now in New Orleans for the opening of the Saenger Theatre there, after which he will go to New York on First National business. Mr. Blank will be back for the opening of his new house at Omaha, the Riviera, on March 12.

Charles H. Gurney has bought the theatre at Estherville which is called the Grand and which was previously operated by Walford & Johnson.

Mr. and Mrs. Shuneman, who own the Isis Theatre at Webster City, which burned out completely not long ago, announce that they are to rebuild the Isis. They will build again on the site of the old theatre and expect that the building will be complete within three months.

C. E. Carragher, of the Park Theatre at Clear Lake, stopped at the office of Metro-Goldwyn-Mayer while in Des Moines, en route for California, where he will spend several months.

The Palace Theatre at Sioux City, one of the houses owned by Alexander Frank, burned down last Sunday morning. The fire started in the theatre and while no film was burned the house suffered a large loss in damage. The theatre is managed by Homer Gill for the Frank Association.

Robert Wynne, checker for Metro-Goldwyn-Mayer on percentage engagements, is ill at Broadlawns Hospital with smallpox.

H. A. Kauffman, manager of the Pathe Exchange, attended the sales meeting in Chicago.

The Des Moines Theatre, Des Moines, one of the Blank chain, was recently equipped with two new Simplex machines with Peerless lamps. The theatre is under the management of Herb Grove.

Among other equipment recently sold by the Des Moines office of the National Theatre Supply Company were three machines sold to A. H. Blank's new theatre at Omaha, the Riviera lobby frames for the new theatre to be opened up in a few months at Newton, the Capitol, which is under the Blank management. A double dissolver was also purchased for the Capitol and a Kliegl spotlight.

Leo Adler, auditor for Pathe, left for Omaha after having spent several weeks at the Des Moines office.

Bab Pence, inspector for Pathe, has left the employ of that office. She plans to travel on the road with her husband.

Six sidewall light fixtures have recently been added to the equipment of the Garden Theatre at Sigourney operated by Mr. Simpson.

Len Thompson is now operating the Majestic Theatre at Des Moines, which has run a combination of pictures and vaudeville. The theatre is one of the houses owned by A. H. Blank in Des Moines and is leased to Mr. Thompson.

Harris P. Wolsberg, the new district manager for Metro-Goldwyn-Mayer, visited the Des Moines office with J. E. Flynn, retiring from that office to go to Detroit, and E. M. Saunders, Western sales manager. Mr. Wolsberg comes from Cleveland.

Jake Cohen, recent bridegroom and exhibitor at Ottumwa, Iowa, was a privileged guest at a special showing of a First National feature film.

Les Phillips, manager for Producers Distributors, was in Mason City on film business last week.

New equipment was bought by John Elman of the Amuzu Theatre. He bought a rebuilt Powers head.

N. C. Rice bought an eight-reel film cabinet for his house at Algona, Iowa.

Other equipment recently bought from the National Theatre Supply Company were the two Simplex Mazda units complete, which were purchased by Mr. Dutton for the Plaza Theatre at Manchester. Also two Cinophar lenses purchased by Dehoet and Sons for the Monroe Theatre at Monroe. This theatre was recently taken back again by Dehoet and Sons.

Something new in Iowa territory is the poster exchange, which is operated by Ted Yarowsky at the offices of Tiffany Productions at Eleventh and High. This department has previously been in operation in Omaha, but this is the first office to serve Iowa territory from the Des Moines center.

J. R. Collins, of Muscatine, has bought a half interest in the theatre at Columbus Junction, owned by Ludi Bosten. The theatre is the Lyric. Mr. Collins will take the management of the house.

J. W. Alstott, who operates the Lyric Theatre at Fort Dodge, bought a part interest in the Plaza Theatre at Fort Dodge from F. F. Weiss. Mrs. Georgia Glen also has an interest in the Plaza.

The Miller Opera House at Farmington opened for business recently.

H. A. Maine, who manages the Crystal Theatre at Waterloo, which burned recently, announces that the house is to be rebuilt soon.

The Royal Theatre at George, owned by Charles Hill, recently reopened.

Charles Reiss has sold part interest in the Opera House at Mt. Auburn to G. H See.

The Star Theatre at Sioux City, owned by Swidelson and Samuelson, was damaged by a fire. The origin of the fire was undetermined.

The Onawa Theatre at Onawa, which was recently damaged by fire will be remodelled the management announced. The theatre is now showing in temporary quarters.

The American Legion Theatre at Portsmouth recently opened.

Cincinnati

ACCORDING to what appears to be authentic information, a new theatre is in prospect at Lima, O., which, it is said, will be one of the most modern in this section of the country, especially for a city of this size. The matter is being negotiated by an eastern syndicate of which G. O. Dupius is the representative. The project now hinges on ability of the syndicate to secure the lot it desires, which is owned by L. E. Stamitz, who has intimated his desire to sell provided satisfactory terms can be reached.

Among the recent houses to open is the Holgate Theatre, at Holgate, Ohio, of which Bert Deisler is manager.

R. V. Frk manager of the Piqua Opera House, one of the Piqua Amusement Company chain, entertained the newsboys of the Dayton (Ohio) *Daily News* at a special matinee, showing ten special reels for the occasion. Erk had no ulterior motive, the affair merely being given out of the goodness of his heart.

Harry Goldstein, Boston, Mass., has been appointed special representative of the Tiffany Co., at Cincinnati, where he will assist the local manager. Goldstein was previously connected with the Franklin Films Co.

Two doors of the Strand Theatre at Dayton, O., were "jimmied" recently, but the would-be burglars were either frightened away or gave up the job in disgust before completing it. The doors, which lead into an alley, were only partially open when the attempted burglary was discovered next morning.

The Palace Theatre, Hamilton, O., which recently celebrated its seventh birthday, was presented with a 150-pound birthday cake by the house employees. The management, in turn, donated the cake to the local Children's Home.

William Orth, Dayton, O., is contemplating the erection of a picture house in that city, as soon as a suitable site can be selected.

New York and New Jersey

EAST is West, and as in this case, North is South, when it comes to employing certain highly successful methods of theatre management, according to E. W. Gould, for the past seven years manager of the Morningside Theatre, Eighth Avenue and 116th Street, New York City.

Mr. Gould came to New York from below the Mason and Dixon Line, where he owned four theatres in Cartersville and Newnan, Ga., prior to the War of 1914. Subsequently he became manager of the Trenton Theatre, Lynchburg, Va., and then joined the Consolidated Circuit, which operates a large number of theatres in Greater New York, including the Morningside.

The same methods he employed in the operation of his Southern houses have proved highly successful in the big city of New York. A straight picture policy and good music, combined with making the Morningside a community institution in its neighborhood, is Mr. Gould's way of making the ticket register sing that much desired and popular refrain, "To the Bank."

One of the things which Mr. Gould ever watches with care is the arrival of prospective patrons in the neighborhood of his theatre. Shortly after a new family moves into his section of the city, Gould sends a personal letter with a pass and invitation to visit the Morningside. This plan invariably results in gaining permanent patrons for the house.

During the summer months, the shows are transferred to the theatre roof, which has 700 seats.

The office employees and factory of the International Projector Corporation recently held their annual bowling tournament at the Broadway Bowling Alleys, Brooklyn, with rather disastrous results for the shop teams. But although the office teams won without much difficulty, the individual scorer was G. Howard of the shop with 212. Low prize went to A. Denaro, also of the shop team. Denaro's was 90. After the tournament dinner was served to all and plans made to continue the contests.

E. W. Gould, manager of the Morningside Theatre, New York City

Lots and lots of talk about this and that local circuit merging their interests, and just talk seems to be all that it really amounts to, with the exception of the possibility of an eventual confirmation of a story appearing in an issue of this publication a few weeks ago, affecting the circuits of Mayer and Schneider, Steiner and Blinderman and a rumor that B. S. Moss was also interested in the deal. Since that time it has been said that the Moss circuit has not been negotiating a merger with any other concern. There remains a possibility, however, that the two other circuits named may combine some time in the near future.

On February 15th the Consolidated Amusement Company, circuit theatre operators of New York City, expect to move their headquarters to the Bond Building, 1560 Broadway.

Another theatre firm, reported to be on their way to the Bond Building, is the Grobe and Nobel circuit. They are said to be due at 1560 the early part of March.

Harry Harris, of uptown New York theatre fame, is again branching out, having negotiated deals whereby he will secure possession of two more theatres. About March 1st he will take possession of a 1,700-seat house at 176th Street and Broadway, recently opened by Messrs, Landau, Buck and Miller. Then Mr. Harris made a long jump to the extreme downtown end of Manhattan Island, where, it is said, he has taken over the lease of the South Ferry Theatre, originally projected by Clarence Cohen. Harry expects to have this house ready about April 1st.

A. H. Schwartz's new theatre structure at College Point, L.I., is progressing nicely and the contractors expect to have it ready for an early spring opening. This house will seat about 2,500.

The new theatre under construction at Tenafly, N.J., will be called the Bergen. This house is being built by Messrs, Schoenbuck and associates and is scheduled for opening on the 28th of February.

Frank Becker, who built the Plaza Theatre, Englewood, N.J., has a new house under way at Fort Lee, which will be known as The Community House.

Rachmiel and Rinzler's new Buffalo Avenue theatre will probably open considerably ahead of time, owing to the unusually rapid progress of construction under the supervision of Louis Frisch. Frisch was also in charge of the R. & R. Ambassador, also in the Brownsville section of Brooklyn.

Joe Hornstein, Eastern district manager of the National Supply Company, manages to keep on the go these days with the ever-increasing list of new theatres and change-overs of equipment in the older houses.

Last week Joe went to Boston with H. A. R. Dutton, president of the National Theatre Supply Co., and this week they will leave for the Philadelphia, Washington and Baltimore territory.

Local theatres recently equipped by National Supply include Loew's new Corona Theatre, Proctor's Schenectady Theatre, Harry Suchman's Blenheim, Schoenbuck's Bergen Theatre and the Freeport, L.I., theatre.

Samuel Eckman, Jr., recently appointed New York district manager for Metro-Goldwyn-Mayer. Mr. Eckman is again on duty after a severe attack of pneumonia

Kansas City

FOUR more theatres have been added to the circuit of Capitol Enterprises, with headquarters in Kansas City. The new houses are the Gillham and Lincoln theatres in Kansas City and the Josephson Circuit theatres in Lexington, Mo., and Mexico, Mo.

The Rialto Theatres Corporation has acquired two more Kansas City theatres and, according to C. R. Gregg, secretary, will obtain others in the next few weeks. The Roanoke and Alamo theatres, suburban houses, were obtained this week, the Roanoke formerly being operated by L. J. Lenhart and the Alamo by E. E. Webber. K. S. Duncan is president of the Rialto concern.

An "all movie row dance" now is the hub of conversation along Kansas City's Row. No definite plans have been worked out yet, but there is a strong undercurrent of feeling that such an event would be the most logical method of celebrating what promises to be a prosperous spring season in Kansas City territory.

The Blake Theatre, Webb City, Mo., following improvements costing $20,000, was given a wide heralding last week upon its reopening. The seating capacity has been increased to 1,000, while the best grade of leather upholstered chairs have been installed and a new floor with a gradual incline has replaced what formerly was a steep grade.

Seventy-five members of the William R. Nelson Post of the American Legion were guests last Friday night of the Garden Theatre management in Kansas City.

Among the out-of-town exhibitors in the Kansas City market this week were: G. L. Hooper, Orpheum, Topeka, Kas.; W. Wallace, Orpheum, Leavenworth, Kas.; S. E. Wilhoit, Electric, Springfield, Mo., C. M. Pattee, Pattee Theatre, Lawrence, Kas.; Glenn Dickinson, Dickinson Circuit, Lawrence, Kas.

Harris P. Wolfburg, formerly of Kansas City, but late of Cleveland, who has been appointed Metro - Goldwyn - Mayer district manager in the Kansas City district, succeeding J. E. Flynn, who has been assigned to the Detroit-Cleveland - Cincinnati territory, spent a busy week in Kansas City this week lining up his new work.

The M.-G.-M. Club, composed of employees of the Kansas City Metro - Goldwyn - Mayer branch, "threw" a real party at the Hotel President, Kansas City, last week.

Russell Borg, booker at the Educational branch, is the latest addition to the "happy father" ranks. It was a seven-pound baby boy.

Harry White, Midwest Distributors, Inc., representative, is back on the job again after having undergone an operation.

John Graham has been added to the sales force of the Warner Bros. branch, covering Northern Kansas.

A bridge party was given for women of the First National Exchange Saturday night by Miss Ruth Brewer, of First National, at the latter's home.

C. A. Jones, Educational branch manager, is out in the territory looking for more contracts.

The new Tiffany Exchange is almost ready for its formal opening, being located at 113 West Eighteenth Street. W. P. Bernfield, a veteran of many years, is the branch manager.

All that can be said of W. C. Haynes of Universal and W. G. Bishop of the Metro-Goldwyn-Mayer exchanges is that they are growing mustaches for no apparent reason.

Cleveland

THE Lincoln Theatre, located on Madison Avenue and operated by Messrs. Burton and Crockett, has the distinction of being the first Cleveland neighborhood house to sign up for Vitaphone. The installation will be completed by the middle of March. Cleveland's West Side congratulates the Lincoln Theatre for being the first in the field to offer its patrons the newest type of entertainment.

Jack O'Connell is the new manager of the Temple Theatre, Toledo. He resigned from the local Warner Brothers' sales force last week and immediately assumed the managerial mantle. Billy Exton, the former manager, is now with the Smith Amusement Company, which operates a chain of houses in Alliance, Warren and West Virginia.

George Schade of Schade's Theatre, Sandusky, hurt his foot while in Cleveland last week. He hurt it so badly that he was unable to go home for several days. He's not stepping out much even yet.

It's neck and neck with Fred Scheurman and R. O. Flemm of the local Warner Brothers' personnel in the division contest for dates. They're both in first place and now Nat Barach, division manager, is worried. If they end in a tie, the Gladstone bag, which is the first prize, will have to be twins.

Eva Katz, secretary to H. R. Skirboll of the Ohio Educational exchange, has been ill for the past six weeks with pneumonia. She's trying to hurry the convalescence because she has a date to marry Morrey Kohl just as soon as she's well.

John Sebek is a new recruit in the exhibition field. He has just leased a new motion picture theatre in the course of construction at East 131st Street and Metzer Avenue. It's to be completed in about sixty days and will have around a thousand seats. The Sokol Lodge is putting up the building. Mr. Sebek has never been in the picture business before.

Skirboll Brothers, Bill and Harry, respectively, have taken over the Strand Theatre at New Philadelphia. It's a 499-seat house and is now in process of rehabilitation. New equipment is being installed, including two new Superior projection machines, new frames, electric signs and entirely new interior decorations. The Skirbolls also own the Opera House at New Philadelphia, and are enlarging their policy at that theatre. Heretofore the Opera House has confined its programs to pictures. Starting the first of the year, occasional road shows will also be presented. This is an unusual policy as compared to other similar houses in towns of the size of New Philadelphia.

A fire in the Sun Theatre, Buckeye Road and East 88th Street, last Wednesday night drove three hundred people from the building. It originated in the projection booth when a film caught on fire. Meyer Goldstein, 32, of 794 East 125th Street, motion picture operator, was burned about the hands and face trying to break off the film. He was taken to St. Luke's Hospital, where his burns were treated. The flames were out when firemen arrived. Damage is estimated at $1,000. Sam Deutch operates the Sun Theatre.

W. H. Simmons, exploitation manager in these parts for P.D.C., is enjoying the distinction of being borrowed for various other territories. He has just completed a term of weeks in and around Pittsburgh and is now headed for Indiana.

Robert Burns, of Cincinnati, who is a man and not a cigar, is hobbling around on crutches these days, the result of a railroad accident. The train he was traveling on caught on fire. He jumped off and now considers himself lucky that he escaped with nothing worse than a broken ankle. He has been laid up for a couple of weeks, but came down to the P.D.C. office the other day to receive his promotion from salesman to office manager and city salesman. Chester Loewe is exchange manager in Cincinnati. Simultaneously, Ed Riffle was promoted from shipper to booker, and Don (not Danny) Duff was boosted from poster clerk to shipper. And just to make the happy Cincinnati P.D.C. family complete, division manager Robert Cotton paid the outfit a visit.

Joe Ferte, the golden-voiced film salesman of the local P.D.C. exchange, who usually coaxes contracts out of Cleveland exhibitors, is now singing his way into the good graces of the film folks down Canton way.

L. W. Strong, formerly with J. S. Jossey and the Progress Pictures Company, is now office manager for Security Pictures. And Irene Reich, also a graduate of Progress Pictures, is one of the Security family as secretary to Lee Chapman and Fred Schramm.

Members of the Loew's Ohio Theatres organization are busy planning their annual February 22nd celebration. Following the custom of previous years, there will be a dance in the lobby of the State Theatre after the last performance on Washington's birthday.

Manager W. B. Urling has inaugurated a new policy at the Rex Theatre, Steubenville. Starting February 6th, the Rex will offer motion pictures and tabloid acts. The house formerly played a straight picture program.

J. J. Harwood, president of the Cleveland Motion Picture Exhibitors Association, plans to be in New York this week to attend an administration board meeting of the M.P.T.O. of America.

Max Marcus, owner-manager of the U.S. Theatre, Cleveland, is again paying his weekly round of visits to the local exchanges, having fully recovered from his recent illness.

H. H. Harper, manager of the Gordon Theatre, Cleveland, has been confined to his home for the past six weeks. During his illness his sister, Miss Harper, is running the theatre.

Norman Moray, manager of the Cleveland Warner Brothers exchange, celebrated the opening of Vitaphone in this territory by buying a new Auburn sedan.

John F. Royal, manager of B. F. Keith's Palace Theatre, Cleveland, can now enjoy all the comforts of home while screening the new pictures. He has just completed a new private screen room, decorated in the latest drawing-room fashion, and equipped with everything that any screen room could possibly have. It's situated on the mezzanine floor and has been dignified with the name of Salon de Cinema.

Chic Taylor continues to be manager of the Shaw Hayden Theatre, East Cleveland. Taylor managed the house for almost four years for M. B. Horwitz. Recently Horwitz sold the house to Sulverman brothers and Taylor planned to take a rest. But the rest didn't materialize and he's still at the old stand handing out the same old brand of welcome to the Shaw Hayden patrons.

Atlanta

AT the regular monthly meeting of the Joint Board of Arbitration, held Tuesday of this week in the rooms of the Board at 101 Marietta Street, nineteen cases were considered and disposed of.

In five of the cases the Board made awards in favor of the exhibitors.

E. L. Cole, secretary of the Atlanta Film Board of Trade, is planning to attend the convention of film board secretaries, which is to be held in Los Angeles in May.

Ray Beall, former Georgia Tech student and a well-known sports cartoonist, arrived in Atlanta last Tuesday to co-operate with Manager Thomas H. James, of Loew's Grand Theatre, in exploitation work.

He is an experienced executive, having managed theatres at Charlotte, N.C., Asheville, N.C., and Spartanburg, S.C., for Southern Enterprises.

Earle E. Griggs, exploiteer for Universal, left Atlanta on Thursday for Birmingham, where he will be engaged for several days on publicity work. About the middle of the coming week, Mr. Griggs will go to Nashville.

Archie Blue, popular film man of these parts and who recently was connected with Famous Players in the Florida territory with headquarters in Tampa, made his initial trip through that section this week under the banner of Pathe.

C. S. Dunn, owner of the Victory Theatre at Cairo, Ga., was a visitor on Film Row last week.

R. H. Kennedy, representative of the Eltabran Film Company in the South Carolina territory, was in Atlanta, recently.

Frank Hudson, formerly with United Artists and one of the best known figures in the motion picture industry in this section, joined the sales force of the Eltabran Film Company last Tuesday, his territory being Alabama and Tennessee.

Oscar S. Oldknow, vice-president of National Theatre Supply Company, and head of that concern's activities in the South, was among the Atlanta contingent attending the formal opening of the magnificent new Saenger Theatre in New Orleans Friday night.

Dan Michalove, head of Universal's Southern forces, returned Tuesday from Jacksonville, where he went last Saturday night, following the death in an automobile accident of his Jacksonville branch manager, Mr. John R. Barton, and left immediately for Plant City, Fla., to arrange details for rebuilding Universal's Capitol Theatre, which was gutted by fire Monday night.

O. D. Broom, who operates the Marcelle Theatre at Alabama City, Ala., was in Atlanta last week.

N. D. Remond, owner and operator of the Scenic Theatre at Lake Wales, Fla., and who is well known in this territory because of his former connection with Southern Enterprises, was a recent visitor in Atlanta.

J. W. English, who operates the Seminole Theatre at Homestead, Fla., and The Hollywood Theatre at Hollywood, Fla., was in Atlanta last week.

James M. Biddle, owner of the Biddle Theatre at Bunnell, Fla., was in Atlanta for several days this week on business.

T. N. Clements, who operates the Crystal Theatre at Dublin, Ga., was in Atlanta last Tuesday.

T. F. Thompson, owner of the Palace Theatre at Cedartown, Ga., was another visitor.

Walter Brandenburg, who operates the Franklin Theatre at Fort Valley, Ga., came to Atlanta on business recently.

Central Penn

EVIDENCE of the intention of the Chamberlain Amusement Company, of Shamokin, and the Comerford Amusement Company, of Scranton, both of which operate big chains of motion picture and vaudeville theatres, to begin soon the erection of the proposed $625,000 theatre which they plan jointly to build in Williamsport, Pa., was given on January 28 when representatives of both companies made a trip to the latter city.

The Chamberlain and Comerford interests about two years ago purchased the site of the old Hotel Sterling, in Williamsport, with the intention of ultimately building the theatre there, but building operations have not yet been started. L. J. Chamberlain and Frank Gillespie, of the Chamberlain company and J. A. Cadoret, representing the Comerfords, are the officials who have just visited Williamsport. It is understood that while there they were approached by a local real estate man with a proposition to buy the site. However, the theatre men rejected the offer with the statement that the property positively was not for sale and that the new theatre will be erected on the site. The officials were accompanied to Williamsport by an architect with blue prints, and took a number of measurements of the ruins of the hotel, which are located on West Fourth Street.

George A. Huff, owner of the property, has taken over the lease held by C. C. McKnight on the State Theatre, Lock Haven, and will operate the picture house himself in the future.

Mrs. C. Floyd Hopkins, wife of the director-in-chief of the ten Wilmer & Vincent theatres in Harrisburg and Reading, and Mrs. J. W. Rodenhaver, both of Harrisburg, have issued invitations for a bridge-luncheon to be held in the ballroom of the Penn-Harris Hotel, Harrisburg, on Wednesday, February 16. There will be about 140 guests.

The lease which Frank Machaver held on the Star Theatre, at McClure, has expired, and the owner of the property, J. W. Klinger, will hereafter operate the theatre personally.

A small fire occurred in the basement of the Blackstone Theatre, Harrisburg, on February 21, caused by an overheated elevator motor. A performance was going on and although smoke entered the auditorium the spectators did not become alarmed and there was no danger of panic.

Edward J. Melniker, new manager of Loew's Regent Theatre, Harrisburg, Pa.

Nathan Appell, head of the Appell Amusement Enterprises, which control practically all the theatres of York, was a member of the committee on arrangements for the thirty-third annual meeting of the Outdoor Advertising Association of Pennsylvania, held recently in Reading. Mr. Appell helped to provide one of the main features of the meeting which was the showing of motion pictures of outdoor life in Pennsylvania. The delegates while in Reading attended performances in the Rajah and the Orpheum theatres.

Leading officials of the Comerford Amusement Company, of Scranton, which operates a big chain of theatres in the United States and Canada, attended the opening of a new Comerford theatre, in Waverly, N.Y., just over the Pennsylvania state line, on January 17. Municipal officials of Waverly were among the guests of honor at the dedicatory exercises.

Denver

L. WEIR, district manager for Producers, left last Tuesday after a several days' visit with A. G. Edwards, local branch manager. While here Mr. Weir supervised the change in the management of the State Theatre.

Ole Nelson, former manager of the Curran Theatre, Boulder, Colo., has been named as manager of the D. & R. Theatres of Denver, according to an announcement made last week by Rick Ricketson, one of the owners of the D. & R. chain. This position was created by the D. & R. Company because of his excellent record as a theatre manager of other theatres of the D. & R. Circuit. The three Denver houses to be under the management of Mr. Nelson are the Queen, Egyptian, and Washington Park.

A. G. Edwards, local branch manager for Producers, has left for a long sales trip in the New Mexico district. He will visit all the principal New Mexico cities.

I. C. Butterbaugh, one of the owners of the Eads Theatre of Eads, Colo., was a Denver visitor last Thursday.

A complimentary pass for twenty-two different Denver theatres was issued to each State Senator and Representative last week. The passes bore the name of the Senator or Representative to whom it was presented, together with the signature of Joe Roth, Secretary of the Denver Theatre Managers' Association.

D. S. Mitchell, district manager for Universal, was a visitor at the last meeting of the Denver Film Board of Trade. Mr. Mitchell is former president of the Los Angeles Board of Trade and made an interesting talk to the members present.

Cyril Wood has purchased the Palace Theatre of Hatch, N.M. The theatre was formerly owned and operated by R. A. Parsons, who has now moved to El Paso, Tex.

Denver will soon have a Vitaphone, according to present plans of Harry Huffman, manager of the Aladdin Theatre. The Aladdin is Denver's newest and best at the present time and it is no surprise to Denver theatre-goers that it would be the theatre to first install this new marvel of the industry. Installation will start about the middle of February.

Canada

HENRY NATHANSON of Regal Films, Limited, Toronto, brother of N. L. Nathanson, managing director of Famous Players' Canadian Corp., has gone to the Southern States for a quiet vacation.

The hockey team of Famous Players' Canadian Corp., Toronto, nearly suffered its first defeat of the season in the Toronto Industrial Hockey League, when it battled to a 4 to 4 tie in a game that went 20 minutes overtime with the Toronto *Daily Star* Sextette, the match taking place at Willowdale Arena. Famous Players won the league championship last season.

Although Leon Leonidoff, ballet master of the Uptown Theatre, Toronto, has gone to New York to assist in the preparation of special presentations for the Roxy Theatre, opening late in February, announcement is made that Leonidoff will return to Toronto in due time to resume his work with the Toronto house in association with Jack Arthur, director of presentations for Famous Players' Canadian Corp. In other words, Leonidoff has been loaned to S. L. Rothafel for the occasion. Leonidoff has been busy in Toronto for the past six years.

The firemen of Cobalt, Ontario, are having a wonderful time these days. As a result of the decision of the local authorities, there is a uniformed fireman at every performance at each of the two Cobalt theatres. The firefighters are not missing a show.

Lionel Harper, assistant manager and treasurer of the Tivoli Theatre, Toronto, of which Thomas Daley is the manager, has been appointed manager of the Trenton Theatre, Trenton, Ontario. Mr. Harper was well known as a sport enthusiast in Toronto.

Two of the exhibitors of Hull, Quebec, have been told to make changes in their theatres to comply with Quebec Provincial regulations.

The annual inspection of theatres at Ottawa, Ontario, showed that local theatres were in good shape with one or two minor exceptions. The top gallery of the Russell Theatre was ordered closed permanently and announcement to this effect was made in the local newspapers.

SCOTIA FILMS
Producing
TAM O'SHANTER
Immortalizing on the screen the
Scotch Bard, Robert Burns
HOLLYWOOD, CALIF.

South East

A FIRE prevention meeting was held Monday morning at 10:00 a.m. at the Imperial Theatre, Charlotte Film Board of Trade, of preventing fires in exchanges and theatres.

Wm. Conn, president of the Charlotte Film Board of Trade, was in charge, and opened the meeting by telling for what purpose it was being held and emphasizing its importance to everybody concerned.

Mr. Conn introduced E. F. Dardine, chairman of the Film Board, also manager of Universal exchange, who gave a talk on the different safety methods, of the danger in smoking around the exchange.

Assistant Fire Chief Palmer, of the Charlotte Fire Department, then gave a demonstration of how the alarm boxes were opened, showing how the alarm is turned in and what to do afterwards. He also made a short talk on the cooperation of the fire department with all exchanges and theatres.

This is the first meeting of this kind ever held in Charlotte and all employees connected in any way with the motion picture business were invited to attend.

A. B. Huff, of the High Point Amusement Co., High Point, N.C., is remodeling his Broadhurst Theatre, and has purchased a new ticket booth from the National Theatre Supply Co., and a Greenwood electric sign.

C. E. Drumbar, district manager of the Carolinas for the Publix Corporation, announced Saturday that Warren Irwin, now manager of the Imperial and Alhambra theatres, Charlotte, will also have charge of the New Carolina Theatre here which is under construction on North Tryon Street. The Publix Corporation has leased the new theatre from the Piedmont Realty and Development Co., and will present Keith vaudeville and Famous Players-Lasky productions. The theatre, costing approximately $350,000, will have a seating capacity of 1,700 people. It is scheduled to open February 28th. Formal announcement of plans for the opening has not been made.

Al. Barber, manager of the Superba Theatre, Raleigh, N.C., spent the week-end in Greensboro, N.C., with friends.

J. S. Wolfe, district representative for Producers Distributing Corporation, is spending several days in the Charlotte office, relieving Miss Pauline Dixon, cashier, who has been ill for the past week.

J. A. Conyers opened his new Pineville Theatre, Pineville, N.C., Friday, February 4th, to very good business.

W. G. Underwood, vice-president and general manager of the Liberty Specialty Film Distributing Corporation, spent Monday in the Charlotte office.

H. J. Paradis of the Oasis Theatre, Wilson, N.C., announces that he has taken over the City Hall Theatre, Smithfield, N.C., and will open for business shortly.

H. F. Kincey, general manager of the Publix-Saenger Theatres, Inc., Greensboro, N.C., left Wednesday night for New Orleans, where he will attend the formal opening of the new $2,500,000 Saenger Theatre.

W. D. McCloud, formerly owner of the New Theatre, Raeford, N. C., announces the sale of this house to P. C. McIntyre.

Daniel Worth has taken over the Derby Theatre at Covington (Latonia), Ky., from Harold F. Potts.

Mr. Spencer, manager of the Star Theatre, Clinton, Ky., is going out of business.

The official film of the Eucharistic Congress will be shown all week at the K. of C. Columbia Theatre, Louisville.

A new colored house has opened up at Winchester, Ky., under the name of the Lincoln Theatre.

Last week we stated that A. R Cheatham would become affiliated with First National as salesman. This statement is incorrect as Mr. Cheatham is not representing First National at the present time.

Ken Finley and Son, of the Opera House, Goldsboro, N.C., were Charlotte visitors the past week.

Bill Lenehan, manager of Producers and Distributors Corporation, has returned from a trip to Philadelphia.

N. L. Royster is still confined to St. Peter's Hospital but reports are that he is gradually recovering his strength and will be out in a short time. Mr. Royster is general manager of the Auditorium Theatre, Winston-Salem, N.C., which is owned by the Piedmont Amusement Company, Winston-Salem, N.C.

Warren Irvin, manager of the Imperial Theatre, Charlotte, N.C., has been appointed manager of the New Carolina Theatre, Charlotte, which is owned by the Publix Theatres and will open sometime in February with Keith vaudeville and pictures. Mr. Irvin is receiving the congratulations of his many friends in Charlotte on his promotion.

Harry G. Balance, district manager for Famous Players, spent several days in Charlotte the past week and we understand will spend several days in the Charlotte territory visiting the exhibitors.

Mike Smith, of the U. S. Army Picture Corporation, Washington, D.C., was in Charlotte Thursday arranging bookings for the different camps and hospitals.

E. D. Turner, of the Carolina Theatres, Inc., is spending a few days in Pittsburgh, Pa., attending a meeting of the stockholders of the corporation.

Salt Lake City

SETH D. PERKINS, district manager for Metro-Goldwyn-Mayer, returned here from Denver to remain the balance of last week.

A new salesman is working in this territory for Metro-Goldwyn-Mayer in the person of Jerry West, who has been transferred here temporarily from the Denver territory. All of the salesmen out of this exchange are still covering their respective territories.

C. C. McDermond and Gordon Thornberg of the McDermond-Thornberg Southern Utah Theatres Circuit, are in this city lining up the new season's product for the new theatre which they are building at Cedar City, Utah, and which will open about March 1st. It is as yet unnamed.

Marvin Peterson of the New Avalon Theatre at Fillmore, Utah, was in this city recently in the interest of his house, which opened up a few weeks ago.

John Rugar of the new Egyptian, Orpheum and American theatres at Park City, was also among exhibitor visitors last week.

The Utah exhibitors held a meeting in this city last week for the purpose of forming a new Exhibitors' organization.

Harry Ashton of the Columbia Theatre at Provo, Utah, was an exhibitor visitor in this city, as was Lee Stallings of the Kinema Theatre at Richfield, Utah.

L. T. Fidler, manager of the local office for Columbia exchanges, is in from an extensive sales tour of Idaho.

Branch Manager Lawrence J. McGinley of the Famous Players-Lasky Corporation here, is still covering the Montana section.

Manager George E. Carpenter of the Paramount Empress Theatre here, has been confined to his bed with the flu for several days. Carpenter has been appointed chairman of a committee of theatre managers at the legislature here for the purpose of ascertaining what can be done in regard to the Sunday closing bill.

Commissioner Harmon Perry of the Egyptian and Ogden theatres at Ogden, Utah, is in California for about ten days looking over the theatres and dance halls there, according to Louis Peery, also of the above mentioned houses. A new house is to be built by the Peery Brothers for both moving pictures and vaudeville at Ogden within the very near future.

Clyde H. Messinger, Educational branch manager in this city, is leaving right away for a six weeks' trip into Idaho.

J. L. Tidwell, Fox salesman, is in town from the Southern Utah section and will return there within a few days. John Trewhela is working in Montana and Bob Wallner has left his Idaho territory for New York, where he has been called to the bedside of his mother, who is ill.

Indianapolis

FLOYD BROWN, manager of First National Pictures, is new president of the Indianapolis Film Board of Trade, succeeding Oscar Kuschner, State Film Service head, retiring president.

Kuschner was elected vice-president and F. G. Heller, of Capitol Film Exchange, Inc., treasurer. Miss Marion McCullough is secretary.

Indianapolis exchanges were commended for fire prevention activities at a recent meeting at the Circle at which Manager Ace Berry was host. Under direction of Secretary Marion McCullough the meeting was arranged to promote fire prevention activities.

There was 100 per cent. representation of all exchanges. Speakers included: Floyd Brown, Film Board president; Fire Prevention Chief Horace Carey; Frank Jordan, National Fire Prevention Association president; Arthur Lyday, motion picture operators union manager, and W. H. Esch, retiring chairman of Film Board Fire Prevention Work. Dudley Williston, new chairman of fire prevention activities, was presented with a huge, red fireman's hat.

Cresson E. Smith, General Sales Manager, Midwest Division, United Artists Corporation, announced before leaving on a midwestern trip recently that Charles F. Schwerin has been appointed in place of W. J. Price as manager of the Indianapolis exchange of United Artists.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Public Dictates Course of Presentation

Prologue Type Popular but Success Depends on Artistic Qualities of the Photoplay

THAT advancement in the art as well as the form of motion picture presentation has been largely affected and moulded through public responsiveness and appreciation, is the opinion of Joseph Plunkett, a pioneer among the stagecraft artists who have devoted their talents to the development of motion picture entertainments in which stage effects are used in conjunction with the photoplay.

In his present capacity as managing director of the Mark Strand Theatre, Joseph Plunkett is presenting stage features of sufficient originality and magnitude to feature any Broadway revue. Almost every week Plunkett's efforts are revealed to the public as embracing magnificent color effects, an appropriate musical setting, costly and fitting costumes, surprisingly massive and artistic stage fittings and a well-timed movement that makes his program seem all too short.

Uses Two Types of Presentation

The succession of highly popular "Mark Strand Frolics," which Plunkett created during the past year has easily evidenced the fact that he ranks among the foremost in the presentation of this type of stage effort.

In the prologue type of presentation, Plunkett is equally distinguished.

There could be no greater example of Plunkett's mastery of prologue craft than his stage introduction for Samuel Goldwyn's "The Night of Love," the attraction at the Mark Strand the past two weeks.

This romance, in which Vilma Banky and Ronald Colman are featured, is the story of a beautiful princess and her gypsy lover. Outdoor scenes which reveal picturesque views of gypsy fetes were especially appropriate for prologue settings. In fact, representatives of the producer suggested a prologue that would show gypsies around a camp fire. They spoke of how effective it would be to devise a prologue using Victor Herbert's song, "Gypsy Sweetheart."

Selects Pictorial Subject

Joe Plunkett listened meditatively to all suggestions and said that he would "work out something."

In the first place, he picked out the most beautiful interior scene in "The Night of Love." This scene shows the Duke's banquet room. In the background is a broad and strikingly attractive stairway. In the foreground is the banquet table at which about forty guests are assembled.

It made one almost gasp to see how faithfully Joe Plunkett transferred that banquet scene from celluloid to actuality—even to details in costuming and the nature of food on the table. The Duke was there; guests were there; the Princess was there. And before Plunkett was through, the gypsies invaded the scene with an interpretive dance, and the gypsy lover appeared.

Popular Appeal of Prologue

The marked effectiveness of this prologue was easily observed when that sequence in "The Night of Love" in which the Duke's banquet hall is seen, is first shown on the screen.

"Prologue conception," according to Plunkett, "is largely influenced by the inspirational and artistic qualities of the motion picture. 'The Night of Love,' which I consider one of the most beautiful photoplays I have ever seen, particularly adapted itself to an elaborate presentation with very little effort on my part. Prologues and presentations will become increasingly more significant in accord with the public's growing appreciation of this type of presentation."

Dance Contest Featured at New Theatre, Baltimore

Harry Van Hoven, publicity representative of the Whitehurst interests in Baltimore, arranged a Black Bottom dance contest for the New Theatre in that city in conjunction with the "Baltimore Daily Post." The prizes offered amounted to $120 and each entrant was given a pair of tickets for the New and Garden Theatres.

The contest was conducted at the New Theatre the week during which Roscoe Ails appeared as one of the stage features.

Cedar Falls Theatre Caters Exclusively to Farmers

The Empress Theatre, of Cedar Falls, Iowa, was reopened ebruary 2nd, inaugurating a unique plan for small towns. This theatre is playing only that type of picture of interest to farmers and catering exclusively to farmers' trade. The theatre was redecorated, a small orchestra installed and admission prices dropped.

Equipment

Music and the Pictures

By P. M. ABBOTT

WE have often speculated about future developments of motion pictures. And there are any number of angles which can be ruminated over. Home movies, for one, has always been a subject which invited discussion, for the possible magnitude of this field is staggering.

As yet, no one really knows just how popular home motion pictures will ever become. Only today an announcement comes to our attention which promises a further test for the development of home movies through an elaboration of plans hitherto untried.

A new company is now at work in Hollywood producing features for exclusive release on 16 mm. film. This, of course, means only for home use. While picture producing for home showings isn't new or revolutionary, the plans for popularizing the pictures produced by this new company are.

Musical motion pictures are the basis for this new venture. The making of phonograph records especially adapted for use with a particular production and playing these records at the time the picture is shown is all there is to these musical pictures—technically, at least.

With the better phonographs made today, the appeal of operating a private show at home, along with special pictures and music, may all combine to make this new plan successful.

Anyway, whether synchronized phonograph music and pictures will eventually add any great stimulus to home movies, it is of interest to note that technical developments are again responsible for this opportunity of increasing the realm of pictures.

The constant bombardment of ideas and inventions, such as talking films, three dimensions pictures, motion pictures by radio, and the like, will eventually broaden this industry beyond the vision of any of us.

Castle Square Now Showing Pictures

Boston Theatre Was One of Oldest Stock Houses in Country

After nearly half a century as a stock theatre, the Castle Square Theatre, Boston, started on Sunday as a motion picture theatre.

The Castle Square Theatre was probably the oldest theatre to play continuous stock programs in America and upon its stage have been trained many of those who have since become famous as stars on the legitimate stage and of later years, in filmdom.

A. Payne, formerly manager at the Keith-Albee St. James Theatre, Boston, will manage the Castle Square Theatre under its new policy and the programs will be changed twice weekly. There is no change in ownership of the theatre.

Of the older downtown Boston theatres, only one is playing stock, the Keith-Albee St. James, which shifted two weeks ago from pictures and vaudeville; five of the legitimate houses are still playing legitimate programs; two of the legitimate houses are playing road shows, "Old Ironsides" and "What Price Glory?" and the remaining four have become regular picture theatres. This list does not include the motion picture houses which have presented nothing but pictures and vaudeville since being erected.

F. & R. to Present Patriotic Numbers on Special Bill

A special morning matinee for children, featuring patriotic numbers, will be given on Lincoln's birthday at the Garrick Theatre, Minneapolis. Patriotic societies, Parent-Teachers' associations, and a number of clubs are co-operating in the arrangement of this program with Miss Blanche MacDonald, newly appointed head of the department of public relations of Finkelstein and Ruben. Hostesses for the affair have been chosen from the local chapters of the Daughters of the Revolution and of the Children of the American Revolution.

This is the first of such programs which Miss MacDonald has arranged but she is already making plans for something of the same kind for Washington's birthday.

Riviera Annex, New Detroit House, Opens

The Riviera Annex, Detroit's newest palatial neighborhood theatre, had its formal opening Friday evening, February 4th. "Tin Hats" was the screen feature of the premiere program.

The Annex, an atmospheric theatre designed by John Eberson and built by the owners and operators of the Riviera, is directly opposite the latter house. The policy of the house will be to change its pictures three to four times weekly.

Free Candy at Children's Show

The management of the Majestic Theatre, Mansfield, O., is presenting each juvenile patron with a bag of candy at the Saturday afternoon matinees.

The MANAGER'S OFFICE

W. D. ASCOUGH, recently associated with the Pennsylvania Theatre Corporation and formerly manager of Poli's and the Palace theatres, in Hartford, Conn., has returned to that city to become manager of the new Allyn Theatre, scheduled to open in April. The Allyn will be operated as a high-class motion picture house.

EDWIN G. HITCHCOCK, well known on the Pacific Coast as motion picture critic, publicity director and theatre manager, has been appointed managing director of the United Artists Theatre in Seattle, Wash. He was critic for the Los Angeles *Record*, later becoming publicity director for the Forum Theatre there. Following this experience he became manager of the Criterion in Los Angeles. Hitchcock went to Portland, Ore., to become managing director of the Liberty and Rivoli theatres. He is 27 years old.

JACK O'CONNELL has resigned from Warner Bros. to resume management of the Temple Theatre at Toledo, O. The Temple is operated by the Collins Theatre Company. O'Connell has closed the house for the installation of Vitaphone apparatus and will re-open it February 26th with "Don Juan" and Vitaphone presentations as the attraction.

J. LUKE GRING is managing the new Capitol Theatre in Chambersburg, Pa. Gring, a well-known theatre man, is vice-president of the Chambersburg Amusement Company, builder and operator of the new house, which was erected at a cost of $185,000 and had its formal opening February 3.

JAMES QUINN, well-known showman from the East, has taken over the management of the State Theatre. Quinn replaces Jack Eaton, who has managed the theatre for the past year. Eaton will return to the production field. His present plans mean an affiliation with Grantland Rice in the production of a new series of sport reels.

BARRY BURKE is now district manager of all Publix theatres. He succeeded M. Feld and took over his new duties last Monday. Mr. Burke comes from Dallas, Texas.

Ambassador, St. Louis, to Offer Spring Style Show

Clara Bow in Elinor Glyn's "It" and a Spring Style Show have been booked for Skouras Brothers' Ambassador Theatre, St. Louis, the week of February 12th. The style show will be staged in co-operation with a leading St. Louis store. Several high class acts will be imported from New York.

"Young Fiddlers" Contest

The Rialto Theatre, Hamilton, O., is featuring a young fiddlers' contest every Wednesday night which, according to Manager Schwalm, is going over to big returns. The contestants are all pupils of a local instructor.

"Big Parade" Retuns to Albany

"The Big Parade" is scheduled for three days' return engagement at the Capitol Theatre in Albany, beginning February 14th.

Directs Fire Drills for Gray Circuit

Lalley Organizing System at New England Chain Houses

The William P. Gray Company in New England, operating 116 theatres, has engaged Lieut. F. W. Lalley, of the Boston Fire Department, on detached duty, to conduct fire drills in the theatres of the circuit. The drills started at the Merrimack Square Theatre in Lowell, Mass., of which David F. Perkins is the manager, and were so successful in instructing every employee his exact duty in case of fire, that the fire department official was engaged to direct the work for the circuit.

Each week every employee rehearses the part which he would have to play in the event of a fire. The drills are held either just before doors are open for a performance or just after the audience has vacated the theatres and they are unannounced by the manager who directs the drills when Lieut. Lalley is not present.

One result of the adoption of the drills is that an inspection of all exits and fire equipment is made daily by employees.

New Price Scale In Force at Harrisburg Theatre

On February 1st the State Theatre, Harrisburg, devoted to motion pictures and vaudeville, the largest and newest Wilmer & Vincent theatre in that city, announced a readjustment of prices of admittance which resulted in some increases. The new prices for night performances are 50 cents for the entire house except the boxes and loges, where the price is 65 cents. Heretofore the best seats outside the boxes were 50 cents and the price of the less desirable seats was 35 cents.

A flat rate of 35 cents was established for the afternoon shows except in the loges and boxes, where the price will be 50 cents. This means an increase from 25 to 35 cents for many seats in the rear of the first floor and the balcony. Children are now admitted for 25 cents, day or night.

Vitaphone Installation at Madison in Detroit

Vitaphone is being installed at the Madison Theatre in Detroit, the work being carried on during the showing of "The Fire Brigade" at that house. It is probable that the first Vitaphone attraction to play the Madison will begin its run immediately upon the close of the current presentation.

The Madison will be one of the first houses to offer Vitaphone presentations on a continuous policy at popular prices. "The Better 'Ole" and short features starring Elsie Janis, Eugene and Willie Howard, George Jessel and Reinald Werrenrath will comprise the initial program.

Merchants' Carnival at Troy

Louis Saperstein, manager of the American in Troy, is staging a merchants' midwinter carnival, which is attracting considerable attention. A king and queen will be elected and crowned at the theatre.

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Presentations at Seattle Second Run

Hamrick's Egyptian Offers Stage Revues as Weekly Feature

Stage presentations, elaborately produced and offered by well-known entertainers, have been introduced as a regular feature in conjunction with photoplays at John Hamrick's Egyptian Theatre, Seattle suburban house operating as a second run theatre. The presentations rival the stage numbers of a majority of the Pacific Coast's leading first-run houses.

The Egyptian shows, which were inaugurated two weeks ago, are miniature musical revues, arranged by Carl Mahne, house manager. Hamrick has engaged Jack Stern, well-known song writer, whose fame dates back to the composition of "I Wonder What's Become of Sally," as master of ceremonies. He was formerly featured at the Butler Hotel Rose Bowl in Seattle, and later was director of entertainment at the Club Lido, one of Seattle's night clubs. Stern is assisted by Miss Grace Hamilton. Several principals from the Fanchon and Marco Revues that play the Fifth Avenue Theatre in Seattle, later appear at the Egyptian as guest artists.

The musical program is divided equally between Harry Reed at the Wurlitzer and Bill Winders and his orchestra on the stage.

The Egyptian continues to maintain its leading second run policy, playing only the largest pictures immediately following their release from the downtown theatres. Program changes are made twice weekly, with the exception of the larger pictures which play a full week. Performances are given three times daily, with continuous shows on Sunday, and admission prices are 35c. and 50., with 10c. admission for children.

50,000 Orchestrations in Roxy Music Library

A musical library, said to be the largest theatre collection, topping even Eastman's at Rochester, which until now has held the record, is now being installed at the Roxy Theatre. It contains ten thousand numbers and fifty thousand orchestrations, the nucleus being provided by Victor Herbert's library which Roxy recently purchased from the late composer's daughter, Ella.

Seventy-five specially constructed asbestos lined cabinets with automatic locks already line the walls of the library, which is guarded by three librarians with Al Gaber in charge.

PROLOGUE AT THE STRAND

The castle scene from "The Night of Love" (United Artists) as reproduced on the stage of the Strand, New York, as a prologue presentation. The scene reproduced in detail the picturesque features of the motion picture sequence on which it was based

Ballet Heads Surrounding Bill at Capitol

An elaborate ballet titled "Milady's Boudoir" and devised by Chester Hale, is the principal feature offered at the Capitol Theatre, New York, in conjunction with "The General," the current attraction.

The leading role in the ballet is taken by Joyce Coles. She is assisted by the regular Capitol Ballet and the Chester Hale Girls. The conception is divided into five parts: (a) "Milady's Maids"; (b) "Milady's Pillows"; (c) "Milady's Flirtation"; (d) "Milady's Powder Puffs"; and (e) the Finale by Miss Coles and the entire ensemble. The settings were designed by Arthur Knorr, art director, and the costumes created by the theatre's wardrobe department, so that the "tout ensemble" has the benefit of unity of idea and design.

The Capitol Grand Orchestra offers as an overture, Hosmer's "Northern Rhapsody." The soloist for the weeek is Celia Turrill, mezzo soprano, who sings Grieg's "Solvejg's Song."

Prologue Staged at Strand With "McFadden's Flats"

A prologue presentation staged by Joseph Plunkett, managing director of the Mark Strand, New York, is the stage feature of the current program at that house, which has "McFadden's Flats," the Charlie Murray-Chester Conklin comedy, as the screen attraction.

The Strand's doors are opened daily at 10:30, starting with this engagement, with all seats selling at 35 cents for this morning performance.

Anderson Presentation on Paramount Bill With "It"

"Venetian Glass" is the title of the John Murray Anderson stage presentation on the bill with "It" at the Paramount Theatre, New York, this week. The stage divertissement is reminiscent of 17th century art, and features vocal and dancing talent.

Other attractions on the program are Jesse Crawford at the Paramount Wurlitzer playing "What Does It Matter?" and "The Mona Lisa," one of the Educational "Romance Productions." This is an unusual story of Leonardo da Vinci's famous painting and is done entirely in technicolor. In addition, Publix Theatres will present "The Rollickers," five song syncopators of wide radio reputation, and the Paramount News.

Double Features at Albany House

C. H. Buckley is now running double features first-run at the Clinton Square Theatre in Albany, with no change in admission prices.

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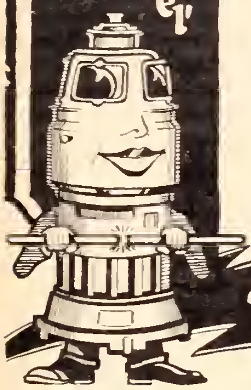

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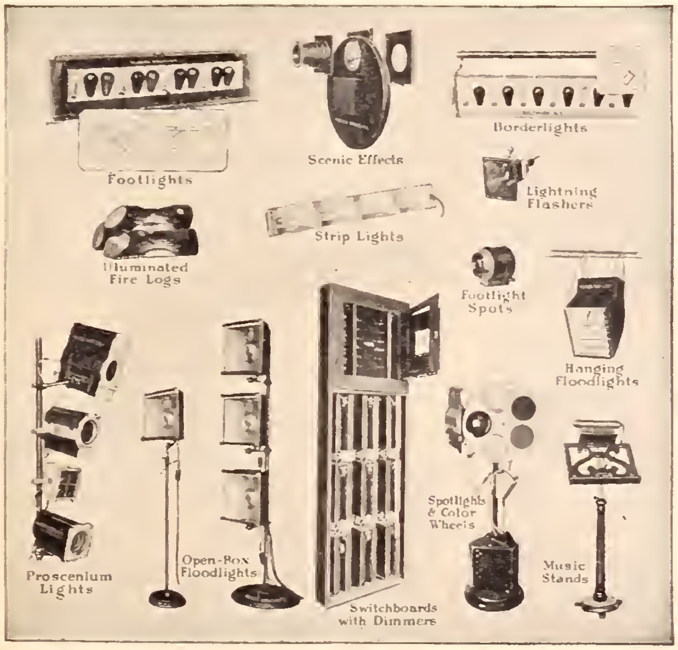

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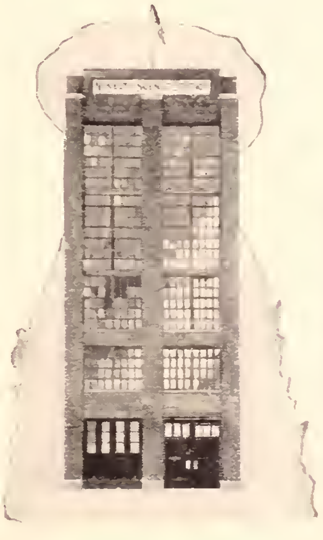

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TED BOCK AT THE WURLITZER

The expectant throng outside Fitzpatrick and McElroy's new Tivoli Theatre, Richmond, Ind., on the opening night

Fitzpatrick and McElroy Expand Circuit

New Tivoli Theatre is Eighth Indiana House; Purchased First but a Year Ago

FITZPATRICK AND McELROY, of Chicago, last week opened their eighth theatre in the State of Indiana, the handsome new Tivoli at Richmond.

The rapid expansion of this company's holding in the Hoosier State has created considerable interest, as it is only a little over a year ago that they purchased their first theatre in Indiana.

The Tivoli is a fifteen-hundred-seat house of attractive and dignified architecture, designed by Architect Donald Graham. Features of the front of the house are a decorative canopy and a forty-thousand-watt, 42 feet high, electric sign, swung from the corner of the theatre, which can be seen for blocks in four directions. The auditorium is built with a wide, five-hundred-seat balcony, and color is given by the beautifully decorated proscenium arch and panels on the side walls in which pastel shades of blue and lavender are touched with gold. The stage has been constructed on a large scale, so that it will accommodate any vaudeville act or road show, with dressing rooms with every modern convenience occupy the space under the stage. A Wurlitzer Grand, three manual pipe organ will furnish the music, and adequate ventilating, heating and cooling systems give promise of even temperature the year around.

The Tivoli Theatre will be under the management of Howard Waugh, formerly district manager of the Saxe Amusement Company, and at one time manager of the Alhambra Theatre in Milwaukee.

Fitzpatrick & McElroy Company made the opening of the Tivoli Theatre a gala event in Richmond, including a Tivoli queen contest, culminating in the crowning of the queen on the opening night. The prize in this contest was a trip to Hollywood for the winner and her chaperon.

The opening also was made a social event in the town, including luncheons for the club and society women of the city.

Fitzpatrick & McElroy are now completing another theatre in Muncie, Ind., which will be ready for opening in a few months. They also own three other theatres in that city.

Will Open Georgia Theatre About March 15

J. H. Wheeler, of Montgomery, Ala., owner of the Capitol Theatre in that city, and one of the best known exhibitors in this section, is planning to open his new theatre, the Grand, at Cedartown, Ga., about March 15th.

Mr. Wheeler began his career as exhibitor four years ago when he operated the Star at Tarrant City, Ala. Later he disposed of this property and opened the Grand at Wylan, going from there to Montgomery, where he has been exceptionally successful in the operation of the Capitol.

Universal Breaks Ground at Racine, Wis.

The new Universal Theatre at Racine has been started. It will be located on Main Street between 5th and 6th. Buildings now on the site are being razed, digging will follow immediately and construction rushed to completion. The theatre will seat 2,500. The building, which also provides space for commercial enterprises, has an 800 ft. frontage on Main Street, 120 ft. on Lake Avenue, and 145 ft. on 5th Street. $1,000,000 is being used in its construction. It is expected the theatre will open in September. Arthur Friedman, who is now managing the Rialto, will manage the new theatre.

Montana Playhouse Changes Hands

Quarter of Million Involved in Deal; Lessees Will Remodel

From Billings last week came the story of one of the largest theatre deals in the history of the State, having taken place in the selling of the Babcock Theatre building to Hyme Lipsker, Billings merchant. The Babcock, with a few stockholders. However, of L. C. Babcock and his mother, Mrs. A. L. Babcock with a few stockholders. However, the property stood in the Babcock name, and it is through them the sale was made, January 15. The deal involved a consideration of a quarter of a million dollars as well as improvements to the theatre building and the theatre proper, which will involve $90,000 or more.

Co-incident with the announcement of the sale of the theatre comes the news from the lessees, Eugene O'Keefe and Max Fregger, who will refurnish and re-equip the entire theatre. At least $40,000 will be spent on new chairs, drapes, rugs, carpets etc., and the seating capacity will be increased. The old pipe organ will be retained and additional new pipes will be added.

The theatre will be closed from June to September to allow for the remodeling.

Edward Miller, a theatre architect, who planned the decorating and equipping of the Egyptian Theatre in Seattle, Draper's Egyptian in Portland, the Hollywood in Portland and practically all the big theatres built on the Pacific coast in the past three years, has been retained to draw plans for the re-modeling, decorating and furnishing of the Babcock.

F. B. Shearer, Inc. of Seattle, will probably supply all the furnishings, if present plans go through.

A new ventilating and new heating plants will be installed as well as new lighting fixtures and a new lighting system.

A new fire-proof projection booth with the automatic curtain control will feature in the safety-first program.

Two of the most modern Simplex projecting machines, a double dissolving stereopticon and two spot lights are named among other improvements.

Waukegan, Ill., Permit Granted

H. C. Burnett, of the syndicate building the $1,000,000 theatre, office and store structure at Genesee and Clayton streets, Waukegan, Ill., was granted the permit a short time ago. The cost of the superstructure is estimated at $500,000.

Jamaica Lease to F.P.-L. Reported Closed

A MOTION picture theatre to seat 2,200 and an adjoining store building, involving about $500 000, is to be erected at Jamaica Avenue and Rocky Hill Road, Bellerose, L.I., N.Y., by Moss Brothers. The theatre has been leased to a subsidiary of the Famous Players corporation at a rental aggregating $525.000. The operation is being financed through the office of Charles C. Lockwood and Nathaniel Goldstein.

Bratter and Pollak Buy Theatre Site

Plan Erection of 2,000-Seat House in City of Nyack, N.Y.

It is announced through the office of Edgar B. Haines, a theatre specialist of Newark and New York, that Messrs. Bratter & Pollak, owners of several theatres in New Jersey, including the Hawthorne in Newark, the Embassy and Hollywood in Orange, and also connected with the Stanley Company of America, have assembled several plots of property at the corner of Broadway and High Avenue in the city of Nyack, N.Y., for the erection of a theatre that will be the last word in theatrical construction.

It is planned to erect a complete, modern, fireproof building of the latest design. The auditorium will contain over two thousand seats all on one floor. The stage will be over thirty-five feet deep and will be so arranged that it can be used for any kind of professional shows as well as for such local affairs as will require stage presentation.

Messrs. Bratter & Pollak will spare no expense to give the people of Nyack and vicinity, not only the best talent obtainable in the musical field and in motion pictures, but they have employed experts to make the house as comfortable as human skill can make it. The ceiling will be of the dome type and the lighting effects will be indirect.

The latest approved oil burners will be used to heat the theatre in the winter and forced ventilation will be employed throughout the summer.

The same type of organ as that in the Oritani Theatre at Hackensack will be installed in connection with facilities for an orchestra.

The front of the building will contain a beautiful lobby in the center and there will be a store on each side of the entrance. Pressed brick and terra-cotta will be used in connection with steel and concrete throughout the building.

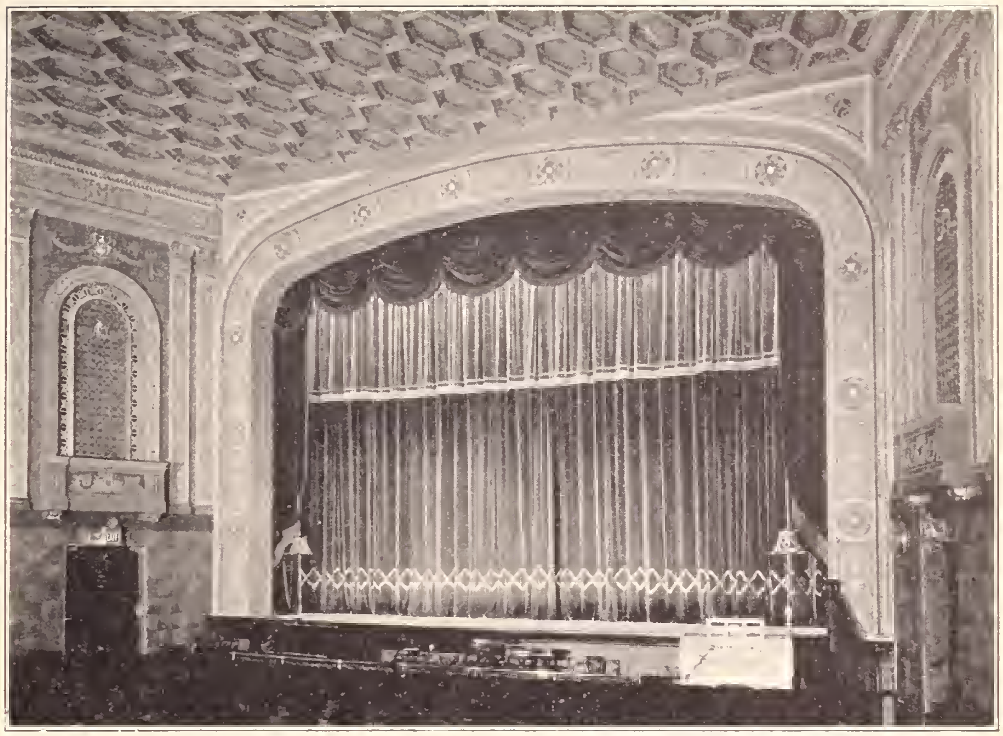
William E. Lehman, of Newark, N.J., an architect of well known ability in the theatre field has been selected to draw plans for the enterprise.

H. J. McGinley, of Nyack, N.Y., represented the sellers of the property and Edgar B. Haines, of Newark, represented the buyers.

Two More New England Firms Organized

AUDITORIUM Realty Corporation has been organized at Salem, Mass. to handle theatre realty, with capital of $50,000. Incorporators are Veronica M. Cavanagh and Elizabeth M. Carleton of Lynn, Mass., and Charles J. Geldman of Swampscott, Mass.

Independent Theatre Supply Co., Boston, has been incorporated. Incorporators are: president and treasurer, Edwin K. Hosmer, long identified with the theatre supply business in New England, of 7 Haviland Street, Boston; clerk, Dan Dalziel.



Proscenium arch of Fitzpatrick and McElroy's newly opened Tivoli Theatre, Richmond, Ind. Note the spacious stage

Schoenstadt's Piccadilly Opened to Public

Marks Rise of Owner's Career as Great Showman and Builder of De Luxe Theatres

SCHOENSTADT & SONS, Piccadilly, at Hyde Park Boulevard and Blackstone, Chicago, opened its doors Monday and adds one more magnificent neighborhood theatre to the splendid array of these houses now in operation.

This three-thousand-seat theatre in the heart of Hyde Park is a triumph of the builders' arm, a triumph of persistent effort and the realization of a splendid dream of the builder.

The structure, which is a combination of hotel and theatre, shows in its interior architecture the influence of the Byzantine, with touches of Moorish and Spanish building art. The lobbies are spacious and in the decorations of the auditorium itself there is a liberal use of color and marble statuary. The stage is large enough for the presentation of the largest shows and embodies movable orchestra platforms and other latest equipment. The orchestra pit also can be elevated above the level of the stage and the same is true of the console of the great Kilgen organ, which is said to be one of the largest and finest instruments installed in any Chicago theatre.

Children's play rooms, where mothers may leave their youngsters to be cared for during the performance, elaborate lounging rooms and cosmetic rooms with divans and cushions are luxurious features of this new house.

Albert E. Short is director general of music at the Piccadilly, directing the pit orchestra, and will produce the elaborate stage presentations at this house. Dan Russo and Ted Fiorito, with their Edgewater Beach Oriole Orchestra, are features of the stage productions, and Leo Terry, noted organist, presides at the console of the big Kilgen.

The ushers are a handsome uniformed and well set up body of young men, who have been trained by Major Louis Lazar, a winner of the Croix de Guerre.

The opening of the Piccadilly is the culmination of Herman Schoenstadt's career as a showman and marks the rise of his firm from the time twenty years ago when he opened his first theatre at 49th Street and Ashland Avenue, with a $2,000 capital. After many vicissitudes he put his first house on its feet and acquired another theatre, the Ashland. Next he took over the Archer, built the Atlantic, and with the aid of his two sons, Arthur and Henry, has, step by step, built up his theatrical holdings until, as owner of the Piccadilly, he ranks as one of the biggest theatrical powers in Chicago.

The public premier of the Piccadilly on Monday came after a three-day celebration in Hyde Park, the high-class district in which the Piccadilly is located. The first day the American Legion, Business Men's Association and other organizations staged a big parade to the theatre, where they were welcomed by Messrs. Schoenstadt. On Sunday the invitation performance was given before a crowd which packed the big house and on Monday, the official opening day, police were required to handle the crowds which flocked to obtain admission.

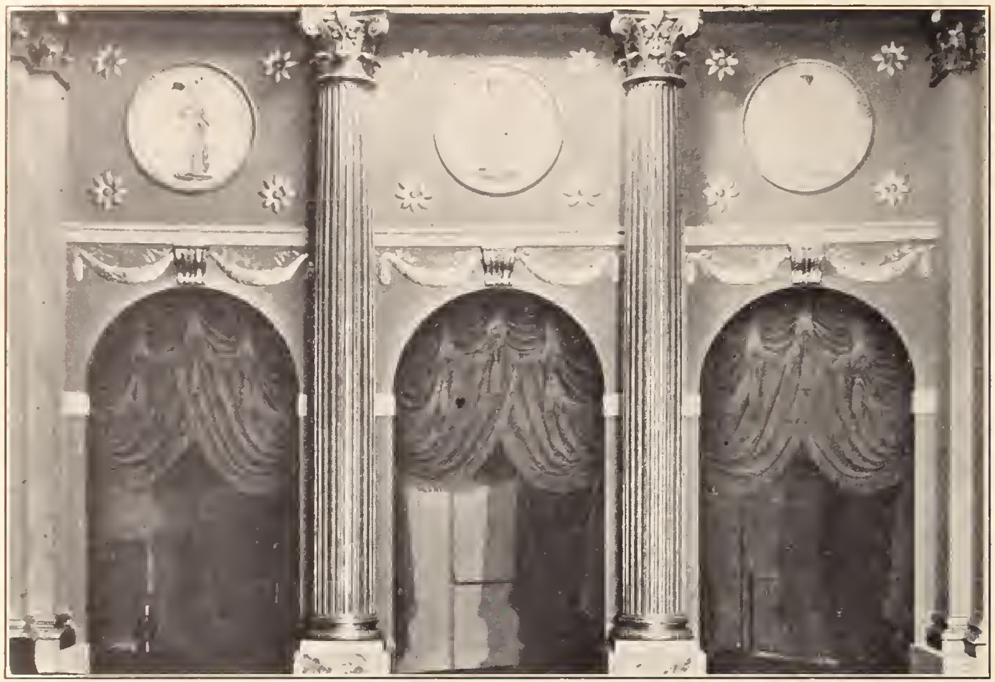


Photo above shows a portion of the new State Theatre, Hartford, Conn., and part of the draperies furnished by the Novelty Scenic Studios. This theatre seats 3,700 on the main floor

Arthur Smith with Roxy

Appointed to Supervise Projection in New York City's Largest Theatre

With a long and splendid record of achievement in the projection field, Arthur J. Smith, for the past seven years chief projectionist at the Capitol Theatre, New York City, has been appointed by S. L. ("Roxy") Rothafel to take charge of all matters pertaining to projection at the new Roxy Theatre, Seventh Avenue and 50th Street, New York, when that huge playhouse opens the early part of March.

It was natural that "Roxy" should turn to "Art" Smith when ready to make this appointment; they were associated for a long time at the Capitol and it was at this theatre that Smith and Roxy put their heads together to unravel many a knotty problem that would arise from time to time. These two, in collaboration, were instrumental for the development of many lighting and projection features now in general use.

Arthur Smith is forty-three years old and entered the motion picture industry at an early age in the capacity of partner in a 121-seat theatre in one of the New England states. Following this venture, which was successful as any at that stage of the business, Smith turned to the projection end, a branch where his foresight told him, good men would be needed.

One of his earlier affiliations, that with D. W. Griffith, perhaps stands out as the most productive of new ideas up until his appointment at the Capitol Theatre. With Griffith, he opened the Liberty Theatre with the first New York City presentation of the "Birth of a Nation." Following this, he opened "Intolerance," and has since, with the exception of th enew Paramount, been in charge of practically every new Broadway motion picture theatre on its opening night; a night that every man in the projection booth is tense and mindful of the fact that the faulty handling of apparatus or some other error may ruin the whole performance.

Smith was also with D. W. Griffith when that famous director and producer went to England to secure shots for "Hearts of the World." This time Smith played the additional role of camera man. This trip was made during the Great War and involved being perched in captive balloons, and rides in airplanes in order to get the pictures Griffith wanted.

It was after the European trip that Smith was appointed to his post at the Capitol Theatre, a position where he demonstrated his fitness for his present appointment.

Some idea of a part of the projection equipment of the Roxy which will be under Smith's supervision is given in the following:

Six Simplex projection machines will be installed along with six high intensity color floods. Also, twenty-four Brenkert spots of 150 amperes each.

The screen of the new Roxy will be 44 feet wide, twice the size of the one in use at the new Paramount—and said to be the largest in the world. It is of ample size for the Spoor invention and will undoubtedly be used for that purpose as the occasion arises.

Harry Hellman Buys New Albany Theatre Site

Harry Hellman, who has owned and operated the Royal Theatre in Albany for a number of years, purchased a site last week for a new house, which he will erect near the corner of Clinton Avenue and Northern Boulevard. The house will have a seating capacity of about 1,000 persons, and will be built during the spring and early summer.

Markowitz Bros. Get Godard Theatre

Former Lessees of Sacramento House Move to State

Markowitz Bros., lessees of the Godard Theatre, Sacramento, Cal., and owners of the Western Amusement Company operating a circuit of motion picture theatres on the Pacific Coast, recently announced that they will remodel the Godard house to the extent of a complete set of new carpets, 100 new loge seats, new drapes, installation of a new organ and the entire redecoration of the interior.

The lease on the Godard held by the T. & D., Jr., circuit expires February 28, and that circuit moves up to the State Theatre, which is also to be remodeled.

Markowitz Bros. are also said to be negotiating for further expansion through Superior California, their liking for this section shown by the long lease (ten years) taken on the Godard.

Universal Opens First of New England Chain

The Capitol Theatre, Lowell, Mass., the first house to be completed for Universal's proposed New England chain of motion picture theatres, was opened Monday night. It has a seating capacity of 1,100 and plays a combination policy of pictures and vaudeville. It is a suburban house.

The next Universal house to be opened in New England will be the Capitol in Somerville, a 2,200-seat house which is heralded as one of the show-places of New England. It will have its premiere performance on Washington's Birthday, February 22nd.

Glendale Theatre Permit Issued

A building permit for the erection of a two-story concrete structure containing a theatre and three ground-floor stores has been issued to Walter and Louise A. Vernon, residents of the Riverside Drive section of Glendale, Cal. They expect to lease the house on its completion. Work will start immediately, it is said.

Arthur J. Smith

J. H. Hallberg Busy Compiling Data

Also Investigating and Testing New "Effect" Apparatus

It is reported that the laboratory of J. H. Hallberg is now busy compiling important data concerning the efficiency of all kinds of rectifying and current controlling devices.

These tests not only include the ordinary electrical tests, which discloses the efficiency, but they also go into the matter of power factor so that when ultimate efficiency figures are obtained they will represent a true state of affairs.

Mr. Hallberg also states that he is investigating and testing several important additions to the projection in modern theatres, and that he is developing a line of new "effect" apparatus which it is claimed will produce startling results on the stage and screen. It is possible that one of the large makers of stage lighting appliances may become interested in this branch with Mr. Hallberg, in case he should decide not to distribute the new apparatus himself.

National's San Jose House to Be Overhauled

James Beatty, vice-president and general manager of the National Theatres Syndicate, which owns the American, National and Jose theatres, San Jose, Cal., has announced that his company will spend $50,000 to redecorate and renovate the American Theatre. This will include new seats, new lighting system, new drapes, scenery and stage fittings and an entire renovation of the organ and projection equipment.

A large force of workmen will be employed between the hours of midnight and noon so that operations will not hinder daily performances.

Ironwood Amus. Co. Plans New Mich. House

The Ironwood Amusement Corporation, A. L. Picker, general manager, is planning a new theatre in Ironwood, Mich., and will start construction this coming spring. The theatre will seat approximately 1,200 and will be put up at a cost of $150,000. The theatre will be built to accommodate vaudeville, motion pictures and road shows. The Ironwood Amusement Corporation is now operating the Rex Theatre at Ironwood, Mich., and the Rivoli Theatre at Hurley, Wis.

"Massasoit" Name for New A. S. Friend Theatre

The new theatre to be erected for Arthur S. Friend interests on the site of the Massasoit Hotel at Springfield, Mass., will be named the Massasoit. General contract has been let to the T. D. Harrison Construction Co. of New York by Architect A. W. Johnson of New York. The Ernest F. Carlson Co. of Springfield will do the actual construction work.

Oregon House Buys Wurlitzer

The Beaver Theatre, Goldhill, Ore., has placed an order for a new Wurlitzer organ and expects to make the installation in the near future.

Outlines Projection Rules for Alberta, Can.

G. P. BARBER, Edmonton, chief inspector of theatres for the Province of Alberta, has given a brief outline of the laws governing projection machine operators in Alberta theatres. The projectionists are required to pass their apprenticeship and also three government examinations in electricity, mechanics, care of appliances and public safety. No boys are allowed to work in projection rooms and no apprentice can be under the age of 18 years. Projectionists work in five-hour shifts.

A projectionist's license can be cancelled for failure to produce his license on demand; permitting an unlicensed person in the projection room while an audience is in the theatre; operating a machine while under the influence of liquor; smoking or permitting smoking in the projection room; reading while operating a machine; maintaining a dirty projection room; projecting more than 90 feet of film per minute; failure to report any film fire or defective machine; keeping or storing material of a combustible nature in the room and other reasons.

Plans Filed for $250,000 Bronx, N.Y., Theatre

Plans filed recently with the Bronx Bureau of Buildings, Bronx, New York City, indicate that a $250,000 motion picture theatre is to be erected on the east side of Ogden Avenue, 75 feet north of 166th Street. The Ellgold Realty Corp. is listed as owner of the proposed structure and Cohen and Siegel as architects. The theatre will be one story in height and of brick construction.

Comerford May Build New Carbondale House

It is rumored that the Comerford theatre interests of Pennsylvania may build a new house in Carbondale, Pa., a community adjacent to Scranton, although no official statement has been issued from the Comerford headquarters. The old M. & M. Bank building on North Main Street has been mentioned as the possible site.

Portland Amus. Co. Obtains New Suburban Site

Woodstock, a suburb of Portland, Ore., will soon have a new motion picture theatre, according to a recent promise made the citizens of that community by D. Solis Cohen, representing the Portland Amusement Company. Mr. Cohen said that his company had already obtained a site at Forty-third and Woodstock Avenue for the projected theatre.

Central Michigan Theatre Opened by Gibbs

One of the most up-to-date of the smaller motion picture theatres in central Michigan is the Ideal, at Ithaca, recently opened by Ethel and James P. Gibbs. The house seats close to 400, has a stage 24 feet wide by 16 deep, an attractive marquee adorning the front and everything in the way of modern equipment throughout.

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Permits Issued for Two Erie, Pa., Theatres

Permits for two motion picture theatres have recently been issued at Erie, Pa. The most recent one, calling for the construction of an 800-seat house to be erected on Eighteenth and Poplar streets, went to the Phillips Company and named Vincent Manarelli as owner.

About a month ago, Louis Moski, contractor, was granted a permit for a similar venture at Twenty-sixth Street and East Avenue.

Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

Sidestepping Generator Problems

THEATRES today are experiencing a transition stage as regards the use of generating equipment for supplying electric energy to the various projection devices now being used in projection rooms over the country.

In the comparatively short space of four years the reflector arc and high intensity arc have established themselves as the standard types of sources for supplying the increasing illumination levels in theatres, so that the old, heretofore commonly used type of vertical arc is becoming a rarity—indeed, seldom encountered, except, perhaps, in the small country town houses.

Where formerly the vertical arc, as used with condensers, had its own way and was quite the accepted thing, now the general run of theatres are clearly divided into two distinct groups as regards the matter of light sources. And strangely enough, these two groups are at opposite ends of the poles, so to speak, in the matter of current required to operate each source.

On one hand we have a group of theatres, ranging in size from small houses to pritty fair sized ones, which largely depend upon the reflector arc as the source of screen illumination, and on the other hand we have the large de luxe houses of great width and still greater depth where nothing but the high intensity arc, with its high brightness, will meet the conditions.

Now the current requirements of these two sources is such that a large gap exists between them, wherein lies the source of grief of many a theatre manager. To be more explicit, the reflector arc type of source uses anywhere from 15 to 25 amperes whereas the high intensity arc, as commonly used, employs 125 ampheres. It is quite true that 50 and 75 ampere sizes of high intensity arcs are available, but practically none of the first size and comparatively few of the second size are being used.

Upward Trend in Illumination

The reason, undoubtedly, lies in the fact that with these smaller sizes the intensity of screen illumination is not appreciably better than what could be provided by a reflector arc of 25 amperes capacity so that the odds are all in favor of the latter source, due to its low current requirements.

Then, too, if a theatre owner is at all in the frame of mind to consider the high intensity arc, he is more than likely to go immediately to the largest available size instead of attempting to draw the line too fine in the matter of screen illumination. The guiding rule seems to be "Better be safe than sorry."

At any rate, there appears to be but few installations of the lower sizes of high intensity arcs and, indeed, the trend seems to be ever upward since now no small number of theatres are changing to the use of 150 amperes with 16 mm. carbons in an effort to reach for still higher screen intensities.

The Joker in the Deck

The widespread use of the reflector arc has naturally brought along with it a special type of low capacity motor-generator outfit in order to permit obtaining the fullest measure of economy from the operation of these units, so the splitting of theatre sources into two widely separated groups has resulted in the virtual disappearance of those medium sized generators of 50 to 80 amperes capacity.

If the theatres of today used nothing but motion picture projectors, all would be "hunky dory" in a manner of speaking, and all this chatter about generators would be unnecessary.

Now, to get down to the meat of the discussion, these very important auxiliary devices, which are used to provide the frills and finishing touches for adding pep to the program, all require in the neighborhood of 60-80 amperes for satisfactory operation and no small number of theatres are waking up to the fact that under the present conditions of motion picture projection, they are left without visible means of support, so to speak, as regards a source of current supply for these units.

Solution to the Problem

Where reflector arc generators of low capacity are being used, about the only satisfactory solution lies in using another generator for operating the spotlight, slide projectors, and effect machines, which at best appears to be a rather expensive penalty for the privilege of using the reflector arc.

With the high amperage generators no trouble, of course, is encountered where the multiple type is used, although the series type imposes a penalty of its own in the way of wasted power through a special resistance to permit the flow of the full generator current of 125 amperes.

Apparently, no small number of the series type of motor generator set is being used because we have received quite a few requests for information on the best manner of operating relatively low amperage projectors on such generators.

Before making answer to these requests, we decided to refer the entire matter to some person whom, we thought, could give an authoritative expression of opinion and, since we could think of no better qualified man than J. H. Hertner, of the Hertner Electric Company, Cleveland, Ohio, we accordingly asked him for his views on the matter.

This he has kindly done, and his letter is as follows:

Mr. Hertner's Answer

"Gentlemen:

"The writer has your letter of the 7th, relative to the use of the double dissolver on one of our 125 ampere series type generators.

"Your letter does not make it clear as to how many amperes these people wish to use. However, the general plan for the use of the double dissolver would be as follows:

"Supposing the current consumption was 50 amperes at the arc on the Brenkert, provisions would have to be made to absorb 75 amperes through a shunted resistance, and with 55 volts drop across the arc the resistance would have about 0.7 ohms, and would have to, of course, carry 75 amperes continuously. The two arcs of the Brenkert would then be wired in series with a short circuiting switch and a ballast across each arc.

"To operate one arc the carbons should be brought together, the short circuiting switch opened, and the arc should be drawn in the usual way. To operate both arcs simultaneously, the carbons of the second arc should be brought together and the short circuiting switch opened. The arc could then be drawn as usual.

"In the latter case the 125 amperes from the generator would divide 50 amperes to the arcs in series and 75 amperes through ballast resistance in series. In the case of one arc, divide 50 amperes to the Brenkert, and 75 amperes through the ballast. As far as the generator is concerned, it would then run on the same sort of load that it does when operating projectors at their normal 125 ampere current.

"It might be added, too, that this Brenkert could be put in series with the motion picture projectors in the wiring scheme and used in conjunction with them as long as *only two* arcs are operated at any one time.

"I am enclosing a sketch to make this clearer to yourself.

"Thanking you for your good wishes, I beg to remain,

"Very truly yours,
"THE HERTNER ELECTRIC CO.
"(Signed) JOHN H. HERTNER."

The diagram Mr. Hertner enclosed showed two motion picture projector arcs and two arcs of the Brenkert double dissolver all connected in series to form the generator load. Across each of the motion picture projector arcs, so as to bridge each, was connected a short-circuiting switch and across each of the arcs of the Brenkert was connected a short-circuit switch, and also a shunt resistance of 0.7 ohms. While these last two arcs are in operation, each shunt resistance would carry 75 amperes, so that the loss of power in each would be 75 x 75 x 0.7=3938 watts, and in the two a total of 7876 watts would be lost.

Newspaper Opinions on New Pictures

"The Scarlet Letter"—Metro-Goldwyn-Mayer, Cleveland

Times: "Lillian Gish is inspired in her portrayal. One of the most precious contributions of the screen. . . . The photoplay is beautiful. . . . A highly artistic film, excellent as a medium for emotional upheaval."

Rod La Rocque's latest appearances on the screen is in the Prod. Dist. Corp. feature "The Cruise of the Jasper B"

News: "Excels everything we've seen of recent date. . . . Only a master could have built it. . . . The cast is flawless."

Plain Dealer: "Seastrom's best. . . . The Hawthorne tale is as vivid and sympathetic as one finds it on the printed page. . . . In many respects more moving and dramatic than the original tale. . . . The work of a directorial genius. . . . Lillian Gish has risen to her highest mark. . . . 'The Scarlet Letter' is most highly recommended."

"The Scarlet Letter"—Metro-Goldwyn-Mayer, Detroit

Free Press: "Lillian Gish is very aptly cast. Is likely to take a new hold on the affections of her followers. . . . A vehicle that suits the delicate beauty and the sweet girlishness of Lillian. . . . A picture that is likely to run along to fortune. . . . A very convincing portrayal of a great story. . . . The supporting cast is capable."

News: "As lovely a group of pictures as the eye could hope to rest upon are revealed in 'The Scarlet Letter.' . . . Combines beauty and authenticity of scene seldom approached in a motion picture. . . . Filmed with a sincerity and courage that should carry it straight to the hearts of all intelligent and discriminating theatregoers. . . . Too much credit cannot be given to Victor Seastrom for his handling of the production."

Times: "Nathaniel Hawthorne's tale has made ideal screen material. . . . Seastrom has fully captured its spirit and as a result has produced one of the best dramas of the year. . . . Lillian Gish's characterization is done in her best manner. . . . Excessively human. . . . 'The Scarlet Letter' is movie fare for the discriminating. . . . Will need no ballyhooing to insure a long and prosperous engagement."

"Lunatic At Large"—First National, Hippodrome, New York City

Times: "Leon Errol, stellar light in this comedy, gives a performance that could hardly be improved upon. There are comic interludes that elicit chuckles and then there are hilarious sequences that evidently appealed to the audience yesterday afternoon. This comedy is so good that it seems short, a true recommendation for any shadow entertainment."

World: "A most delightful exhibition of foolishness carried off by one of the most effective of our screen comics. How long, one wonders aimlessly, will Leon Errol continue to look upon the films as mere avocation."

Herald-Tribune: "A fast moving but always coherent comedy with a most ingenious plot. The scenes in the daffyhouse are extremely amusing—not the conventional thing at all."

Morning Telegraph: "'The Lunatic At Large' as a 'laugh-getter' is all wool. While crowded with humor, much of which is subtle and hilarious, the film does not lack thrills. Errol's antics on top of, in, and under a dirigible are as fraught with excitement as the wildest fan could demand. 'The Lunatic At Large' will leave you weak in the knees from laughter."

Daily News: "A large number of persons will laugh at this picture. I feel sure of that, because Monday's Hippodrome audience kept up a fusilade of giggles, chuckles and guffaws."

Edmund Lowe, whose work in "What Price Glory?" received much praise from the critics

Evening World: "'The Lunatic At Large' with Leon Errol comes to provide light entertainment and hilarity at the Hippodrome."

Evening Journal: "Errol's well-known trick legs and the scenes aboard the dirigible brought much appreciation from the audience."

Graphic: "Errol riotously funny as 'Lunatic At Large.' The Hippodrome this week has outdone all previous efforts in the cinema slice of its entertainment bill. 'The Lunatic At Large' is hilarious, riotous, clever comedy. The inimitable leg antics of the star, Leon Errol, alone would make the picture, but besides that there is a real plot, chock full of humorous incidents and laugh-provoking situations."

"When a Man Loves" and Vitaphone—Warner Bros., Selwyn Theatre, N. Y. City

Times: "Made an emphatic impression upon a brilliant gathering. Good entertainment with Mr. Barrymore in a gallant role. . . . Dolores Costello is extraordinarily beautiful. . . . Vitaphone . . . this orchestra effect was so good that there were many in the audience who forgot until the last minute there were no musicians in the pit."

Herald-Tribune: "John Barrymore . . . if you love his pictures, you'll love 'When a Man Loves.' . . . Dolores Costello is an exquisitely beautiful creature, and she is also a charming actress. *Manon* is the best thing she ever has done and anyone would be foolish to miss seeing her. . . . The picture is one of the handsomest things ever produced."

News: "There is plenty of action and the film certainly is not dull. . . . Miss Costello is beautiful."

Morning Telegraph: "A production of sheer beauty. . . . Dolores Costello acquits herself nobly. Barrymore is at his best. . . . 'When a Man Loves' will be acclaimed from the housetops. . . . The third Vitaphone show made the audience hold its breath."

Morning World: "Mr. Barrymore probably never worked either so hard or with such apparent sincerity. . . . The beauty of Dolores Costello is given its full play. Vitaphone . . . this device continues to be most amazing."

Evening World: "Excellent audience picture and will please Barrymore admirers. . . . Dolores Costello's *Manon* is satisfying."

Sun: "Warner Bros. with the same Mr. Barrymore who made a box-office sensation of 'Don Juan' have probably done the same for 'When a Man Loves.' . . . Miss Costello comes off, as usual, with a few more laurels to her credit. . . . Vitaphone is still supreme in its field."

Journal: "*Manon*, as played by the exquisitely languid Dolores Costello, is made sympathetic and Barrymore is dashingly romantic. . . . There's plenty of action."

Graphic: "It is a remarkable film in many ways. . . . Dolores Costello is the most exquisite actress on the screen. . . . The sets are remarkable, the photography splendid, and the direction fine."

Post: "The Barrymore profile and a happy ending combine to push 'When a Man Loves' into that group of films labeled 'sure at the box office.'"

Antonio Moreno, featured in the recent Paramount release, "It"

Mirror: "An impassioned love story played with palpitating abandon by John Barrymore and Dolores Costello. . . . Miss Costello is an astounding revelation."

American: "Is safely set for an indefinite run at the Selwyn Theatre. . . . Warner Bros. have been casting the foremost actor of the stage . . . in box office bets. . . . Dolores Costello is simply exquisite. . . . Dolores has beauty, ability and a generous supply of what Madame Glyn delicately refers to as 'It.'"

Telegram: "As an artistic achievement, the new 'special' has considerable claim to distinction. . . . Dolores Costello, than whom there is none more lovely in the shadow world, presents the best performance of the evening."

George Fawcett, who was last seen in the Metro-Goldwyn-Mayer production, "Flesh and the Devil"

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7300 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Fourth Commandment, The	Belle Bennett	Universal	7560 feet	Oct. 30
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Josselyn's Wife	Pauline Frederick	Tiffany	5800 feet	Dec. 11
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M.McAlister	American Cinema	5632 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5640 feet	Nov. 6
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E.Roberts-H.Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E.Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures	5834 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R.Ince-M.Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J.Gaynor-W.McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Kentucky Handicap, The	Reed Howes.	Rayart	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6350 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R.McKee-E.Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5579 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	

Feature	Star	Distributed by	Length	Reviewed
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5300 feet	Jan. 7
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Sin Cargo	S. Mason-R. Frazer	Tiffany	6100 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6500 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O.	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany		
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
General, The	Buster Keaton	United Artists	7440 feet	
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Magic Garden, The	M. Morris-R. Keane	F. B. O	6807 feet	
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	5434 feet	
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M. Davies-O. Moore	M-G-M		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	Special Cast	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pict. (S.R.)	5 reels	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Burnt Fingers	E. Percy-G. O'Hara	Pathe	6 reels	
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal		
Don Mike	F. Thomson-R. Clifford	F. B O		
Easy Pickings	Nilsson-K. Harlan	First National		
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe		Feb. 27
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M. Prevost-C. Ray	Prod. Dist. Corp		
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr.	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures		
It	A. Moreno-C. Bow	Paramount	6452 feet	
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
Macushla (tentative)		Fox		
Marriage	V. Valli-A. Durant-G. McConnell	Fox		
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	
Midnight Watch, The	R. Stewart-M. McAlister-D. Torrence	Rayart		

Feature	Star	Distributed by	Length	Reviewed
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	ColumbiaPictures		
Princess From Hoboken, The		Tiffany		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows ofSatin, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4953 feet	
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Bachelor's Baby	H. Chadwick-H. Meyers	Columbia		
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Brides Will be Brides	Laura La Plante	Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The	L. Fazenda	Fox		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Flaming Timber		Tiffany		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	Leo Maloney	Pathe	6 reels	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	6 reels	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Somewhere in Sonora	Ken Maynard	First National		
Sonora Kid, The	Tom Tyler	F. B. O		
Speed Boy, The	Dick Talmadge	Universal		
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut-K. Thomson	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		
Wild Geese		Tiffany		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	Norma Talmadge	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A.Menjou-L.Brooks.	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prcvost-H. Ford-T. Edeson	Prod. Dist. Corp		

Feature	Star	Distributed by	Length	Reviewed
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	Clara Bow	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Snowbound		Tiffany		
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Tale of a Vanishing People		Tiffanv	6500 feet	

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter-L. Wilson	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall- D. Gilmore	Paramount		
Squads Right		Tiffany		
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Along Came Fido	"Cartoon"	Bray	Jan. 1	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Jan.	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Mar. 7	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid me, Monk	"Mr. X" (Monkey)	Bray	Mar. 5	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 15	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 15	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb.	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat		2 reels	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Mar. 16	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov.	reels	Dec. 1828..2
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 5	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Dec. 5	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov. 14	2 reels	Nov. 6
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Sept. 5	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougal Alley Kids"	Bray		2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	Jan 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 10	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 15	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Feb. 4	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Rooms for Rent	"The Gumps"	Univ	Jan. 10	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F .B. O	Mar. 28	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
Sheriff, The	"The Gumps"	Univ	Mar. 7	2 reels	
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	
Sophmore, The	G.O'Neil-L.Graydon	Hi-Mark			
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 5	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur L'ake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoona'	Bray	Nov. 12	1 reel	
Taking the Air	"Aesop Fbles"	Pathe	Mar. 6	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard ,The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Do It	Sargent-Wiley	Bray	Feb. 15	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards or	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Boke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johhny Arthur	Educat	Feb. 6	2 reels	
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 19	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct 30
Wild Roomer, A	Charles Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	

Title	Star	Dist't	Rel. Date	Length	Reviewed
You Tell One	Charley Bowers	F. B. O.		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod		1 reel	Feb. 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Bane, The (Colorart Picture)	Tiffany		1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat		1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany			
Cluster of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educational	Feb. 13	1 reel	
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany		1 reel	
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal		1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films		1 reel	Feb. 11
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
Isle of June, The (Colorart Picture)	Tiffany		1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Dec. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Jan. 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany		1 reel	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
Pathe Review. No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films		1 reel	Jan. 21
Short Shots, No. 9	Castle Films		1 reel	Feb. 11
Short Shots, No. 10	Castle Films		1 reel	
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Ticd Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whiriwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am. Cinema		1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
All Women Are Beautiful	R. Griffith-D. Hill	Paramount		
American Beauty		First National		
American, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	Gary Cooper	Paramount		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Bayo-Nuts	C. Murray-G. Sidney-N. Kingston	First National		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky		M-G-M		
Bed and Board (tentative)	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Universal		
Be Yourself	Raymond Griffith	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent	Paramount		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-R. Forbes	M-G-M		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	Jackie Coogan	M-G-M		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B.Bronson-K.Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confession (tentative)	Negri-Cortez	Paramount		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K. Maynard-D. Dwan	First National		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamonds in the Rough	M. Sills	First National		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S. R.)		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Fireman Save My Child	Wallace Beery	Paramount		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller		7073 feet	
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
French Dressing		First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Gold	C. Geraghty			
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-R. Adoree	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Hero on Horseback, A	Hoot Gibson	Universal		
High Hat	Lyon-Brian	First National		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son		First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
Is That Nice?	George O'Hara	F. B. O		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies Night in a Turkish Bath		First National		
Ladies of Ease		Chadwick		
Lady Be Good		First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress	B. Bedford	Chadwick		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Lee Bradford		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost House, The		Columbia Pictures		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	La Plante-T. Moore	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover-B. Bennett	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
Open Book	Special Cast	M-G-M		
Ordeal .The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Blood		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The	E. O'Brien	Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The		First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros.		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Sport of Kings, The		First National		
Spring Fever		M-G-M		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The		First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O.		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O.		
You Too	Special Cast	M-G-M		

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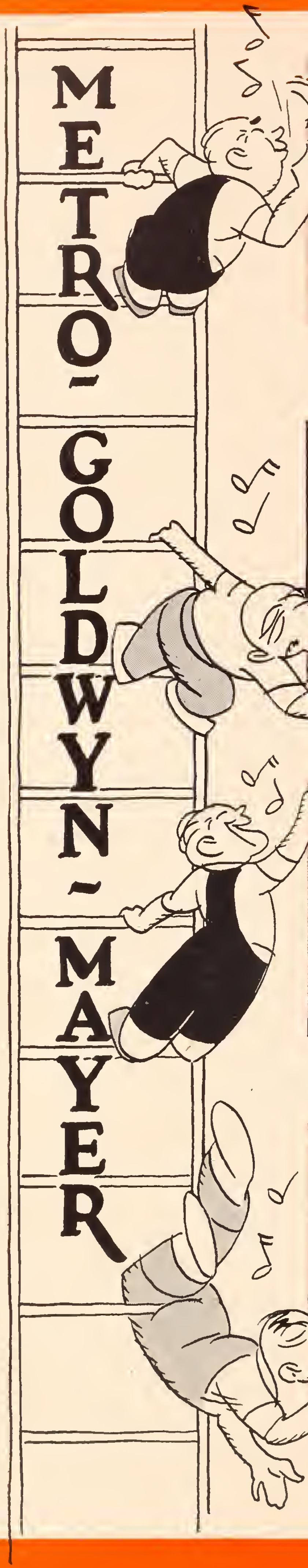

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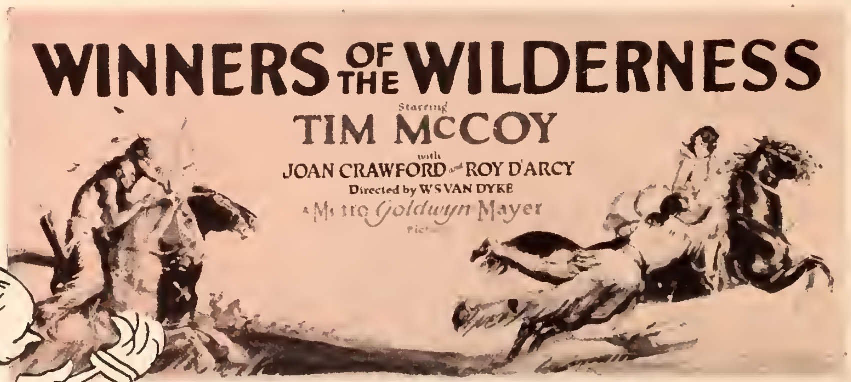
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Motion Picture News

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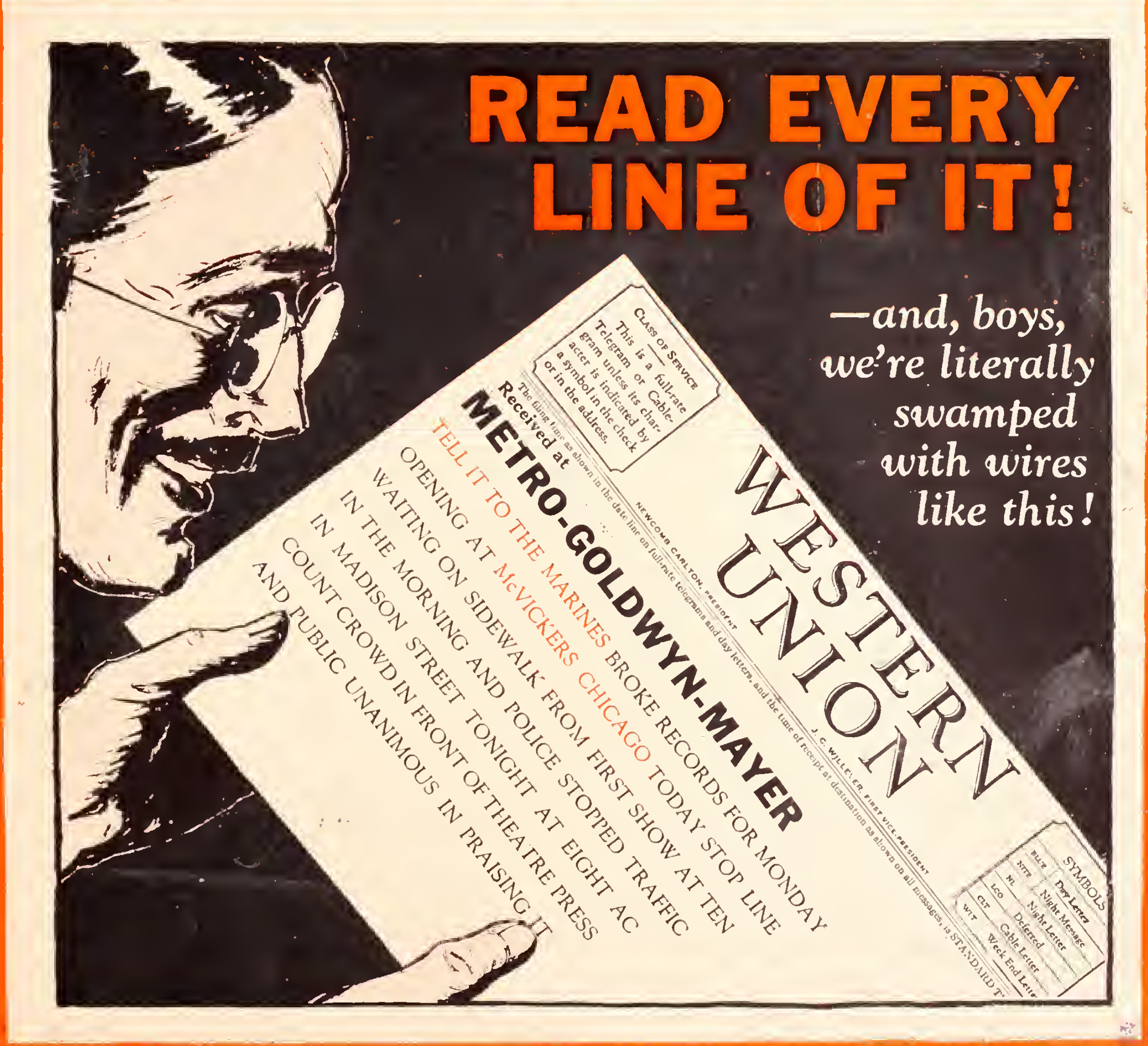

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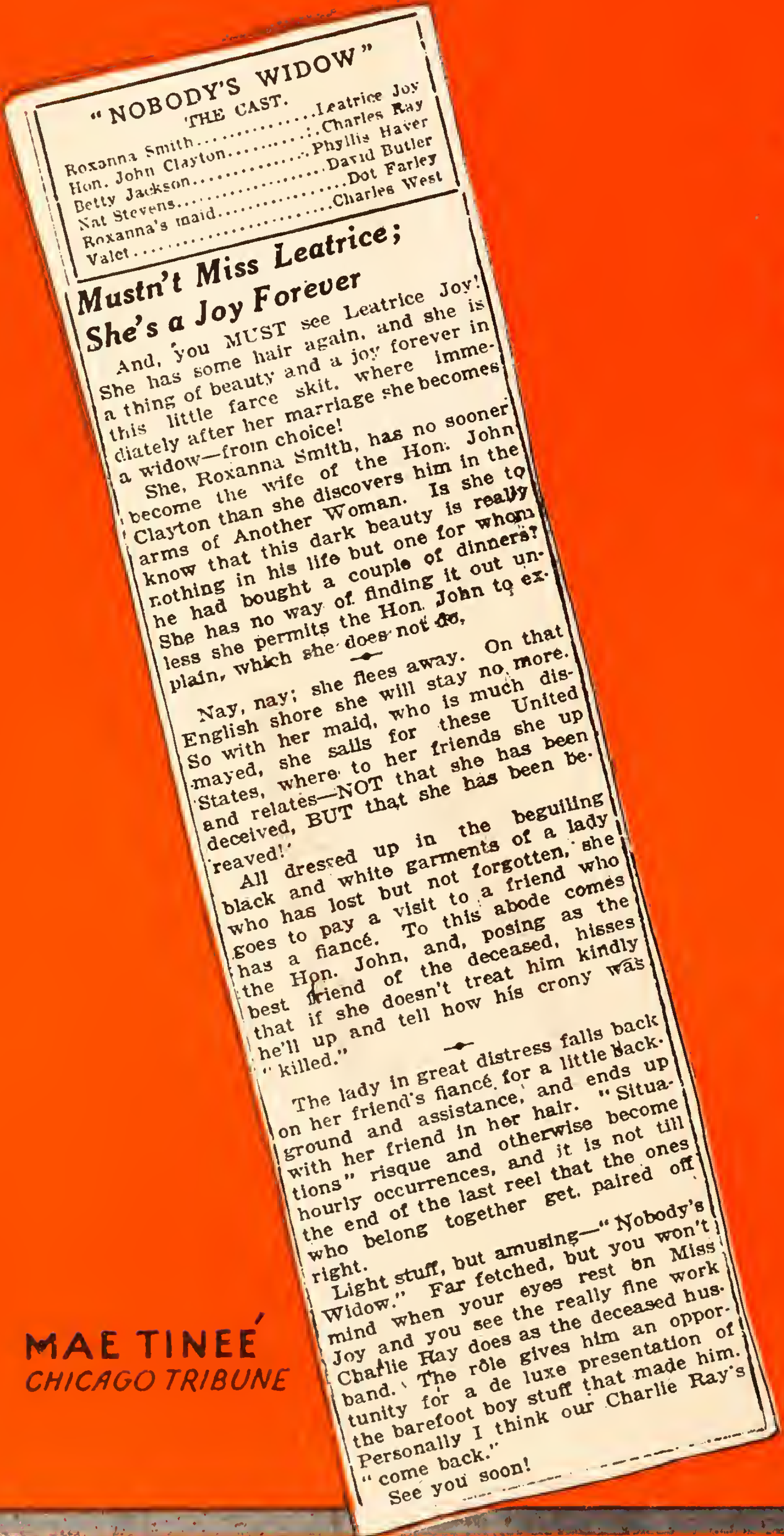

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Hon. John Clayton	Charles Ray
Betty Jackson	Phyllis Haver
Nat Stevens	David Butler
Roxanna's maid	Dot Farley
Valet	Charles West

Mustn't Miss Leatrice; She's a Joy Forever

And, you MUST see Leatrice Joy! She has some hair again, and she is a thing of beauty and a joy forever in this little farce skit, where immediately after her marriage she becomes a widow—from choice!

She, Roxanna Smith, has no sooner become the wife of the Hon. John Clayton than she discovers him in the arms of Another Woman. Is she to know that this dark beauty is really nothing in his life but one for whom he had bought a couple of dinners? She has no way of finding it out unless she permits the Hon. John to explain, which she does not do,

⁂

Nay, nay; she flees away. On that English shore she will stay no more. So with her maid, who is much dismayed, she sails for these United States, where to her friends she up and relates—NOT that she has been deceived, BUT that she has been bereaved!'

All dressed up in the beguiling black and white garments of a lady who has lost but not forgotten, she goes to pay a visit to a friend who has a fiancé. To this abode comes the Hon. John, and, posing as the best friend of the deceased, hisses that if she doesn't treat him kindly he'll up and tell how his crony was "killed."

⁂

The lady in great distress falls back on her friend's fiancé for a little background and assistance, and ends up with her friend in her hair. "Situations" risque and otherwise become hourly occurrences, and it is not till the end of the last reel that the ones who belong together get paired off right.

Light stuff, but amusing—"Nobody's Widow." Far fetched, but you won't mind when your eyes rest on Miss Joy and you see the really fine work Charlie Ray does as the deceased husband. The rôle gives him an opportunity for a de luxe presentation of the barefoot boy stuff that made him. Personally I think our Charlie Ray's "come back."

See you soon!

MAE TINEÉ
CHICAGO TRIBUNE

what the Chicago critics think of Leatrice Joy in "Nobody's Widow"

Foreign Distributors Producers International Corporation
130 West 46th Street
New York, N. Y.
WILLIAM M. VOGEL, *General Manager*

RELEASED BY
PRODUCERS

EVENING AMERICAN

A KNOCKOUT, ACCORDING TO ROB REEL

CHARLIE RAY ALSO SCORES HIT IN STATE-LAKE SCREAM

"NOBODY'S WIDOW." Producers' Distributing Corporation photoplay. Offered at the State-Lake. From the stage play by Avery Hopwood. Direction by Donald Crisp. In the cast are Leatrice Joy, Charles Ray, Phyllis Haver and David Butler.

BY ROB REEL.

Exhibitors in town who are seeking a movie that will provoke a mountain of laughs ought not to overlook "Nobody's Widow." This is one of those films which come once in a blue moon—a farce that is not only screamingly funny but delightfully romantic as well. It puts the State-Lake on the map as showing the most enjoyable film among the current week's arrivals.

Ardent fans will want to see it not only because it is amusing but because of the fact that one of the most popular stars of the early days regains a semblance of his former favor in it. The man I refer to is Charles Ray.

For years a delineator of "rube" roles, Ray finally decided to break away from this type of characterization. He tried it in a number of pictures written and directed by himself, but they were mostly flops and the public said "thumbs down." A year or so ago he "came back" in a light comedy role that presaged great things. His work in "Nobody's Widow" proves again that he is one of the greatest masters of the art of pantomime—particularly humorous pantomime—on the screen today. One hopes that we will now see him in a whole series of farcial stories on this order.

RAVE OVER LEATRICE.

Leatrice Joy is vis-a-vis with Ray in this admirable little picture, and does so well that she forces one to absolutely rave over her. It's her picture, of course, for she is the star and the "Nobody's Widow" of the title. If I gushed I would probably say that Miss Joy is "darling" in the role. Not since "Manslaughter" has she been as fascinating, with the possible exception of "Eve's Leaves." She is unquestionably one of the biggest bets in pictures today.

While there is nothing absolutely new in the story of "Nobody's Widow," the direction by Donald Crisp is so excellent and the acting so good, the familiarity of the plot is never even suspected. All the action is novel and the thing has a fast moving quality about it that puts its humor over with a bang. Nothing misses—every little incident, every title "hits" the mark and the audience fairly wriggles with joy.

Leatrice plays the part of a young bride who, after a wild-fire courtship by a chap named John Clayton, finds her husband is really a young English peer. When, five minutes after the wedding, however, she catches him kissing a strange woman, she runs away, and then, because she is too proud to tell her friends of her new spouse's infidelity, pretends that John Clayton is dead and that she is a widow. Of course he turns up as the duke—of course they are both in love with one another, but, of course, they have an awful time getting their difficulties straightened out.

"CRISP" DIRECTION.

Crisp's treatment of "Nobody's Widow" has resulted in a film so crisp and spontaneous that it is utterly delightful (no pun intended). The love scenes between Leatrice and Charlie Ray in particular are the nicest I've seen on the screen in many a day. Where has this director been all our lives? we are apt to wonder. Any one with such an ability to make us laugh ought not be allowed to do roles of the "Battling Burrows' variety in tragedies like "Broken Blossoms."

Phyllis Haver is in the cast also and is better than ever before. Then there's David Butler contributing another of his splendid bits.

It looks as though everybody had an awfully good time making "Nobody's Widow." A good thing, too for every one seeing it is going to have an awfully good time also.

BOB REEL
CHICAGO EVE. AMERICAN ~

Leatrice
JOY
in
NOBODY'S WIDOW

WITH
CHARLES RAY,
PHYLLIS HAVER
AND DAVID BUTLER
ADAPTED BY CLARA BERANGER
AND DOUGLAS Z. DOTY~ FROM THE
STAGE PLAY BY AVERY HOPWOOD
DIRECTED BY DONALD CRISP
PRODUCED BY DE MILLE
PICTURES CORPORATION

A DONALD CRISP
production

DISTRIBUTING CORPORATION

JETTA

Foreign Distributors
Producers International Corporation
130 West 46th Street
New York, N. Y.

SEAT-SELLING

GOUDAL

in

FIGHTING LOVE

WITH **VICTOR VARCONI** AND
HENRY B. WALTHALL
ADAPTED BY BEULAH MARIE DIX
FROM THE NOVEL BY ROSITA FORBES
DIRECTED BY
NILS OLAF CHRISANDER
PRODUCED BY DE MILLE
PICTURES CORPORATION

"Great roles make great stars~~ Jetta Goudal rises to new heights in this vivid, colorful drama~~

A PICTURE THAT WILL DELIGHT YOUR PATRONS"

RELEASED BY

RODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President   RAYMOND PAWLEY, Vice-President and Treasurer   JOHN C. FLINN, Vice-President and General Manager

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

IN NEXT WEEK'S ISSUE

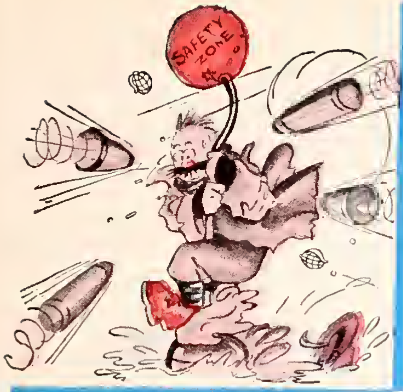
"THE SHOWMAN"

NEXT week's issue of Motion Picture News will contain a feature which will be of great interest and value to all our readers. This feature is "The Showman."

There will be presented, right through, from the first page to the last paragraph of this section, a story that has real ideas—ideas that not only aid in operating a theatre, but also direct intelligent study of such varied problems as theatre planning, decorating and similar subjects. Text matter that interprets literally the name "The Showman."

It is with real pleasure and gratification that Motion Picture News introduces this extension of its service to its readers—a service that we know will help make theatres operated by News readers the leaders in the forward movement of our growing industry.

Reserve now that spare hour you'll need next week in which to read "The Showman."



Funniest
Comedy
Ever Made!

Convulsing
Broadway
Twice a Day!

Big Money
Magnet
Everywhere!

Critics
Raving
Over It!

Public Says
It With
$ $ $ $!

Now You
Can
Play It!

Made by
Warner
Bros.!

Now
Bookin

'ullo! 'OLD BILL'

is ready for extended runs

Goodbye Records! The screamingest com
STOP GO OP
Harold Goodwin
Ed Kennedy
Do
Hil
Packed with Laughing Gas and High Explosive Mirth! Sure fire!
WARNER BROS. Ex
HAP HADLEY STUDIOS

edy of all time is here!!

WARNER BROS. present

Syd Chaplin

As "Old Bill" in

"THE BETTER 'OLE"

A WARNER BROS. PRODUCTION

Jack Ackroyd

Charles Gerard

ONE hundred times funnier than the funniest thing you've ever seen—"The Better 'Ole"! Greater than the original cartoons, greater than the stage play through Syd Chaplin's inimitable characterization of "Old Bill." Quinn Martin of "The New York World" was right when he said, "It is the funniest, most uproarious stuff to be found!"

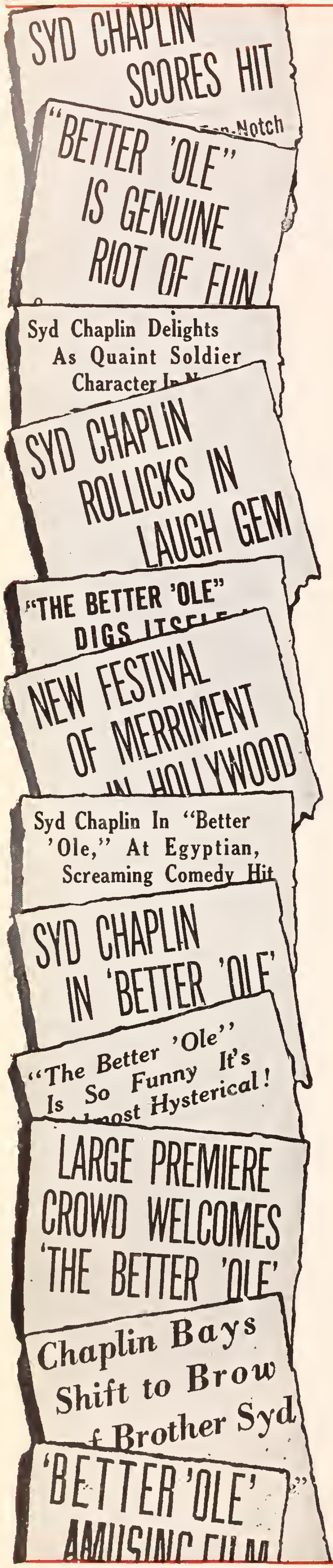
From coast to coast sides will ache at the antics, escapades and predicaments of this most famous of comedy personalities. You must see "Old Bill" as a horse's neck, as a spy in enemy headquarters—the quaintest, most lovable old fellow that ever wore mufti! A thousand thrills, a thousand laughs.

From the play
by
BRUCE BAIRNSFATHER
and
ARTHUR ELIOT

With a cast
of hundreds

Directed by
CHARLES F.
REISNER

TENDED RUN PRO UCTION



SYD CHAPLIN SCORES HIT

-Notch

"BETTER 'OLE" IS GENUINE RIOT OF FUN

Syd Chaplin Delights As Quaint Soldier Character In N

SYD CHAPLIN ROLLICKS IN LAUGH GEM

"THE BETTER 'OLE" DIGS ITSE

NEW FESTIVAL OF MERRIMENT IN HOLLYWOOD

Syd Chaplin In "Better 'Ole," At Egyptian, Screaming Comedy Hit

SYD CHAPLIN IN 'BETTER 'OLE'

"The Better 'Ole" Is So Funny It's Almost Hysterical!

LARGE PREMIERE CROWD WELCOMES 'THE BETTER 'OLE'

Chaplin Bays Shift to Brow of Brother Syd

'BETTER 'OLE' AMUSING FILM

Now be serious!

5TH MONTH ON BROADWAY AT $2

You can't play Broadway
Unless you have a hit—
The biggest kind of a hit!
"The BETTER 'OLE"
Now in its 5th month
And good for months to come!

More than half a million
People have seen it
At the Colony Theatre, N. Y.
Goodbye records!

Same thing in Chicago,
Same at Grauman's Egyptian
In Los Angeles!
All extended run
Advanced price engagements!
Same in your town
When you play it!

Come down to earth and
The business of making
The biggest money
You've ever made.
"The BETTER 'OLE"
Is the greatest
Big money comedy
Ever produced!

Why wait?

WARNER BROS.
EXTENDED RUN PRODUCTION

ERWIN S. KLEEBLATT PRESS NEW YORK

For the Second Successive Year

LYNN REYNOLDS

is the only director who has three pictures listed among the first fifty-two box office attractions of the year.

Now Making

"Back to God's Country"

With

RENEE ADOREE
ROBERT FRAZER
MITCHELL LEWIS
WALTER LONG

Next Production

"SHOW BOAT"

With NORMAN KERRY AS 'RAVENAL'

Thanks, Mr. Laemmle, for giving me "SHOW BOAT"

Universal!

Gives you the one BIG

HEARTPUN

Special

of the year!

The

Carl Laemmle presents

FOURTH COM

with

Belle Bennett

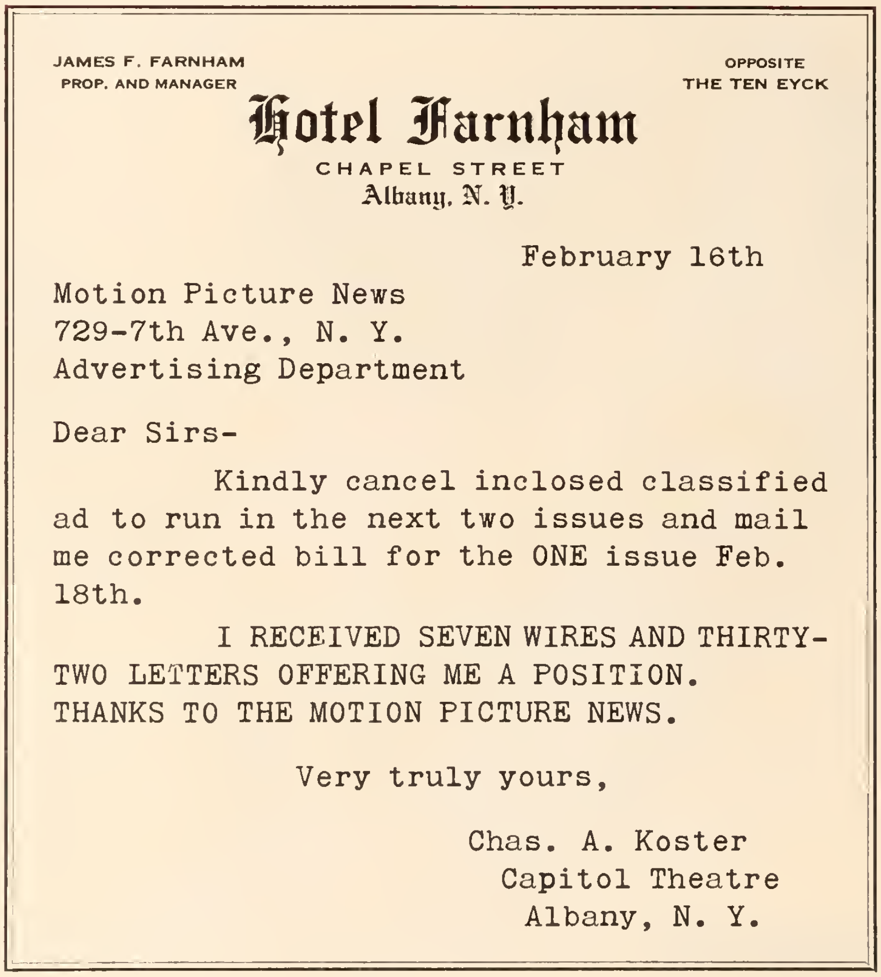
Mry Carr, Henry Victor, Robert Agnew, Wndell Phillips Franklin and other box-oice stars. From the story by Emilie Jnson. Directed by Emory Johnson.

A EMORY JOHNSON Production

A UNIVERSAL Super Production

MANDMENT

39 Answers for $3.35



JAMES F. FARNHAM
PROP. AND MANAGER

OPPOSITE
THE TEN EYCK

Hotel Farnham
CHAPEL STREET
Albany, N. Y.

February 16th

Motion Picture News
729-7th Ave., N. Y.
Advertising Department

Dear Sirs-

Kindly cancel inclosed classified ad to run in the next two issues and mail me corrected bill for the ONE issue Feb. 18th.

I RECEIVED SEVEN WIRES AND THIRTY-TWO LETTERS OFFERING ME A POSITION. THANKS TO THE MOTION PICTURE NEWS.

Very truly yours,

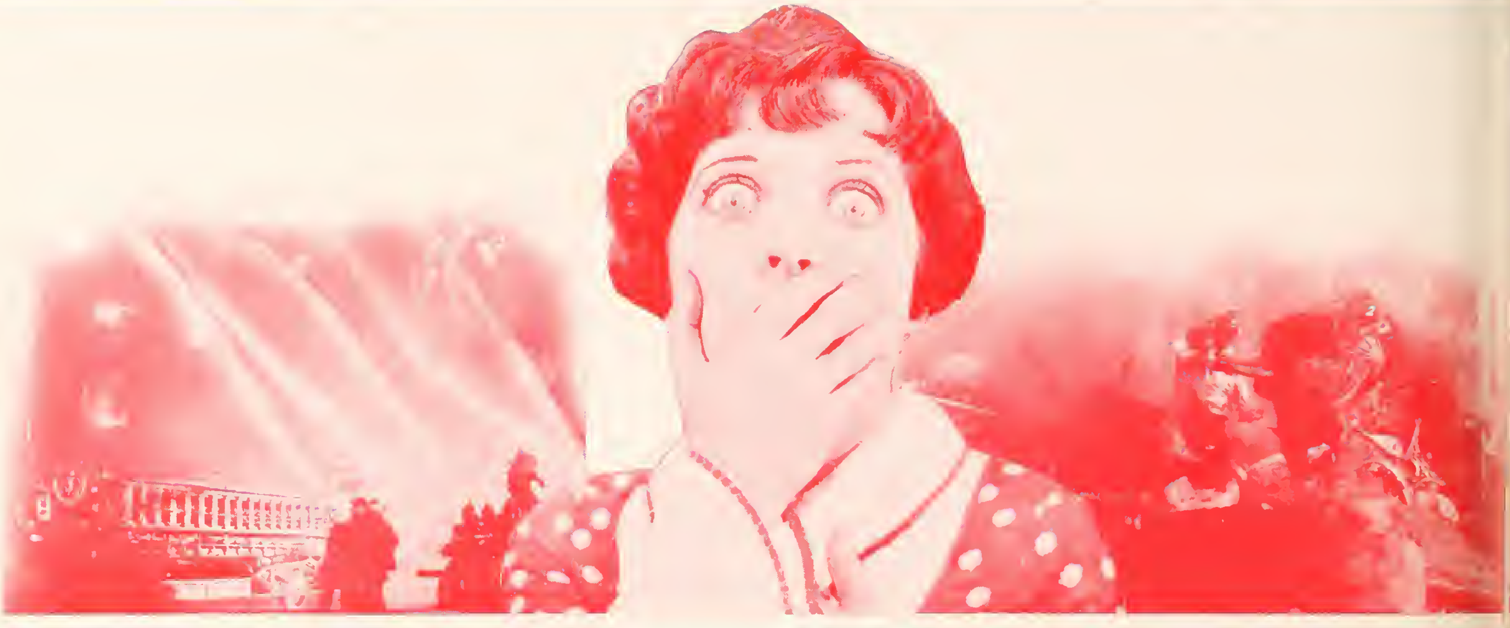
Chas. A. Koster
Capitol Theatre
Albany, N. Y.

Let this sink in and you won't question the pulling power of the News

The BIG
3
from
Metro-
Goldwyn-
Mayer

LILLIAN GISH *in*

The SCARLET LETTER —



LON CHANEY *in*

"Tell it to the MARINES"

The FIRE BRIGADE

Lillian Gish

The SCARLET LETTER

DIRECT from 5 months
ON Broadway at $2
IT is proving to be
ONE of the biggest
POPULAR successes ever to
SWEEP across America.

A Victor Seastrom production. With Lars Hanson, Henry B. Walthall, Karl Dane. Adaptation and Scenario by Frances Marion From the novel by Nathaniel Hawthorne Directed by Victor Seastrom. Titles by Katharine Hilliker and H. H. Caldwell.

The BIG THREE

The FIRE BRIGADE

BROADWAY loves it
AT $2 admission!
CRITICS thrilled. . . .
AUDIENCES enthusiastic.
NOT in years
SUCH a showman picture.
GET it now and benefit by
ITS big Broadway success.

With May McAvoy and Charles Ray. From the story by Kate Corbaley. Directed by William Nigh.

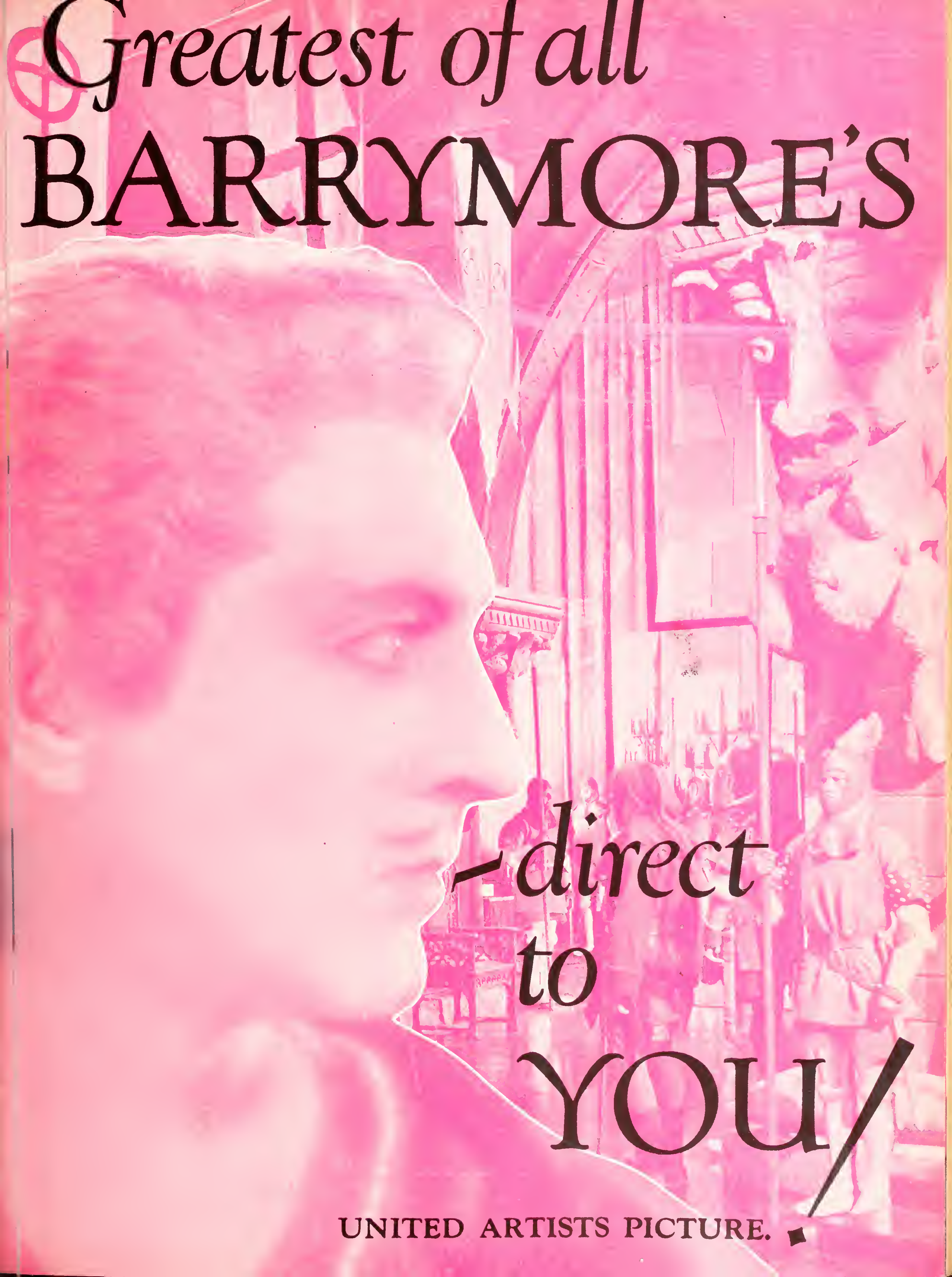
from Metro-Goldwyn-Maye

Lon Chaney

"Tell it to the MARINES"

AN overnight hit
ON Broadway at $2
LON Chaney's master picture
IT will be the year's
BOX-office marvel!
THRILLS! Laughs! Spectacle!
GRAB it simultaneously
WITH its triumphant N. Y. run.

With Eleanor Boardman, William Haines, Carmel Myers. Screen play by E. Richard Schayer. Directed by George Hill. Titles by Joe Farnham. A George Hill production.

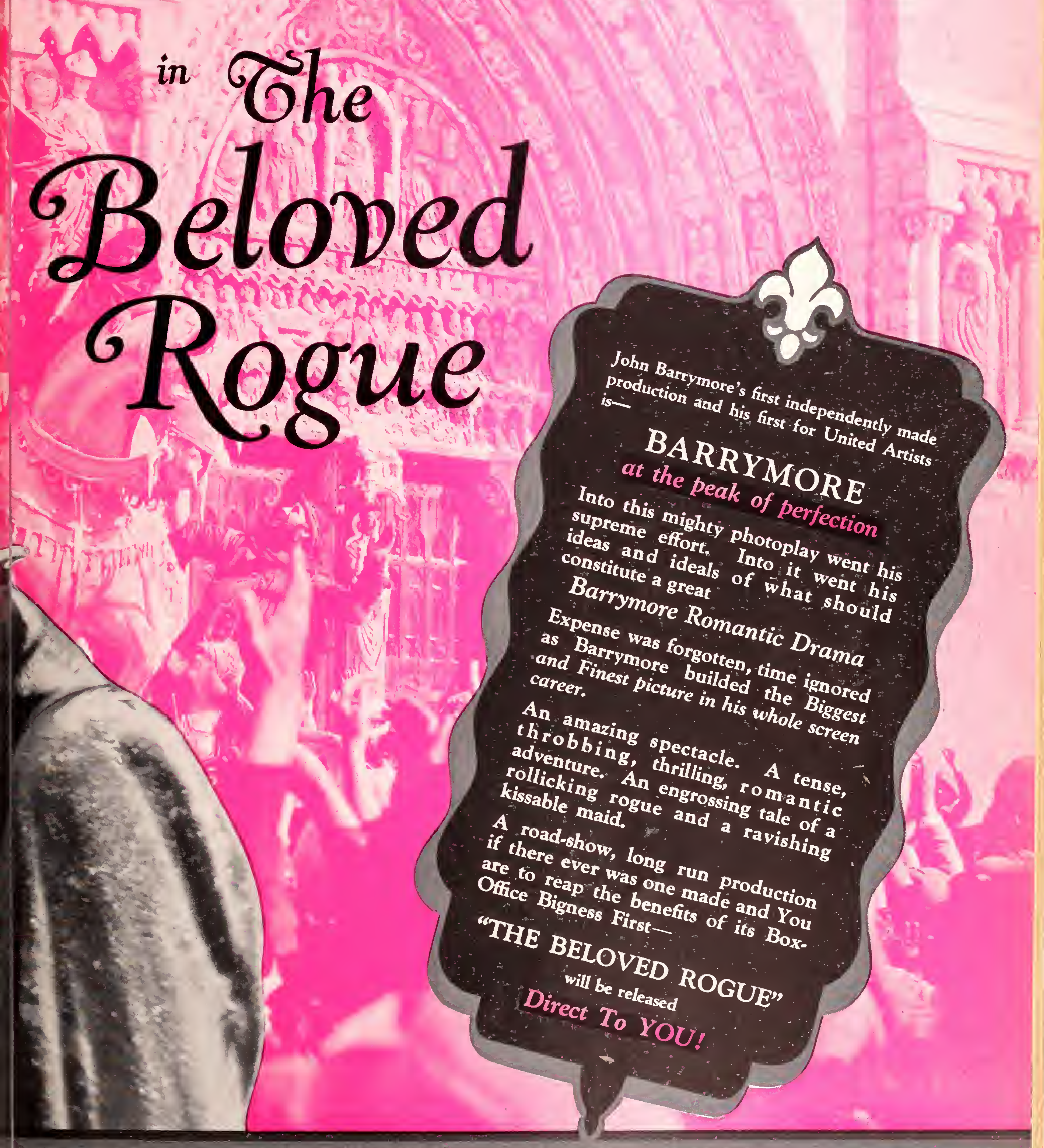

Greatest of all
BARRYMORE'S
-direct
to
YOU!
UNITED ARTISTS PICTURE.

JOHN BA

BOOK Today—*This, his biggest success* —

RRYMORE

in The Beloved Rogue



John Barrymore's first independently made production and his first for United Artists is—

BARRYMORE
at the peak of perfection

Into this mighty photoplay went his supreme effort. Into it went his ideas and ideals of what should constitute a great
Barrymore Romantic Drama

Expense was forgotten, time ignored as Barrymore builded the *Biggest and Finest picture in his whole screen career.*

An amazing spectacle. A tense, throbbing, thrilling, romantic adventure. An engrossing tale of a rollicking rogue and a ravishing kissable maid.

A road-show, long run production if there ever was one made and You are to reap the benefits of its Box-Office Bigness First—

"THE BELOVED ROGUE"
will be released
Direct To YOU!

nd his first UNITED ARTISTS PICTURE

MASSIVE!
GORGEOUS!
STUPENDOUS!

This great money-maker is now ready for
YOUR DATE!

JOHN BARRYMORE
in *The Beloved Rogue*

UNITED
ARTISTS
PICTURE.

They Buy By It

"YOUR Booking Guide has proved so valuable to us that we don't mind what size you print it. Have never booked a picture without first consulting The Guide, and with your method of reports and criticisms on each picture I am able to get very familiar with every production. Keep the good work up."

George F. Kennedy
AUDITORIUM THEATRE
Cusson, Minn.

They Sell By It

"WE appreciate your Booking Guide because we can always get a review on a moment's notice, especially if we have no press sheet. Your reviews are valuable as a guide against over-selling or under-selling a picture to our patrons. Either would be a grave mistake, and I don't think you have ever failed to give what I believe was right."

Wm. M. Atkinson
PANAMA THEATRE
Panama City, Fla.

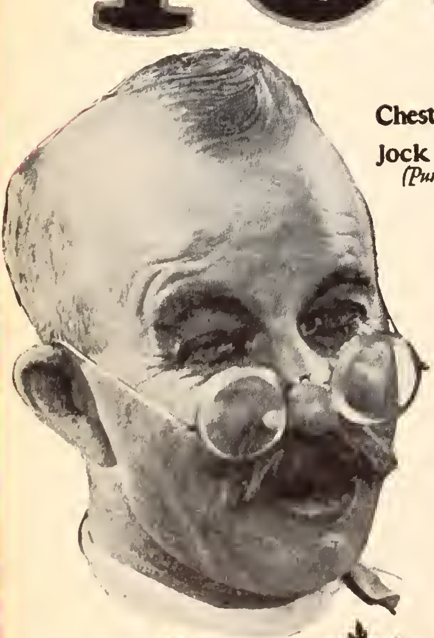
Motion Picture News Booking Guide

Coming Soon—More Valuable Than Ever

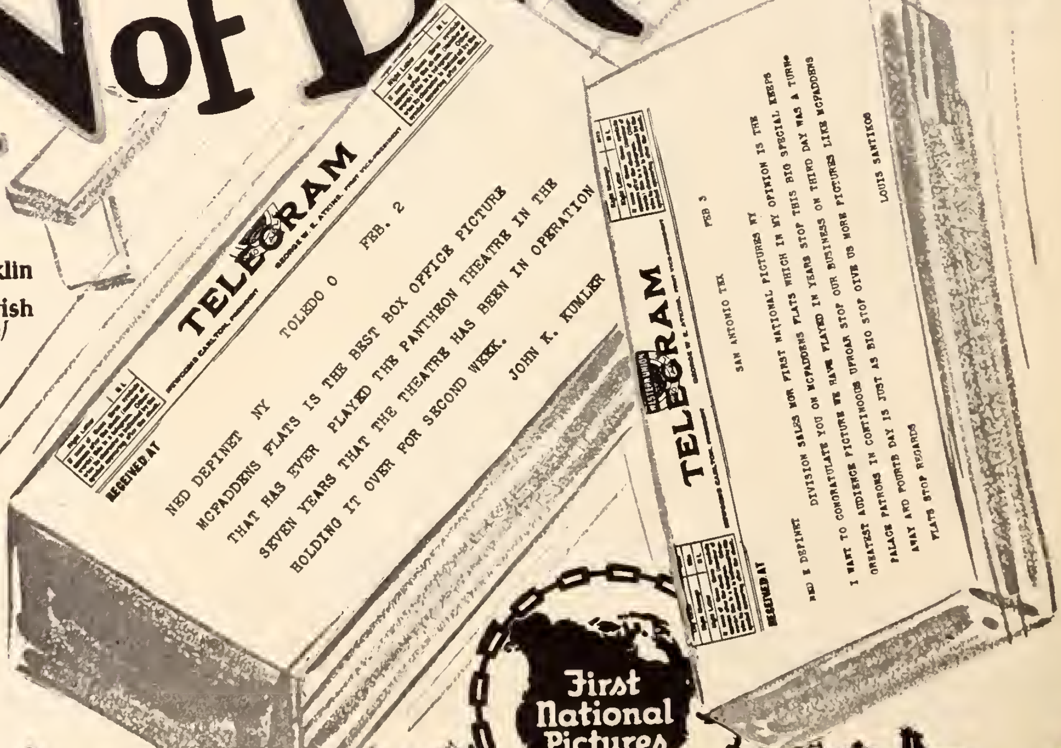
McFADDEN'S

with
CHARLIE MURRAY
and
CHESTER CONKLIN

Hits the country like a TON of BRICKS



Chester Conklin
as
Jock McTavish
(Purely Scotch)



TELEGRAM

RECEIVED AT

TOLEDO O   FEB. 2

NED DEPINET NY
MCFADDENS FLATS IS THE BEST BOX OFFICE PICTURE
THAT HAS EVER PLAYED THE PANTHEON THEATRE IN THE
SEVEN YEARS THAT THE THEATRE HAS BEEN IN OPERATION
HOLDING IT OVER FOR SECOND WEEK.
JOHN K. KUMLER

TELEGRAM

RECEIVED AT

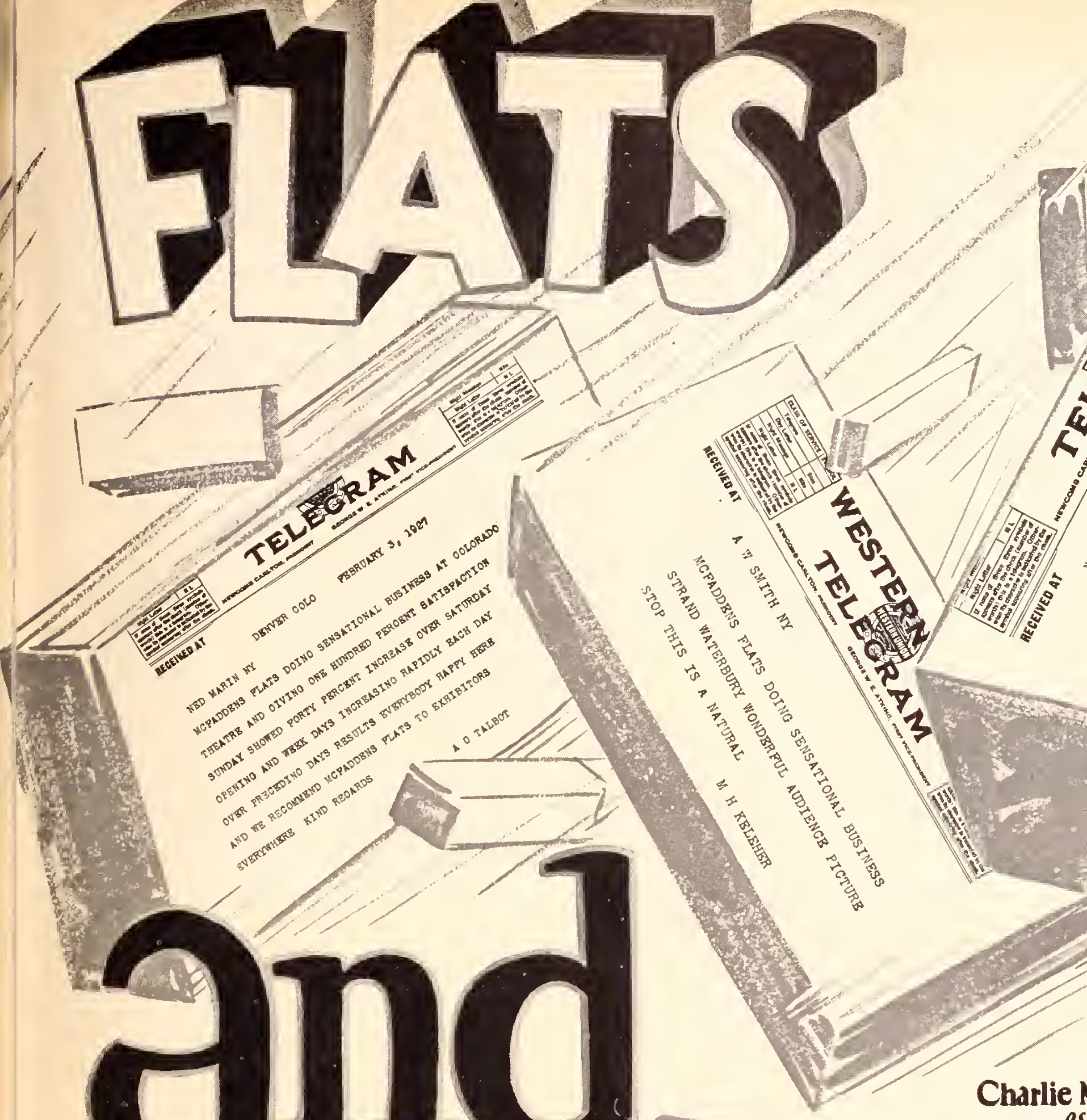
SAN ANTONIO TEX   FEB 3

NED E DEPINET
DIVISION SALES MGR FIRST NATIONAL PICTURES NY
I WANT TO CONGRATULATE YOU ON MCFADDENS FLATS WHICH IN MY OPINION IS THE
GREATEST AUDIENCE PICTURE WE HAVE PLAYED IN YEARS STOP THIS BIG SPECIAL KEEPS
PALACE PATRONS IN CONTINUOUS UPROAR STOP OUR BUSINESS ON THIRD DAY WAS A TURN-
AWAY AND FOURTH DAY IS JUST AS BIG STOP GIVE US MORE PICTURES LIKE MCFADDENS
FLATS STOP REGARDS
LOUIS SANTIKOS

First National Pictures

Presented by **Asher, Small and Rogers**

FLATS



TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

DENVER COLO FEBRUARY 3, 1927

NED MARIN NY

MCFADDENS FLATS DOING SENSATIONAL BUSINESS AT COLORADO THEATRE AND GIVING ONE HUNDRED PERCENT SATISFACTION SUNDAY SHOWED FORTY PERCENT INCREASE OVER SATURDAY OPENING AND WEEK DAYS INCREASING RAPIDLY EACH DAY OVER PRECEDING DAYS RESULTS EVERYBODY HAPPY HERE AND WE RECOMMEND MCFADDENS FLATS TO EXHIBITORS EVERYWHERE KIND REGARDS

A O TALBOT

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

A W SMITH NY

MCFADDENS FLATS DOING SENSATIONAL BUSINESS STRAND WATERBURY WONDERFUL AUDIENCE PICTURE STOP THIS IS A NATURAL

M H KELEHER

TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

NED MARIN NY

MCFADDENS FLATS OPENED GARRICK DULUTH SATURDAY TO TREMENDOUS BUSINESS PICKED UP FIFTY PERCENT SUNDAY AND IS STILL GOING STRONG WITH BEN HUR AND BARBARA WORTH A POPULAR OPERA COMPANY AND A BIG CHURCH REVIVAL AS OPPOSITION STOP PICTURE POSITIVELY A RIOT AND BY FAR THE BEST AUDIENCE ATTRACTION WE HAVE HAD IN TWO YEARS STOP I AM BOOKING IT FOR EXTENDED RUNS IN MINNEAPOLIS AND ST PAUL AND ARRANGING TO GIVE THE PICTURE GREAT CAMPAIGN IN EVERY TOWN IN OUR CIRCUIT I PREDICT FOR THE PICTURE THAT IT WILL BE ONE OF THE BIG CLEANUPS OF THE YEAR KINDEST REGARDS

EDDIE RUBEN

Charlie Murray
as
Dan McFadden
(Strictly Irish)

and

at the N.Y. STRAND it holds over *for* a 3rd week

setting a new record for Broadway— creating the greatest prosperity harvest *of the* season

First National's
BIG
SPECIAL

Story by Jack Wagner and Rex Taylor **Produced Under Management Edward Small**

A Richard Wallace Production

Members *of* Motion Picture Producers *and* Distributors of America Inc.—Will Hays *President*

ACTION that is ACTION

Stunt riding at top speed.

There's not another daredevil rider like him.

Stopping a runaway team.

Tarzan, the wonder horse is a show by himself.

They'll yell when they see this one.

He's the most daring rider on the screen.

First National Pictures

Riding stunts! Roping stunts! Rescues! Fights! Every one carries a breathtaking thrill! And when it comes to love thrills, Ken is ahead of 'em all!

That's why thousands of big first run houses are playing to record business with Ken Maynard, the whirlwind wonder

CHARLES R. ROGERS *Presents*

Ken Maynard

in The OVERLAND STAGE

with KATHLEEN COLLINS *Story by* MARION JACKSON
Directed by ~ ~ ~ ~ ~ ALBERT ROGELL
Produced under management ~ HARRY J. BROWN

FIRST NATIONAL *FIRST*!

Members *of* Motion Picture Producers *and* Distributors of America Inc.~Will Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, FEBRUARY 25, 1927 No. 8

Onward and Upward

AN army of newspaper reporters, besieging Thomas A. Edison on his eightieth birthday, queried him on almost every topic under the sun; and got crisp, characteristic answers.

Edison, "the father of the motion picture," was asked: "What is the future of motion pictures?" He replied: "Onward and upward."

Three words that say more than volumes of editorials. Analyze them: they emphasize present progress, look prophetically toward the future, and are in themselves a rallying cry for all of us.

Those three words ought to become famous in this industry by virtue of translation into deeds.

We are making rapid progress in all directions—in theatres, in production, in technique, in the addition of such marvels as the Vitaphone, in financial stability and in the all-important matter of public esteem.

So much for the present record. The Edison epigram calls for still further progress; and this we shall have, provided man-power measures up to responsibilities.

Only a few days before the Edison interview, S. R. Kent was giving his reply to the same question in an address before the A. M. P. A.

He spoke of the motion picture as a cause, calling for something more than commercial success, and directed his remarks specifically to the international situation.

WILLIAM A. JOHNSTON, Editor of Motion Picture News, returned this week from a visit to Europe. While abroad he made a study of the present vital international film situation.

Beginning with next week's issue, Mr. Johnston will discuss, editorially, and in special articles, the film relations of Europe and America, from first-hand observation and after mature and careful weighing of the facts.

There are many angles in the European situation which have never been discussed comprehensively in an American trade paper. These Mr. Johnston proposes to handle on the basis of things as they are and to help along a constructive solution of the international situation.

The greatness of the motion picture, he thought, would be determined by the extent of its service to mankind. Its greatness and the measure of its future.

These are not idle words set to the tune of a pretty idealism. They are a grave recognition of the "hymn of hate," which, as Mr. Kent pointed out, is being sung against America in Europe.

Well, the hymn *is* being sung. Of that there can be no doubt. So far it is heard mostly in the trade, and certain official quarters. The people of the various countries are not yet singing it so far as the motion picture is concerned. Quite the contrary.

Let us recognize the situation as it is. We shall get nowhere by feigning ignorance about it. What we must do, as Mr. Kent so ably said, is to dispel the antagonism by looking at Europe's problems with sympathy and understanding.

The motion picture itself is a great agency for world concord. By its universal language, the screen brings nations face to face with each other, removing misunderstandings, and breaking down national barriers.

The industry is in need of adopting as its own trade code this very quality of the screen itself. The motion picture is truly international; the trade is not yet so.

But it should be, in the name of all that is right and all that is commercially sound.

We shall do well if we make the achievement of true internationalization, through the Kent formula of sympathy and understanding, our immediate concern; and thus respond, on a world scale, to Mr. Edison's challenge, "Onward and upward!"

The Week in Review

Comment on Passing Affairs

NEW YORK state educators connected with the State department in Albany, N.Y., are much interested these days in the development of the talking picture and its possibilities from the standpoint of instruction. Although the state department has not officially gone on record as being in favor of the talking film, the officers are investigating each machine and it may not be long before several of these are installed in certain schools and proving their actual worth. At a meeting of instructors held in Albany last week, at the University club, A. J. Stoddard, superintendent of public schools in Schenectady, declared that the speaking movie would completely revolutionize education.

Mr. Stoddard said that in teaching foreign languages, the speaking movie would unquestionably bring about greater results than any other method outside of the actual mingling with persons whose language was being studied. He declared that the schools of New York state did not use motion pictures to the extent they should. Mr. Stoddard has carefully investigated the machine which was recently demonstrated in Schenectady, by the General Electric Company.

Elsewhere in this issue will be found the story of some of the most recent developments in the synchronized sound films.

Honest Sincerity

FROM the *Dallas Morning News* we clip this paragraph of comment, the honesty of which deserves emulation by other critics. It is contained in the review of a picture:

"One nice thing about this, as well as other William Fox pictures, is that it never pretends to be anything but what it is. There is a certain charm about naivety and unpretentiousness that silences the slanderous tongue and stays the malicious typewriting fingers."

Record Gross Expected

CONSTANT capacity is the rule this week at the Paramount Theatre, New York, where Paul Whiteman and his band are featured in connection with "The Third Degree." A fifth de luxe show is being given during the supper hour, which gives a quicker turnover, and it is not altogether impossible that the theatre will reach $90,000 on the week, an absolute record. It is difficult to estimate with accuracy because of the extra show, but it will be very surprising if it does not go over $85,000.

The Mark Strand is doing so well this week with "McFadden's Flats" that it will be held for a third week. Only three other pictures have been held over for a third week at the Strand in its 13 years—"Monsieur Beaucaire," "The Gold Rush" and "Girl Shy."

"The Kid Brother" at the Rialto gained last week, and is now doing around $40,000 weekly. It is figured to be good for a six-weeks' run, at a gross over the $200,000 mark. "Old Ironsides" goes along about the same as before, and there is little change on the roadshow pictures, as a whole.

The Capitol Theatre is playing "The Red Mill," which is doing somewhat better than "The General" did last week. Probably a gross of about $55,000 will be recorded. Next week brings "The Scarlet Letter," which should do materially better and will doubtless go over for a two-week run without difficulty.

The Vitaphone shows are doing well, and the opening of a second John Barrymore-Vitaphone attraction does not seem to have had any material effect on the first one.

Business as a whole may be said to be good, with the holiday last Saturday boosting things generally.

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PICTURES AND PEOPLE

Kathryn Perry, one of the beautiful and promising young actresses on the Fox Films roster, has been selected to play the feminine lead in "Is Zat So?"

Patsy Ruth Miller, chosen as Monte Blue's leading lady in "Wolf's Clothing" by Warner Bros., dons a blonde wig to play the role of a maid who parades as her mistress

Diana Kane, who is a brilliantly promising screen actress in addition to being Lois Wilson's sister, has gone West to work under Samuel Goldwyn's guidance

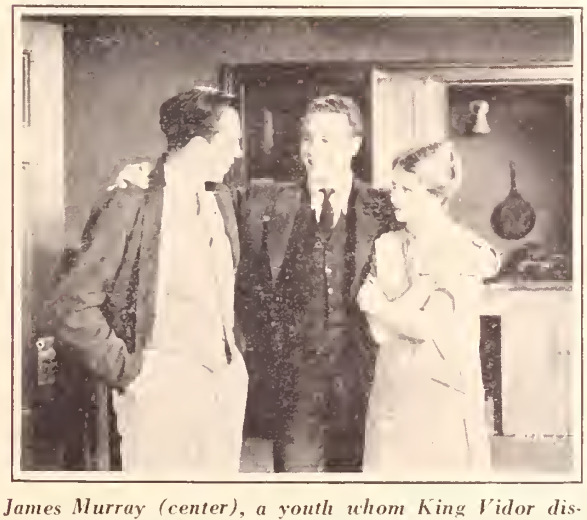
The Smith Family

GOVERNOR AL SMITH, of New York, is not the only member of his family to be a warm friend of motion pictures. Emily Smith Warner, his daughter, is taking an active part, along with other society women in Albany, in handling the boys and girls who troop each Saturday morning to Harmanus Bleecker Hall for the Junior Movies. Last Saturday, all the children attending received a valentine as they entered the theatre.

A Polite Protest

E. A. DUPONT, the director of "Variety," now director-general of British National Pictures, Ltd., in England, writes us this week to take exception to statements made by L. C. Moen in the Holiday issue of THE NEWS, under the title, "In Nine Languages—including the Scandinavian," in which it was intimated that "Variety" was more the result of the happy combination of star, story, director, cast, cameraman, producer, etc., than of sheer directorial ability. This was, of course, put forth as a purely personal opinion, but since Mr. Dupont puts his protest politely and reasonably, and does not even ask us to print his letter, we are only too happy to publish his side of the matter.

He accuses the author of bad logic in praising Jannings for his work in "Variety" and in the same article questioning the value of this star to American pictures. This is perhaps because Mr. Dupont has read only a condensed translation in the German papers. The point was that Jannings was a master in the theatrical, pantomimic type of film, such as "Variety," but that in the more naturalistic American film his essentially Continental acting would be out of key with the rest of the pro-



James Murray (center), a youth whom King Vidor discovered and thought so promising he gave him the central role in his picture temporarily titled "The Mob," photographed with Vidor and Eleanor Boardman, who plays the leading feminine role

Gloria Swanson, whose new picture, "The Love of Sunya" (United Artists), will open the Roxy Theatre in New York, inscribes her autograph aloft on the wall

Vera Steadman, an Educational-Christie comedienne, broadcasts a series of setting up exercises, illustrated, of course, with appropriate gestures

Margaret Morris, F.B.O. star of "The Magic Garden" and "Moulders of Men," is visited by her parents, Mr. and Mrs. Samuel V. Morris of Minneapolis duction and therefore seen to less advantage than in a German film.

Mr. Dupont then agrees that Lya de Putti is an excellent artist in the right role, that Karl Freund is a camera genius, that Erich Pommer is a great producer, etc. He points out that the author of the manuscript was himself, which we admit was overlooked. The article, however, discussed him as a director and not as a scenarist—and story was not the strongest point in "Variety's" merits. He then says:

J. Leo Meehan signing his new three-year contract with F. B. O., which took effect on February 1. In the photo are J. I. Schnitzer, senior vice-president; De Witt, attorney; and Meehan

"I cannot understand why, with regard to this film, you are prepared to give everybody the credit due to them and withold it from the director, although I can honestly say that there can be no valid reason for your doing so. You can see all who took part in this film in other films, and you will then be able to form your own judgment as to whether those concerned reached the same high standard in those films as they did under my direction in 'Variety.' "

Summing this up, and without wishing to create controversy, we wish to thank Mr. Dupont for his amiable and sane manner of reproof. If we have withheld credit due him, we are sorry, but must point out again that in The News it was put forth as a personal opinion only, in a signed article, while the German papers made it appear to be an expression from Motion Picture News, which it distinctly was not. In closing, the author's judgment was based on these things:

1. Viewing the film four times and forming a decided opinion as to its strong and weak points. 2. Interviewing Mr. Dupont at his hotel in New York. 3. Seeing other German films made by Mr. Dupont prior to "Variety." 4. Seeing other films photographed by Freund. 5. Seeing Jannings and de Putti in other films. 6. Discussing the matter with various German production men, editors, etc. 7. Direct accounts of the filming of "Love Me and the World is Mine" at Universal City, and 8. Watching Mr. Dupont, Mr. Jannings, Mr. Freund and Miss de Putti at work on "Variety" in the studios in Berlin.

With Vidor in Texas

THE current presentation of "The Big Parade," in Houston, Tex., recalls the first picture made by King Vidor, director of this Metro-Goldwyn-Mayer production.

Some twelve years ago, a Texas boy not yet twenty years old, was director, photographer, scenario writer and editor of a weekly serial sponsored by the *Houston Chronicle* and tacked on to the regular news weekly this paper supplied to the theatres of greater Houston. "Who Is Barbara?" was the title of this first film fiction directed and produced by young Vidor. It is an interesting transition from the adventures of Barbara to the medal-winning epic,"The Big Parade," which is now playing a ten-day engagement at the Auditorium Theatre in Houston.

A view of Leo Maloney's Western city at Skyland, in the San Bernardino Mountains, California, where his Westerns for Pathe are made. It comprises some fifty buildings, many of them practical, and several punchers are on hand the year around to look after the livestock and the ranch

Following the news-reel experience, King Vidor made short-reel subjects of industrial life and then a series of two-reel comedies which, however, did not make a noticeable impression. Then came a pioneer trip to Hollywood in 1915 and for three years Vidor worked as cameraman, assistant director and actor. After three years he grasped the opportunity to direct his own pictures and he attracted some attention by producing "The Turn in the Road." A little later came "The Jack-Knife Man." The originality shown in these early efforts attracted the attention of the larger producers and fame and fortune followed.

Welcome Home, Lou!

LOUIS P. KRAMER, who brightened many an editor's dull days as press agent for F. B. O., Universal, and the Thomas H. Ince organization, and who left our midst to return to his first love, Chicago, will once more grace the editorial sanctum sanctorums of Broadway, according to gladsome tidings received this week. From B. & K. in Chicago Lou went to Detroit as publicity representative of the Kunsky interests—and now he returns to New York with a leading distributor. We know of no better press agent than Lou (a dangerous statement, but we stick to it) and it will be good to have him back again.

Fred C. Quimby, newly associated with Hal Roach studios, and W. B. Frank, vice-president and New York representative, arrive in Los Angeles and are met by Roach and Martha Sleeper, who promptly sells them tickets for the Wampas Frolic

Peggy Hamilton, fashion editor of the Los Angeles "Times," wearing two of the gowns displayed this week at the Hollywood Screen Fashion Show at the Biltmore, New York City, this week. The gown at the left was worn by Leatrice Joy in "The Clinging Vine," and that at the right by Vera Reynolds in "The Little Adventuress." (P.D.C.)

Wide-awake Miss Sleeper

MARTHA SLEEPER, 16-year-old comedienne, made her debut in Los Angeles on Thursday night with the Wampas Baby Stars of 1928 at the annual frolic, which is the event of the season in the picture colony. She succeeded to the place vacated by Jean Navelle because of ill health. Miss Sleeper began her career in the East at the age of ten in the ballet of the Metropolitan Opera House. She showed a natural bent for comedy, and was discovered by Hal Roach, who made her an important member of "Our Gang." More recently she has appeared in various Roach comedies for Pathe, and a brilliant future has been predicted for her by several directors. She is a daughter of the late William J. Sleeper, former Montana Congressman.

An Interesting Race

WHICH is the speedier—the stork or the typewriter? In this one case, at least, the typewriter won, for Lenore J. Coffee, prominent scenarist at the DeMille studio, who in private life is Mrs. William Cowen, wife of DeMille's assistant director, has been writing the screen version of Samuel Merwin's novel, "Silk," for the last two months and recently completed the last scene in time to enter the Good Samaritan hospital, where she expects the arrival of the stork at any moment.

Johnny Hines, First National comedian, refuses to take Numa seriously when the leonine performer demands larger type in the billing of "All Aboard," but Charles Hines, at the left, his brother and director, seems somewhat uneasy and sort of wonders if Numa hadn't ought to have its way

And He Was the Sixth That Day!

IF you have ever seen the comedian minus make-up, you can hardly blame the oldest doorman in point of service at the Mark Strand Theatre, New York City, for turning a cold shoulder on Chester Conklin, one of the stars in "McFadden's Flats," now playing at the theatre. The comedian made a "personal appearance" at the entrance door Sunday afternoon, and notwithstanding the crowds, expected to be admitted pronto.

Two of Columbia's feminine stars, who staged surprise weddings last week. Virginia Browne Faire (right) stopped "Pleasure Before Business" long enough to marry Jack Daugherty, and Shirley Mason became the bride of Sidney Landfield immediately after completing "The Wreck"

"I'm Chester Conklin," he told the doorman, rather timidly. "I'd like to go in."

The doorman looked over and called a couple of policemen who were keeping the crowds in line. Conklin repeated his story, but the officers were not only skeptical but decided that the man might be a fit subject for the psychopathic ward at Bellevue Hospital. They were leading the protesting comedian away when Joseph Plunkett, managing director at the Mark Strand, saw the commotion in the lobby and investigated. Conklin's appearance is very different off the screen, but Mr. Plunkett recognized him and saved the genial comedian from a miserable hour or so.

College Photoplay Filmed

EDMUND GOULDING, M-G-M director, showed the students of Mrs. Frances Taylor Patterson's class in photoplay composition, at Columbia University, how pictures are made, on Monday evening. The two-reel production, "Women Love Diamonds," was filmed before the class, and will be shown to it later. "Women Love Diamonds" is also the title of Mr. Goulding's latest M-G-M picture.

Added Attraction

THE next three games of the Motion Picture Basketball League will include a dance, as the result of action taken at a recent meeting. These will be at Stuyvesant High School, New York City, February 18, March 4 and March 25. Pathe is leading in the tournament, with Fox second.

Einfeld-Band Engagement

S. CHARLES EINFELD, assistant director of advertising and publicity of First National, and Miss May Band, of Brooklyn, will be married in June, it was announced this week. Einfeld is Vice-President of the A. M. P. A.

Kofeldt a Daddy Now

WALTER W. KOFELDT, president of Imported Pictures Corporation, became a proud father on January 30 with the arrival of Elsa Jeanne Kofeldt, weighing eight pounds, in San Francisco. Mother and daughter are doing nicely.

Reuben Lucius (Rube) Goldberg, creator of the comic strip, "Mike and Ike, They Look Alike," and the players who will portray his brain-children in the Stern Bros. comedy series for Universal. Center—Charles King and Charles Dorety as Mike and Ike; right—Thelma Daniels, who will furnish the pulchritudinous element, without which no comedy is complete.

Movies by Radio

WHILE inventors struggle with the problem of transmitting motion pictures by radio, Paramount stole a march on them on Tuesday night during the Eveready Hour by broadcasting the filming of "Knockout Reilly" through the 20 stations served by the National Broadcasting Company. The stunt had a real "kick" to it, and we found it almost more interesting than an actual visit to the studio, since the essentially humdrum, monotonous repetition and waiting were blue-pencilled.

Four scenes, lending themselves easily to the ether form of entertainment, were enacted by the principals of the cast and broadcast by Graham McNamee, nationally known announcer. Dix, Mary Brian, Jack Renault and Malcolm St. Clair, director, were the principal studio lights before the "Mike."

Jimmy De Forest, Patsy Haley, Billy McPartland and other well known boxing figures were in the ring during the broadcasting.

The hour of entertainment took the radio and motion picture fans into the studio, and there they heard the voices of the actors, the megaphoned instructions of the director, the shouts of the extras, the crackle of the Klieg lights and the orchestra accompaniment to dramatic scenes. McNamee described the sights of the studio with graphic picturesqueness.

The first scene broadcast was that of a cabaret, with Dix and Miss Brian participating. The jazz music of the cabaret was sent over the air during the performance of this scene. Next followed the prison scene with Dix; then the dressing room of the star as "Knockout Reilly." Climaxing the hour of production was the fight between Dix and Renault.

Patheites Shine

LAST Saturday evening saw the social bow of the six-months-old Pathe Club as host to the industry at large with its first Annual Movie Ball at the Roosevelt Hotel, New York City. The affair was a great success and did great credit to the entire club, from President L. S. Diamond down. Rutgers Neilson, as Master of Ceremonies, assembled and presented a corking show, including a group of Keith-Albee acts, the Carter-Waddell dancers, the Cochran twins, Arthur Bourbon, Jimmy Pendleton and Mary Denise, Bernard Gorcey, Leonard St. Leo, the Theo Creo dancers, Moiret and Fredi, Constantin Kobeloff dancers, Natalia, Belle Brooks and Charles Shepherd, Robey Lyle, Ada Howard, Marie Rialto, Hamid Bey, Mary and Margaret Gibbs, and James C. Morton. The program reflected great credit on Rutgers' ability to pick 'em and to put 'em on. And need we say that "a good time was had," etc.? Of course not.

O'Neill Takes Horace Greeley's Advice

JOSEPH JEFFERSON O'NEILL, one of the best known newspaper men in New York, left on Thursday, February 17, for the Pacific coast. He is to stay there for at least six months writing scenarios for F. B. O. This decision on the part of the company to send him west came as the result of work which Joe had done since he ceased doing publicity for the same organization. Before he joined the Kennedy outfit O'Neill was for several years with the Hays organization.

Prior to his entry into the moving picture game Joe was a star reporter on the New York *World.* That was the period when Donald Clark, of Metro-Goldwyn-Mayer's publicity staff, was competing on the same paper with this newest scenarist for the honor of writing the best stories and scoring the greatest number of beats. Joe also did publicity for Henry Ford's Peace Ship expedition.

Jefferson's impending departure could have been announced a week ago. At Joe's own suggestion, because he is sufficiently modest to dislike crowds—seeing him off on a trans-continental trip, the news was held over until he was two days on his way.

Schenck Approves Abbey Plan

JOSEPH M. SCHENCK has approved the proposed plan for a memorial abbey to be erected in Hollywood. In this mausoleum will be placed the remains of those individuals who by their various achievements have won niches in the Motion Picture Hall of Fame. There are scores of persons whose lifetime achievements are worthy of such recognition, according to Mr. Schenck, and this memorial would be a fitting and lasting tribute to those who have contributed in a creative way to that great medium of expression—the motion picture screen.

Feist Enthusiastic

FELIX F. FEIST, general manager of sales and distribution for Metro-Goldwyn-Mayer, returned from a tour of the country this week filled with enthusiasm over picture conditions. Everywhere, he reported, business was remarkable, with long lines at the box-office and exhibitors optimistic. Mr. Feist, of course, attributes much of this to M-G-M product, which he says is stimulating interest in pictures generally.

Departing Executive Feted

JOSEPH FREEDMAN, veteran Universal sales executive, recently general manager of the New York exchange and newly appointed Universal supervisor for Europe, was given a farewell luncheon by his associates at the Hotel Buckingham, New York, on the eve of his departure on the Majestic. Paul Gulick was toastmaster, and the speakers included Earl Kramer, M. Van Praag and Dave Brill.

Polish Film to Be Shown

ON Sunday afternoon at the Hotel Astor, New York, a Polish film, "Destiny of Russia," will be shown to the press. It was produced by K. S. Rymowicz of Poland, and depicts the Russian revolution.

Simon Holds Exhibit

HOWARD SIMON, former art director of Chadwick and assistant art director of Goldwyn, is holding an exhibition of paintings, drawings and wood cuts at the Art Center, 165 East 56th Street, New York, from February 15 to 29.

Kent Discusses Situation Abroad

Urges Sympathy and Understanding as Only Means of Dispelling Anti-American Feeling in Europe

THE future of the motion picture can be determined only by the extent to which the industry serves mankind.

This was the keynote of the address given by Sidney R. Kent, general manager of Famous Players-Lasky Corporation, at last week's luncheon of the Associated Motion Picture Advertisers in New York. Mr. Kent spoke as one of the immortals of the industry selected 18 months ago by the A. M. P. A.

"Dollars and cents," said Mr. Kent, "must not be the only consideration of the people of this industry.

"However," he said, "we are in a fortunate position, for our business is one which is profitable and which at the same time serves humanity. And only to the extent to which it serves can it be profitable, and progress beyond the limits which bound an ordinary commercial undertaking.

"It is you men of the advertising and publicity departments who can carry the message of the motion picture to the world. In your work you must look far beyond the dollar. Your copy must convey to the public here and abroad the true purpose of the screen.

"Not until shortly after the war did I appreciate fully the real mission of the screen. Before that time I had looked upon it as a field for my own advancement. Right after the war, however, I was in the town of Lille, France. There were not more than a half a dozen buildings with roofs. Brick factories had been established, and all day long the women of this town labored and slaved, many of them trudging along in harness beside animals, in rehabilitating their property. At night these women, worn from their work, gathered in a building which had been used as a stable by the Germans, and enjoyed the thrill of a motion picture. I was proud that night for the picture was a Paramount picture, 'The City of Silent Men.' All through the war-stricken country this same service was being rendered by the motion picture industry.

SIDNEY R. KENT

"It was then that I awoke to the realization that the motion picture could not be purely a commercial proposition. I knew then that it could, and must, serve mankind and I knew that only to the extent to which we did serve would we be repaid."

The general manager of Famous Players-Lasky Corporation said that recently he and Will H. Hays were discussing certain current newspapers and theatrical attractions, and they had reached the conclusion that the motion picture was the only white sheep left. Its desire to serve, he said, had placed the motion picture on this high plane. Responsible, also, he said, was the advancement in motion picture advertising.

Touching briefly upon the foreign situation, he said that it was his opinion that if Russia would open its doors to American pictures, conditions in that country would be stabilized.

"We must face the fact," he declared, "that America is the richest country and the most unpopular. A hymn of hate is being sung by European countries. In motion pictures I believe we have the medium through which this feeling of antagonism may be dispelled. But it can be dispelled only if we look at their problems and aims with sympathy and understanding.

"I remember talking with one of the big men of England and he told me at that time, 'We didn't ask you over.' I don't think I ever heard the situation explained more pertinently. Yet, our films are being shown in foreign countries, and if we continue to serve mankind they will continue to be exhibited."

"Better Take the Kent Slant," Says Adler, of *Kine*

The following communication has been received by MOTION PICTURE NEWS *from Bert Adler, American representative of* KINEMATOGRAPH WEEKLY, *London:*

IT has taken Sidney R. Kent to "speak out." Despite the fact that foreign exhibitors couldn't exist today without American films, they are singing a "Hymn of Hate" for us in the lands across the seas, and the sooner the American industry wakes up to it the better. The same week that Mr. Kent "spoke out" at the A. M. P. A., another American executive relayed a piffle statement to the trade press to the effect that they loved us more than ever abroad and Europe alone would soon contribute fifty per cent. of an American film's total gross! If we want Europe to contribute even twenty-five per cent. of the gross, we had better take the Kent slant, and we had better move to take the hate out of the hymn.

As the representative here for many years of the London trade paper that sponsored the strongest foreign exhibitors' body now in existence—I refer to "Kine" and to the C. E. A. of Great Britain—it has been my happy privilege to know many of the trade leaders on the other side. I know, for instance, that the C. E. A. membership is not only heartily for American films—as a matter of good business—but has been in the forefront of the fight on the proposed British film quota regulations. I am sure that Major Herron, foreign expert of the Hays organization, will confirm this.

Yet here we have this friendly exhibitor body voting its third boycott against American films. And they need the very films they are banning! How comes this strange attitude? I doubt if all the reports Mr. Kent could get from his agents abroad, would give the cue; but I am certain that the reports that exhibitors across the pond get from this side (if Mr. Kent could see them) would thoroughly enlighten him. Reports of sharp practice on the part of large producing-exhibiting interests against small exhibiting interests. Reports of using one's own product as a club to drive the "invaded" exhibitor into an unprofitable or unwelcome partnership (Please remember that the British exhibitor is an individualist, who likes "the game" as much as the money in it, and who doesn't want to be replaced by the janitor or small-boy type of manager just because there may be financial indemnification.)

The incongruous situation of exhibitors making a move that can only injure them

(*Continued on next page*)

F. P.-L. Profits $7.52 per Share on Common Stock

THE Famous Players-Lasky Corporation in its consolidated statement (which includes the earnings of subsidiary companies) reports net profits of $1,052,829.77 for the three months and $3,640,338.34 for the nine months to October 2, 1926, after deducting all charges and reserves for Federal income and other taxes.

After allowing for payment of dividends on the preferred stock, the above earnings amount to $7.52 per share on the common stock for the nine months' period, based on the average number of shares of common stock outstanding during that period.

Jesse Lasky on Way East to Outline Entire Forthcoming Schedule

HAVING completed plans for production on the West Coast which will keep the Famous studios busy well into the summer, Jesse L. Lasky has started East with Walter Wanger, general manager of production, where he will outline the entire forthcoming schedule of Paramount product. During his stay on the Coast Mr. Lasky authorized the erection of new buildings necessitated by increased production.

Before entraining for the East Mr. Lasky viewed portions of three Paramount road-show pictures slated for early release, "The Rough Riders," "Wings" and "The Wedding March"; he also inspected parts of several special pictures. The Paramount vice-president stated that his company will bend its energies to raising the program feature to a higher standard than it has reached in the past.

Pathe Staff Promotions

McCormick "Review" Editor, Mack Heads Publicity, Exploitation; Aiken Mid-West Sales Mgr.

Pathe executives who have been promoted to higher stations in the organization: left to right: W. A. V. Mack, exploitation and publicity manager; S. Barret McCormick, Editor Pathe Review, and F. C. Aiken, Mid-West division sales manager

SEVERAL Pathe executives were promoted to higher stations in the organization during the past week. J. E. Storey, assistant general manager in charge of short subject production, elevated S. Barret McCormick from his position as director of exploitation and publicity to the post of editor of Pathe Review, and Phil Ryan, who has held various important positions with the company, is to be temporarily in charge of Pathe units on the West Coast.

Harry Scott, general sales manager, appointed W. A. V. (Bill) Mack to the post formerly occupied by Mr. McCormick, and F. C. Aiken, assistant sales manager of the Mid-West division, gets Mack's former job. These changes have already taken effect and the various officials are already busy at their new tasks.

Pathe believes exhibitors can look forward to a greater magazine reel under Mr. McCormick's editorship, as his previous training includes theatre managerment, production, exchange experience and newspaper work. Phil Ryan was feature sales manager for Pathe about a year and for some time was a partner in the Capitol Theatre Enterprises, operating a circuit in the mid-western states.

Mr. Mack's early work, first on the college paper at Syracuse University, from which he graduated as a mechanical engineer, the management of Keith's Crescent Theatre, Syracuse, and as branch manager for the General Film Company has given him a good background for his new duties. He has been with Pathe for the past six years serving as branch manager, short subject sales manager and mid-western division sales manager. It is due to the exploitation and publicity methods he used in promoting Pathe pictures that he won his present position, says Pathe.

Fred C. Aiken, new Mid-West Division Sales Manager, joined Pathe in October, 1923, when he was appointed branch manager in Chicago. He continued in that post until June, 1925, when he became district manager, and in April, 1926, was selected for the position of assistant Mid-West division sales manager.

"Better Take the Kent Slant," Says Adler

(*Continued from preceding page*)

financially, such as has just occurred at Birmingham, is due to the fact that there are so few Kents on this side to give us the proper angle. The majority viewpoint in the American industry continues to be, "Oh, it's just noise over there; they've got to have our pictures, anyway!" Of course they do, but their quotas are getting tighter all the time—and our theatre investments in their countries are growing larger! Now that we know that the pocketbook side of the argument isn't all-important, can't we give attention to the human angle?

Meeting these visitors from foreign lands as I must, I know, for instance, that:

With the exception of Mr. Kent's company and one other, a visiting foreign producer cannot receive decent consideration for his product—if screened at all, it isn't to important executives but to joke committees.

Foreign producers with new propositions are not seriously received and their propositions promptly rejected if unacceptable; they are fooled around with for precious months, alibied to and "kidded" by executive after executive, soft-soaped with promises based on our alleged "reciprocity" ideas—and finally sent back singing a hymn of hate.

I know of a visiting editor who found that the most interesting thing in the New York industry "was the way your executives break their appointments." And one of these executives is given a well-attended trade dinner whenever he goes to London, where he breathes good-will to the suckers there assembled.

But even suckers will awake in time!

Recently an American film company sent six men to take European posts. How or why they were picked, is still a mystery. They were all Go-Getters, primed in the sales department motto of "Our Films Are Indispensable!" and I understand that they let foreign exhibitors know it, for they were all back in eight months.

But still the old offensive (to foreign ears) blah-blah goes on. Contrast Kent's plea that we "look at their (the Europeans') problems and aims with sympathy and understanding" with this, delivered by another of our executives the same week: "Despite talk of contingents and restrictive measures, I do not believe that American pictures can be supplanted. (As if anybody else did!) This industry is supplying foreign people with the entertainment they desire. Foreign governments and film interests lose sight of this fact."

Not while we think it sound policy to remind them of it!

F. P.-L. Declares Regular Quarterly Dividend

At a meeting held this week the board of directors of the Famous Players-Lasky Corporation declared the regular quarterly dividend of $2.00 per share on common stock, payable April 1, 1927, to stockholders of record at the close of business on March 15, 1927. The books will not close.

Frank Lloyd Terminates His Contract with F. P.-L.

Frank Lloyd, director, has terminated his contract with Famous Players-Lasky according to an announcement made this week by B. P. Schulberg, West Coast executive of Paramount. The director is now putting the finishing touches to "Children of Divorce," which features Esther Ralston, Clara Bow, Gary Cooper and Einar H. Hanson.

Better No Script Than Words

Part Three of a Series Analyzing the Failure of Continuity; D. W. Griffith Endorses Idea

(Editor's Note—This series seeks to explore a largely unconsidered field, and THE NEWS *will welcome comment, for or against, from its readers. They do not necessarily represent the views of the Editor.)*

By L. C. Moen

THERE are two ways, and two only, in which a motion picture may be made with any assurance of satisfactory visual results. The first is Improvisation, the second Composition. In neither of these methods does the present type of continuity (word-script) play any vital role. We have pointed out that Rhythm and Composition are the basic elements through which Story and Acting are conveyed to the spectator; that without their proper use a strong story and the finest acting go for naught; that you cannot photograph a scene without bringing in movement and light, whether you are conscious of their use or not; that a continuity is a convenient series of memoranda from which plans for a picture may be prepared, but that in itself it does not constitute preparation; and, above all, that you cannot plan or express Composition and Rhythm in words alone.

Take the most interesting scene imaginable, written by a clever scenarist and enacted by gifted players, photograph it so that your composition leads the eye to the wrong place at the wrong time and your tempo opposes the desired dramatic effect, and you will have very little.

Take a commonplace scene, expressing no strong emotion and containing no striking situation or business, photograph it in an unusual and interesting composition and create a pleasing rhythm—and that scene will interest the spectator. (We are not referring to the arty, high-hat spectator, either, but to anyone from an Australian bushman to a university professor. Bear in mind that while there are still savage tribes too low to have even a place of dwelling, no tribe has ever been found which did not have some form of music; pictures, of course, even preceded words. A spectator does not have to be conscious of Rhythm and Composition to be powerfully swayed by them, should not be conscious of them, in fact, and he need not even be aware that such things exist.)

Visualization

The degree of interest which can be given to a scene is limited by its Content, but it is Form which gives it that interest, or at least develops and heightens it. If this were not true, it would be possible to read a scene in a script and say at once: "That will make a good scene," or "That will be uninteresting." As it is, no one can say until it is in the projection room—that is, until it has been shown in visual form. Proper Composition and Rhythm can make a mediocre scene interesting; bad use of them can spoil the best of scenes.

Now in order to bring Rhythm and Composition to bear on our story, someone must visualize it. If that man is the continuity writer, and he converts his visual images into words, someone else must visualize it all over again and much of his work is wasted. The person who does the final visualization creates the motion picture, obviously.

Picture Representatives Approve Vestal Bill

REPRESENTATIVES of the motion picture industry went to Washington on February 10 and expressed their approval of the Vestal bill, under which all holders of interests in copyrights would be permitted to register such interest in the Copyright Office, at a hearing before the House Committee on Patents.

Only the representatives of the Authors' League appeared in opposition to the measure, to which objection was raised on the ground that it did not sufficiently protect the author. This contention was refuted by other witnesses, who declared that the author was fully protected under the bill.

A great deal of additional work would be imposed upon the Copyright Office under the proposed change, it was declared by Registrar Solberg, which would necessitate additional appropriations.

A. W. Weil, representative of the Hays organization, and other motion picture representatives expressed their desire to have the bill enacted, declaring that it would materially simplify matters because holders of copyright interests could protect themselves directly instead of being required, as at present, to secure their protection through the copyright holder.

There are three stages at which the story may be visual before it is completed—in the script, on the set and in the projection room. Only the second and third are used to any extent today. This method of working out effects as you go—in which the present script is of scant assistance—we may call Improvisation. The ultimate method, as yet almost untried, of creating the effects within the script in advance, may be rightly termed Composition. Once more we put Mr. Webster on the stand:

IMPROVISE. (2) To bring about, arrange, or make, of a sudden, or without previous preparation.

COMPOSE. (3) To construct by mental labor; to design and execute, or put together, in a manner involving the adaptations of forms of expression to ideas, or to the laws of harmony or proportion.

This should make the distinction obvious. The man who improvises creates as he goes; the man who composes plans ahead, and "fits forms of expression to ideas."

Throw Away the Script!

The non-visual script is of so little value in actual filming that one of two things should be done: Throw away the script entirely, or make it visual, embracing Rhythm and Composition. That statement may seem arbitrary—but every really prominent production man or director it has been discussed with has agreed with it. The only exceptions have been the studio managers and business executives who want the script for cost estimates (as though they meant anything from the present script!) shooting schedules and purposes of record generally. That is their chief value.

Remember, we are not belittling the value of the story development, incident, business and the like contributed by the scenario writer. They are necessary—but put him on the set as a gag man or an assistant, or a consultant, or what not. So long as scripts remain literary, there is small value in having him write them. They must be visual, and the present form of script makes this impossible.

Two things are almost axiomatic in the picture industry: 1. You must have a script, and the man who works without one is a waster. 2. No director pays any attention to the script. The contradiction is obvious—yet both are largely true. The reason is simple. The director reads the script and from it forms a visual conception of the story; from that point on he really directs from that visual conception in his own mind, and not from the word script. Except for purposes of record and account, the script might as well be discarded on the first day of shooting, in most cases. All production today is largely, or at least partly, Improvisation. Composition is still in the future.

Griffith On Scripts

The greatest exponent of Improvisation, of course, is D. W. Griffith. It is a tradition of the industry that scripts mean nothing to Mr. Griffith—that he throws them away without reading and goes out and shoots five million feet of film to obtain enough material to make a picture. We doubted the literal truth of that, but thought that no one should be so well informed on the matter as D. W. Griffith, so to Mr. Griffith we went.

Briefly we sketched the theory advanced in these articles—that present scripts are almost useless because they are a thing of words and not cinema (hoping for agreement from him on that point); but that a totally new type of script can be evolved which will bring Rhythm and Composition into the creation of continuity (expecting to be told that this was an absurd dream, and that these things must be left to inspiration on the set).

But Mr. Griffith not only agreed with the theory as to the failure of the present script—he warmly advocated the type of script which will be explained in this series, and hoped for its adoption, although it is contrary to everything tradition ascribes to his own methods!

Next week we will give, in Mr. Griffith's own words, his precise attitude toward continuity; the reasons why he does not favor the present form of script; his exact working methods in setting out to make a picture; and the continuity of the future as he would like to see it—although, as he expressed it, "almost any darned fool could direct a picture from such a script!"

(To be Continued)

M-G-M to Make 165 Prints of Each Production for Home Consumption

METRO-GOLDWYN-MAYER announces it will have 165 prints made on each completed film on the 1927-28 program to take care of this country's needs. The foreign prints, being made either in New York or Chicago, are not counted in this estimate and, according to M-G-M, will raise the estimated footage almost ten million feet higher.

The announcement also declares that fifty million feet of raw film will go into pictures for domestic distribution, making the company one of the largest buyers of celluloid, as it is calculated that the amount used is a tenth of the total consumed in this country during the year.

New Third Dimension Process Announced

M. H. Hoffman, of Tiffany, Acquires Rights to Invention; No Change Necessary in Theatres

M. H. HOFFMAN, vice-president of Tiffany Productions, announced this week that he had acquired a third dimension process, the invention of Emil and Jacques Burkhardt of Switzerland. Mr. Hoffman made the flat statement that, through this process, reel third dimension pictures or stereoscopic photography showing length, breadth and width on the screen are an accomplished fact.

Photoplays made with this process, he continued, will be available for all theatres regardless of size or equipment, without making any changes in the theatre whatsoever. "The theatre owner will have no more trouble or expense in equipment in showing these pictures than he now has with the ordinary film feature," said the Tiffany executive.

In conjunction with the Burkhardt brothers, the inventors, Mr. Hoffman has sole and exclusive control of the several basic patents which have been amply protected throughout the world, completely covering the various processes. The Burkhardts, Mr. Hoffman said, are now preparing their various paraphernalia and are expected to sail for the United States next month. Immediately upon their arrival it is Mr. Hoffman's intention to start work on a special production as well as on several short reel subjects employing the invention.

In commenting upon his acquisition of the third dimension pictures Mr. Hoffman said:

"The motion picture industry for many years has been talking, dreaming and experimenting with the third dimension on the screen. In other words, life-like photography with the actors appearing on the screen with the perfect illusion of having them before the audience the same as on the speaking stage.

"At various times some announcement would appear that somebody has perfected this third dimension, but in every instance it was found impractical because it required change of equipment, machines, screens, cameras, raw stock, etc.—any one or all of these requirements making the proposition unsuitable and impractical for commercial, profitable use."

About 50,000 Seats in Seattle's 62 Theatres

A RECENT check of the theatre situation in Seattle, Wash., discloses a total of sixty-five theatres in that city of 500,000 population, fifty-nine of which are now operating regularly. The sixty-two houses represent a total seating capacity of between 45,000 and 50,000. The list includes all motion picture houses, vaudeville theatres, stock and legitimate houses, and musical attraction theatres.

In addition to this list, there are three houses now under construction in Seattle, and two more proposed. Those now being built include the 3,000-seat Famous-Players-Publix "Seattle Theatre," the 3,000-seat Keith-Orpheum vaudeville and picture house, and Jensen-Von-Herberg's new 1,000-seat suburban house, the Bagdad Theatre.

The proposed houses include a 2,500-seat house on the site of Seventh Avenue and Olive Street, rumored to be a Fox enterprise, and also reported to be a Sid Grauman location; and the contemplated Universal house to replace the Columbia Theatre as Universal's large first-run theatre in the Washington territory.

Polish Copyright Treaty Goes into Effect

An international copyright treaty between the United States and Poland went into effect on Wednesday of this week, bringing under control an extremely troublesome piracy situation. Presidential proclamations were issued on Monday, effective two days later. This means that a work copyrighted in either country automatically enjoys protection in the other. Pirated prints are understood to have been made in Warsaw and distributed throughout Europe, and owing to the lack of any copyright treaty between Poland and the U. S., little could be done about it until now.

Film Arts Guild Leases the Times Square Theatre

The Film Arts Guild, recently at the Cameo Theatre in New York City, has leased the Times Square Theatre, West 42 Street, for Sunday showings and will present a program there this Sunday, February 20, commencing at 1 P.M., and playing continuously until 11:30 P.M. The double feature bill arranged for this showing will consist of "The Dark Angel," co-featuring Ronald Colman and Vilma Banky and "Salome," starring Nazimova.

The Guild is also negotiating for a Sunday lease of the Guild Theatre, West 52 Street, for a special subscription performance of "The Living Dead Man," and "Emak Bakia." The former film is based on Pirandello's "The Late Matthew Pascal," directed by Marcel L'Herbier. The featured players are Ivan Moskine and Lois Moran, then only sixteen years old. The latter production is by Man Ray, modernist artist and experimenter with cinematography.

Joseph M. Schenck Denies Merger Discussions

Joseph M. Schenck, chairman of the board of directors of United Artists, denied this week on the Coast that a merger with M-G-M or anyone else was under consideration at the present time. He declared that he had not recently discussed this with any company.

Statements last week from Louis B. Mayer were to the effect that the merger was less likely now than at the time it was originally rumored.

H. W. Traver, Detroit M'gr for U. A., Dead

Herbert W. Traver, Detroit manager for United Artists, died last Friday, February 11, at 6 A.M., after a long illness of heart trouble. Services were held on Sunday at the Norton Mortuary and were attended by members of the Detroit Film Board of Trade. The remains were shipped the same evening to Troy, N.Y., for burial.

C. E. A. Votes Boycott of Famous in England

GENERAL boycott of Famous Players pictures was voted this week by the General Council of the Cinematographic Exhibitors' Association in England, as a retaliatory measure for Paramount's acquisition of two key-city theatres in Birmingham, which the C.E.A. considers the forerunner of a campaign of theatre buying.

Opinion in the British trade papers divided on the wisdom of this move and its chances of success. The trade journals express doubt as to exhibitors adhering to it.

While no statement has been issued at the home offices of Paramount in New York, it is understood that reassuring reports have been received regarding the situation.

New Firms File Papers of Incorporation at Albany

Newly incorporated motion picture companies filing papers with the Secretary of State at Albany, N.Y., during the past week, included the following: Plaza Pictures, Inc., $100,000, William E. Shallenberger, Harry G. Kosch, Edmund Souhami, New York City; Endicott Holding Corporation, capitalization not specified, Arthur B. Cohn, Lawrence E. Bobker, Helen Cone, New York City; Kay-Em-Es Amusement Co., Inc., $30,000, Jonas King, Isaac Silverman, New York City; Herman Schoenbach, Brooklyn; K. C. U. Theatre Corporation, capitalization not specified, M. M. Pedlow, T. F. Donohue, H. W. Burmaster, Albany; Synchrophone Corporation of America, capitalization not specified, Harry Lader, Eli Stener, Emil Schlesinger, New York City; Peerless Pictures Corporation, $20,000, R. B. Shoemaker, John S. Lopez, W. A. Clay, New York City; Cole-Redding, Inc., $10,000, Grace Cole-Redding, Brayton Eddy, Philip Hogate, New York City; Kantro Amusement Corporation, capitalization not specified, Louis Levine, Celia Tannenbaum, Brooklyn; Helen Sherry, Bronx.

Bushman to Portray South American Historical Figure

The role of Belgrano, "the George Washington of South America," in a special production that the Ajuria Production Company is filming in Hollywood, will be portrayed by Francis X. Bushman who was given the role after having been chosen by popular vote through a contest held in South America. M. Ajuria, who controls a chain of 300 motion picture theatres in South America, arrived in Hollywood a week ago to start production on the film, which is intended for the Sociedad General Cinematographic of the Latin-American Republics. Bushman is now completing the role of George Washington in a picture now being made with a new technicolor process.

Arbitration Boards Report for 1926

12,566 Claims Amounting to $2,712,495.22 Disposed of During Year; Cite Legal Expense Saving

How the motion picture industry settles its difficulties between buyer and seller out of court with a saving of hundreds of thousands of dollars in legal expenses and court costs is shown in the report for 1926 of the Boards of Arbitration of the Motion Picture Industry.

The 33 Boards of Arbitration of the motion picture industry disposed of 12,566 claims, amounting to $2,712,495.22 in the United States in 1926, according to a report issued yesterday by the Film Boards of Trade.

Of these claims, 5,018 were settled before the date of the actual hearing because the filing of claims brought the parties together. Awards made totaled 5,476 for a total of $1,356,233.78. All but 25 of these claims were decided by a unanimous or majority vote of the board of three exhibitors and three exchange managers. A seventh artibrator to break a tie vote was necessary in these 25 cases. 812 claims were withdrawn and 440 dismissed for want of jurisdiction, incomplete filing, etc. On January 1st, there were 1,007 claims pending, totaling $300,959.98. Seventy-one claims were litigated after submission. All but five of these suits were actions to reduce arbitration awards of 1924 and 1925 to judgments.

The Canadian Boards of Arbitration considered 127 claims and made 105 awards totaling $78,875.48. Three cases required a seventh arbitrator. Thirty-eight claims were settled before the date of hearing. These totaled $21,061,48.

In the three years of arbitration in the motion picture industry in the United States, the boards have disposed of 35,650 claims for $7,374,662,18.

The report of the board for 1926 in tabulated form is at the bottom of the page.

Fifty Theatres in Greater New York Now Loew's

On the evening of February 19, when Loew's Grand, at Fordham Road and Jerome Avenue, New York City, opens its doors for the first time with a special performance introducing radio, screen, stage and night club stars, the name of Loew will adorn no less than fifty theatres in the New York City territory. Each of Loew's fifty houses averages a seating capacity of 2,500.

Nicholas M. Schenck, first vice-president of Loew's, Inc., and general manager of all of the Loew theatre properties, together with David Bernstein, comptroller of Loew's, Inc., will be on hand for the Grand's opening. The house will adopt its regular policy of continuous shows from 1 to 11 o'clock the following day.

Universal Gets Rinehart's "Finders Keepers"

A contract was closed early this week between Universal Pictures Corporation and Mary Roberts Rinehart for the screen rights to the author's "Finders Keepers." Universal intends this as a vehicle for Laura La Plante. The story was first published in the Saturday Evening Post. It will appear in book form this season as the leading story in a book of short stories by Miss Rinehart.

	Claims Filed But Settled Before Date of Hearing		Claims Considered by Board of Arbitration		Awards		Claims Withdrawn		Claims Dismissed for Want of Jurisdiction Incompletely Filed, etc.		Claims Requiring Seventh Arbitrator		Claims Pending		Claims Litigated After Submission, Including Entry of Judgments in Court Action Upon Awards		Claims Litigated Before Submission to Arbitration	
Boards	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Amount	No.	Am't
Albany			58	20,982.45	42	16,439.81	57	25,691.87	12	1,561.87	1		17	6,989.00				
Atlanta	101	26,223.19	83	22,999.77	83	22,999.77	16	4,096.50					37	12,242.20				
Boston	185	52,539.92	122	34,973.84	122	34,973.84			1	179.00			19	3,414.33				
Buffalo	111	27,917.61	123	46,401.34	123	46,401.34	61	35,095.93	9	3,508.42	3	175.00	14	4,030.59				
Butte	6	1,844.79	22	3,648.44	18	3,047.27	2	476.30	4	662.36								
Charleston	3		11	1,635.81	10	1,632.81	4		2				5	427.50	1			
Charlotte	116	34,500.01	142	46,898.44	142	46,898.44	8	1,460.39	27	12,018.30			16	3,567.05				
Chicago	505	88,218.02	543	235.150.82	415	86,906.85			74	11,903.77	1	50.00	65	89,671.36	8	57,747.25		
Cincinnati	152	21,790.68	249	97,215.22	249	97,215.22	99	26,883.31	29	16,309.27	3	195.68	46	16,398.24				
Cleveland	82	9,063.25	141	33,194.64	123	29,047.39	3	335.70	10	1,526.55	5	2,285.00	9	1,476.43	3	2,025.00		
Dallas	520	65,451.80	331	86,889.71	293	83,888.60			24	3,838.58			56	9,972.60	1	162.94		
Denver	17	6,892.99	131	40,310.74	72	11,683.87	58	14,879.48	4	934.75			5	478.25				
Des Moines	28	11,158.50	119	46,367.19	119	46,366.59	45	9,934.05			2	960.00	18	5,972.08				
Detroit	42	10,210.03	65	17,331.08	65	17,331.08	77	18,583.90	4	3,185.10	2	6,587.50	46	22,567.34				
Indianapolis	29	6,375.26	64	12,348.88	64	13,126.18	78	34,972.89	11	979.20			29	5,526.25				
Kansas City	82	20,573.19	371	95,172.26	371	86,816.20	122	32,758.79	43	6,799.86	2	997.90	25	9,223.17	17	7,129.69	1	80.50
Los Angeles	2	96.00	19	10,583.00	17	6,675.00	3	2,847.31	5	1,155.50	1	1,751.00	2					
Memphis	23	8,817.41	44	12,924.80	44	12,924.80	3	1,053.00	7	1,155.82			6	2,947.64				
Milwaukee	83	49,186.68	201	62,955.58	154	55,350.25	6	2,518.71	21	5,086.62			4	2,594.42				
Minneapolis	31	6,108.45	106	22,188.01	84	16,691.39	74	33,996.34	22	5,496.62	2	550.00	79	25,950.18				
New Haven	87	23,173.37	99	33,825.50	99	33,825.50	3	208.07	5	2,924.00			8	1,513.50				
New Orleans	31	10,641.22	124	36,661 96	64	20,735.60	5	925.00	17	6,915.49			8	2,693.94	1	305.00		
New York	1,748	126,430.00	3,103	405,477.73	1,670	217,535.33	47	10,333.63	3	45.00	2	2,500.00	304	22,208.11	1	2,300.00		
Oklahoma City	79	23,231.57	203	66,228.28	114	28,595.69			15	2,642.50			30	7,728.23				
Omaha	134	32,967.43	192	56,032.84	130	43,486.99	6	837.65	14	5,405.94			33	4,933.83	4	2,566.50		
Philadelphia	337	28,048.00	159	20,683.00	112	10,881.00	3	288.00	4	253.00			16	1,061.00	9	5,141.00		
Pittsburgh	205	50,728.68	174	113,096.11	155	100,570.83	3	640.00	16	11,885.28			42	13,353.33				
Portland	4	3,740.27	18	6,789.29	8	3,603.47	3	222.50					7	1,359.00				
St. Louis	196	26,562.09	310	75,683.42	310	75,683.42	17	5,412.60	47	6,416.79	1	555.00	33	5,519.04	21	3,587.00		
Salt Lake City	11	3,483.17	37	9,585.49	24	3,950.69	1	25.50	6	4,032.15			1	150.00	4	2,995.00		
San Francisco	13	1,941.36	58	33,425.84	54	21,075.59	5	640.00	2	100.00			3	2,459.59				
Seattle	4	2,032.72	61	86,853.91	61	38,984.91	3	48.971.76	1				4	3,369.59				
Washington, D. C.	51	27,134.11	65	20,888.06	65	20,888.06			1	525.00			20	11,162.19	1	700.00		
TOTAL	5,018	807,081.77	7,548	1,905,413.45	5,476	1,356.233.78	812	314.089.18	440	117,446.74	25	16,607.08	1,007	300,959.98	71	84,659.38	1	80.50

Quota Trial for England

Theatres and Distributors Must Have Seven and One-Half Per Cent. British Films in 1928

ALL signs point to a trial of the quota system in England, to encourage British production. The various branches of the industry appear to have reached a practical agreement with the government on a basis which will cause no serious upheaval for the present. It appears likely that the quota will start at 7½ per cent. for distributors and exhibitors alike, effective January 1, 1928. This would mean that a theatre changing its bill twice weekly would be required to show at least eight British features.

Provisions to abolish "blind booking," to compel trade showing of all pictures, and to limit the length of time in advance for which pictures may be contracted, are also discussed.

The present output of British films, which has been considerably stimulated by the prospect of a quota, will be ample to take care of the initial percentage. If the plan works and proves advantageous, it is likely that the percentage will be gradually increased.

The definition of "a British film" has not been announced by the Government, in whose hands the matter now rests. The directors have suggested that it be a feature film of at least 4,000 feet, made by a company more than half owned by British capital, written by a British author or adapted by a British scenarist, filmed in a British studio unless the story demands otherwise, directed by a British subject, with a payroll of which at least 75 per cent. is paid to British Empire subjects. One trade paper maintains that producers should be left free to engage the best talent of any nationality, in order to compete in world markets.

In And Out of Town

NAT NATHANSON, president of Hi-Mark Productions, will leave shortly for the West Coast, where he will enliven production on a new and novel two-reel series.

LEAVING Saturday for Hollywood, Henry Ginsburg, president of Sterling Pictures Distributing Corporation, has departed from New York on a general tour of inspection among the Sterling producing forces on the West Coast. He will join Irving L. Walenstein, of Sterling, in Los Angeles. A general conference of Sterling producing units will be held during Mr. Ginsburg's sojourn in Hollywood.

J. R. WILSON, domestic sales manager of Educational Film Exchanges, Inc., has departed on an extended trip on which he will visit the principal branch offices of the East and Middle West. He will not return to the home office until the latter part of this month. Max Stahl, special sales representative, has been visiting exchanges in the Far West. At present he is in the Seattle territory.

MORRIS SAFIER, in charge of the Warner Bros.' extended run productions, returned this week from a trip of three weeks throughout the South and Southwest, where he closed a number of key cities and circuits for both the Vitaphone installations and the Barrymore and Chaplin productions.

B. F. ZEIDMAN, manager of the John Barrymore unit producing for United Artists release, returned to Hollywood Saturday, February 12th, leaving behind him in New York a print of "The Beloved Rogue," Barrymore's first United Artists picture, which comes to the Mark Strand on March 5th.

Stanley B. Waite

Stanley Waite Joins Famous Short Subjects Dep't

Stanley Waite, sales executive, has joined the short subjects department of Famous Players-Lasky. The former divisional sales manager for Pathe will be associated with George W. Weeks, who is in charge of the new department. Mr. Waite, in conjunction with Mr. Weeks, will begin immediately to organize the company's sales staff that will handle the new reel, novelties and comedies. Distribution of this product will start this fall.

Tiffany May Produce Films in Great Britain

Tiffany will produce a few pictures in England for world-wide distribution when conditions are favorable, it was announced by M. H. Hoffman, vice-president of Tiffany Productions, Inc., at a luncheon given him in England recently by Fred Bernhard, managing director of Bernhard-Tiffany.

In his talk Mr. Hoffman stated that he believed there was still an excellent market for the independent if he could make good pictures, and said that he had not found that producer ownership of theatres kept strong independent product out.

Mother of Walter Greene Passes Away

Mrs. A. Greene, mother of Walter Greene, former West Coast manager of Film Daily and now associated with Lichteg and Englander, died at her home in Hollywood last week following an illness of many months.

Publix-West Coast Deal Is Denied by Franklin

PUBLIX has not purchased the controlling interest in West Coast Theatres, Inc., nor is any such deal pending, according to Harold B. Franklin, Publix executive, who denied that there was any truth in stories to that effect published this week in New York.

Assembles Cast for "The Mountains of Manhattan"

A new Gotham production entitled "The Mountains of Manhattan," which extols New York's skyscrapers, is about to be placed into production by Sam Sax with a cast made up of Dorothy Devore, Charles Delaney, the featured players, Kate Price, George Chesebro, Clarence H. Wilson, little Bobby Gordon and Robert E. Homans. The story is an original by Herbert Clark who also wrote the continuity. It concerns a young structural iron worker who through nerve and ability finishes up as construction engineer on the very job on which he started as "rigger." James Hogan has been assigned the direction.

Work Started on "U's" "Back to God's Country"

Camera work began this week at Universal City on "Back to God's Country," a James Oliver Curwood story which Lynn Reynolds is directing for Universal's program for next year. Playing the leading roles are Renee Adoree (borrowed from Metro-Goldwyn-Mayer) and Robert Frazer. Mitchell Lewis and Walter Long are among the support. The majority of the action will be photographed in and around Bishop, Cal. The adaptation for "Back to God's Country" was made by Edward Meagher and the continuity by Charles Logue.

Arrangement With Poland Aids American Producers

Benefits of the Polish copyright law of March 29, 1926, will be extended to producers of American motion pictures, books and other copyright material, under the terms of a reciprocal copyright arrangement consummated with the Polish government by the State Department, Washington, D.C., to become effective February 16.

There has long been need of protection in Poland for American films, several cases of piracy having occurred in which the Departments of State and Commerce were called upon to assist American producers in conserving their rights.

Mary Brian Cast for Next Fields Starring Picture

Just as soon as she has completed the work attached to the role of feminine lead opposite Richard Dix in "Knockout Reilly," now nearing completion at the Paramount Long Island studio, Mary Brian will play the featured role of daughter to W. C. Fields in the latter's next starring picture, tentatively titled "The Timid Soul." The story is an original by Gregory La Cava, who will launch production on it this week.

Talking Picture Battle Looms

All Fox Theatres to Have Vitaphone Equipment at Once; Patent Situation Will Require Clarification

NO more interesting situation looms on the film horizon at the moment than the impending fight among various interests to capitalize on the talking and musical picture. Nearly all of the large companies are interested in some talking film process or another, or contemplate becoming so. The commercial success of Vitaphone has brought on an avalanche of devices and methods, old and new, each of which is being hopefully exploited.

As always happens when a new field is successfully opened up, real and alleged inventors in all parts of the country are pressing their claims as the originator of this and that and seeking to restrain others from using their claimed idea.

Most of the devices fall into two categories—those recording the sound directly on the film photographically, such as De Forest Phonofilm, Fox-Case Movietone, General Electric Photophone, and others, and those using a phonograph record to register the sound separately, such as Vitaphone. Efforts are being made to put out apparatus of the second type very cheaply for use in small theatres which might not be able to afford some of the other and more expensive types.

The biggest news of the week in the talking picture field is the announcement that William Fox has placed an order with Vitaphone and Western Electric for equipment of the playhouses of the Fox Theatres Corporation with Vitaphone apparatus as soon as the manufacturers can turn out the machines. This is an aftermath of the deal between Western Electric and Movietone in which patent rights were exchanged, in effect, making it possible for a theatre to use both with a minimum of equipment. Although Movietone records sound on the film and Vitaphone on a disc record, the same amplifying unit and loud speakers can be used for both. Thus the Fox theatres will not only be able to use the Fox-Case Movietone novelties, but any Vitaphone numbers which their managers may see fit to book, as well.

House Selected

One of the first to be so equipped will be the Fox Theatre in Philadelphia, with the new Academy of Music on 14th Street, New York City, and the Savoy, Fox's newest Brooklyn house, to follow. Others to be equipped will include the Terminal in Newark, the American in Paterson, the Liberty in Elizabeth, the City, Japanese Garden, Nemo, Star, Audubon, Crotona, in New York City, the Ridgewood and Folly in Brooklyn, and the Jamaica in Jamaica, L.I.

The scale on which Vitaphone is "going over" may be gauged by the statement this week that by January 1, 1928, there will be at least 300 Vitaphone outfits in operation, bringing back a weekly rental of $45,000. More than 100 are already contracted for. The installations are made by Western Electric at $12,000, it is understood. The contracts are for a five-year period, which means that the 300 installations, not counting others made during the life of these agreements, will gross the company a sum estimated at $11,700,000.

Financial rumors this week were to the effect that W. C. Durant, automobile magnate, is now interested in Vitaphone. No confirmation was forthcoming, although circumstances gave some support to the claim.

G. E. Device Shown

Last Friday, at the Rivoli Theatre in New York, an invited audience was shown the Photophone, the device developed by General Electric, Westinghouse and the Radio Corporation of America. This records the sound on the film and great simplicity of operation in the theatre is claimed for it. The tests shown were made solely for demonstration purposes and included two reels of a feature shown recently at the Capitol Theatre in New York with the Capitol orchestra's accompaniment recorded on it.

Another claimant to the basic patent rights on photographic recording of sound appeared this week in the person of Captain Lindell T. Bates, a lawyer practicing here and abroad, who asserted that a patent taken out by his father, the late Lindon W. Bates, in 1919, was the basic patent on which the art was based. He announced that he was willing to close with one of the producing electrical or film companies for a monopoly for ten years, or would form a special company to grant licenses on a royalty basis.

It is likely, in the opinion of engineers and patent attorneys, that the courts will have to pass on some of these claims, with possible action by the patent commissioner, before the talking picture field will be definitely clarified.

Universal Schedules Product

Total for 1927-28 Season Greatest Since Company's Inception; 65 Feature Length Pictures Planned

WHAT constitutes the greatest line-up of product ever planned for one season by Universal is scheduled for release during 1927-28. With enlarged producing facilities at Universal City, Carl Laemmle has determined to make a total of 65 feature length pictures, five chapter plays, 52 two-reel thrill dramas, ten episodes of "The Collegians," two reels each; 52 Stern Bros. comedies, two reels; 12 "Newlyweds and Their Baby," two reels; 12 "Gump" comedies, two reels; 26 Animated Cartoons, one-reel length, and 26 Snappy Comedies, also in one reel. In addition, Universal will handle distribution of the regular news reel issues which aggregate 104 during the year.

Included in the feature-length productions will be 10 "Supers," several of which will be of road-show calibre; four will be Reginald Denny productions. The first two super-productions available will be "Love Me and the World Is Mine," starring Mary Philbin, and "Uncle Tom's Cabin," production of which is rapidly nearing completion under direction of Harry Pollard. Following these on the schedule are "Show Boat," "The Big Gun," "The Man Who Laughs," and "Les Miserables." Denny's first will be, "I'll Be There."

A total of 40 stories has been purchased, from which will be selected the material for 33 Jewel productions; of these, 12 have been picked, and are being filmed. Seven star Hoot Gibson, and others in work include "The Cat and the Canary," "Alias the Deacon," "Cheating Cheaters," "The American Eagle," "Thunderhoofs," "Back to God's Country," "The Chinese Parrot," and "The Yukon Trail." "Lea Lyon" will be started next week.

Twenty-two thrill dramas will be made, seven starring Fred Humes, an equal number starring Ted Wells, four with aviation as the theme, starring Al Wilson, and four dog films starring "Dynamite." Universal considers its line-up of writers, stars, directors and featured players as one of the best ever garnered by one company.

The list of authors is headed by Victor Hugo, Harriet Beecher Stowe, Edna Ferber and James Oliver Curwood, and includes such names as Bayard Veiller, William McLeod Raine, William Dudley Pelley, Cynthia Stockley, Max Marcin, P. G. Wodehouse, Gerald Beaumont, John Willard and similar best sellers. Universal executives feel they will have an array of product with exceptional box-office drawing power.

The line-up of directors includes Harry Pollard, Sidney Olcott, William A. Seiter, Edward Sloman, Lynn Reynolds, Melville Brown, Paul Leni, Edward Laemmle, King Baggot, Emory Johnson, Wesely Ruggles, and Henry Macrae and similar makers of box-office successes are slated to turn out the productions which will make up Universal's feature schedule for 1927-1928.

Stars and featured players include Reginald Denny, Laura La Plante, Hoot Gibson, Jean Hersholt, Conrad Veidt, Mary Philbin, Norman Kerry, Betty Compson, Al Wilson, Bryant Washburn, Arthur Edmund Carewe, George Lewis, Fred. Humes and Rex, the wild horse.

Carl Laemmle, who recently purchased the Ince estate in Beverly Hills, is remaining on the Coast, supervising the work at Universal City as the new schedule takes form.

Chicago Theatre For U. A. Circuit

New House on Site of Apollo Represents Total Investment of $12,255,000, Schenck States

THE newest theatre in the United Artists circuit of twenty pre-release houses will be the Chicago United Artists Theatre to be erected on the site at present occupied by the Apollo, Randolph and Dearborn streets, according to telegraphic advices from Joseph M. Schenck who is now in Los Angeles. A total investment of $12,255,000 is represented in the transaction which includes $2,175,000 for erection costs, plus cost of the Apollo and the existing lease on that theatre, and $11,080,000 rentals contracted for between the Leander J. McCormick Building Corporation and the Chicago-United Artists Corporation on a long-term lease. The theatre will be opened to the public in September, 1927.

Lou Anger, operating vice-president of the circuit, now in New York, stated that everything but the four walls of the Apollo will be torn out and a theatre with a seating capacity of 1,800 will be constructed. Included in the equipment of the house will be at least three original lighting systems and, as a result of decisions made by the company, "daring departures in artistic construction of the theatre, concentrating the eye of the audience on the screen in a new and novel manner" will be introduced.

Mr. Anger said that the ground leasehold interest of Lee and J. J. Shubert, who have operated the Apollo Theatre for six years for musical productions, was purchased this week by Chicago-United Artists Theatre Corporation, as was the theatre building itself. The Shubert lease, which would have expired April 30, 1941, is now superseded by the new ground lease.

Frederick T. Hoyt of Chicago (1600 No. LaSalle Street, Chicago, Ill.), represented both parties to the transaction. Dennis F. O'Brien, of New York, and Sonnenschein, Berkson, Lautmann & Levinson represented the lessees legally, while Wilson, McIlvaine, Hale & Templeton represented the lessors.

A. M. P. A. Dinner April 2

Annual Naked Truth Affair at Hotel Astor, New York; Members Plan Brilliant Event

THE sale of tickets for the seventh annual Naked Truth Dinner of the Associated Motion Picture Advertisers, which will overshadow all similar functions of the past, started Thursday, February 17, and indications point to a big time at the Hotel Astor on the evening of April 2 next.

Plans for this most brilliant of all yearly film events, as announced by Walter Eberhardt, president of the A.M.P.A., include:

Dinner, with special music; brief speeches, with men of civic, national and international prominence as guests of honor and speakers. "A Night on Broadway," an hour's entertainment of comedy film, sketches, music and personal appearances of celebrities of stage and screen.

Dancing till dawn, including an old-fashioned grand march, led by a prominent, popular official and one of screendom's favorites, with possibly one interruption for a big specialty number never before given to a private party.

About six tables will be reserved for special guests. The remaining tables will be assigned in the order in which eash reservations are made.

The tickets are ten dollars each and may be obtained through any of the officers of the A.M.P.A. or the board of directors. Mr. Eberhardt, who is handling the finances, may be reached at First National Pictures, Inc., 383 Madison Avenue, New York.

T. B. Spry Promoted as F. N. Executive

THOMAS B. SPRY, manager of First National's Boston exchange ever since the company was organized, has been promoted by A. W. Smith, Jr., as Eastern Division Sales Manager, to the position of district manager of the Eastern district, with jurisdiction over Boston New Haven and Albany branch offices.

Mr. Spry will hereafter take a very important part in all sales activity of the three branches and will work in close co-operation with Mr. Smith. In addition to his new duties, Mr. Spry will continue as executive head of the Boston exchange.

"The King of Soho" to Be Jannings' Next Film

Emil Jannings' next effort for Paramount following "The Way of All Flesh," on which production has just been started, will be a story of London's underworld which bears the tentative title of "The King of Soho." It is an original story by Josef von Sternberg, with the screen adaptation by Benjamin Glazer. No director or cast has yet been chosen.

"The King of Soho" tells of the leader of a gang of ruffians who becomes a member of the Salvation Army, but with the end in view of seducing one of the Army lassies. Following a series of dramatic events he is really converted.

Anti-Block Booking Bill in Indiana

A BILL designed to prohibit block booking of pictures has been introduced in the Indiana Legislature by Representative Fabius Gwin. The measure, which has the backing of the M.P.T.O., of Indiana, also would prohibit a distributor from forcing an exhibitor to arbitrate.

Frank J. Rembusch, President of the Indiana exhibitor organization, charged that exhibitors are forced to lease a certain number of films or suffer the loss of their entire supply.

The measure would make it a misdemeanor for exchanges to try to force theatre owners to take any particular pictures by withholding from that theatre any reels because they will not take other pictures. The bill also would forbid distributors to force an exhibitor to submit to arbitration in any case where his right to a court trial may be abridged.

Important Zone Decision Rendered in Jersey

An important decision affecting zoning rules as relating to the proximity of theatres to religious institutions, was recently rendered by the Supreme Court of New Jersey in the action brought against the Songar Realty Company by three churches of Bayonne, N.J.

In reaching its decision, the court held that inasmuch as the defendants had paid in good faith the usual building license, and that the city of Bayonne had accepted same in like manner, it could not see fit to prevent construction of the theatre even though one of the churches was situated directly opposite to the playhouse.

The site of the house figuring in the action is located at 1010 Avenue C and it is reported that building operations will be resumed immediately. On its completion, it will be leased to Stanley Sobelson and associates, operators of a circuit of motion picture theatres in several New Jersey communities.

New Jersey theatre men regard the outcome of this case as a step decidedly in their favor, having in mind the several theatre projects brought to a halt in the past by the zoning rules.

Assign Important Roles for "The Trail of '98"

Important roles in "The Trail of '98," the special production which Clarence Brown is going to direct for Metro-Goldwyn-Mayer, have been assigned Tully Marshall, Karl Dane, George Cooper and Harry Carey.

Actual filming on the screen play is expected to begin this week, the first sequences to be filmed at Corona, Colo., where Brown will take his production unit on location for approximately two months. As it is next door to impossible to provide adequate housing facilities for the more than 3,000 people in the Yukon, the actual locale of Chilkoot Pass, Brown will film that portion of the film along the Denver and Salt Lake Railroad at the top of the Continental Divide. Scenes requiring a fewer number of people are to be filmed in Alaska, the Yukon and the Klondike.

Nine Specials From First Nat'l

Regular Line-Up Approximates 52 Productions; Convention at Burbank, May 20-23

RETURNING to his New York offices after a four weeks' stay at the Burbank studios of the company, Richard A. Rowland, general and production manager of First National Pictures, announced that his company will make an approximate total of 52 productions and nine special pictures for release during the 1927-28 season. He also emphasizes the fact that the company will not withhold any of its product during the Summer, but instead will release some of its best pictures in that period.

Mr. Rowland stressed particularly those productions scheduled as specials which include one each starring Colleen Moore, Constance Talmadge, Milton Sills, Richard Barthelmess, three George Fitzmaurice productions, one made by Asher, Small and Rogers, from Ralph Spence's stage play, "The Gorilla," and Max Reinhardt's "Miracle," for which First National paid A. H. Woods $150,000. Mr. Rowland and John McCormick, West Coast production manager, are at present considering the casting of the roles of the Madonna and the Nun and when these parts have been filled, adaptation of the play will be started.

Among the pictures scheduled for release during the coming season and which are now in production or in an advanced stage of preparation are "The Poor Nut," Jess Smith's production of the stage play of the same name, featuring Jack Mulhall and Charlie Murray; Sam Rork's production, "His Son," featuring Lewis S. Stone, to be directed by John Francis Dillon; "The Stolen Bride," which will mark the American debut of First National's recent directorial importation, Alexander Korda. This picture will be produced for First National from his own original story by Carey Wilson and will feature Mary Astor and Lloyd Hughes.

Other pictures scheduled on which actual production will start during April and May of this year, include: "Lonely Ladies," featuring Lewis Stone and Anna Q. Nilsson, and to be produced by Ray Rockett; "American Beauty," featuring Billie Dove, by Wallace Irwin, which appeared in the Saturday Evening Post; "Fares, Please," co-featuring Charlie Murray and George Sidney; "The Rose of Monterey," a tale of California's entry into the Union, which will be George Fitzmaurice's second production for First National, and will co-feature Lewis Stone and Mary Astor.

Also "Lady Be Good," the musical comedy success, which will co-feature Dorothy Mackaill and Jack Mulhall, and Harry Langdon in "The Yes Man," an original story.

"For the spring and summer," said Mr. Rowland, "we are ready with an unsurpassed line-up of pictures that are truly big. We have sure-fire specials, star pictures that are certain box-office draws and week-by-week productions that are bound to mean cash to the exhibitor.

"First National found its policy of releasing strong pictures for the spring and summer to be so successful last year that it has scheduled an even stronger line-up for the coming months."

Among those available for summer release are two now in work: "Big Bertha," the "different" war comedy, originally called "Bayo-Nuts," and later titled "Who Goes There," produced from his own original story by Frank Griffin and featuring Charlie Murray and George Sidney, with a supporting cast headed by Natalie Kingston, and "Babe Comes Home," with Babe Ruth himself and Anna Q. Nilsson, a human interest tale of the love between a baseball player and a laundress, based on the story, "Said With Soap," by the late Gerald Beaumont. This will be produced by Wid Gunning, and will be directed by Ted Wilde, borrowed from the Harold Lloyd Corporation.

"I want to emphasize in particular Norma Talmadge in 'Camille'; two Colleen Moore productions, 'Orchids and Ermine,' and 'Naughty but Nice'; Constance Talmadge in 'Venus of Venice'; Corinne Griffith in 'Three Hours'; Milton Sills in 'The Sea Tiger'; Billie Dove in 'The Tender Hour'; Harry Langdon in 'Long Pants'; 'McFadden's Flats,' which is now breaking records at the New York Strand and every other first-run theatre where it is being shown; 'Convoy,' Robert Kane's stupendous production based on the work of the American Navy during the war; Johnny Hines in 'All Aboard,' and Ken Maynard in 'Somewhere in Sonora'."

First National's sales convention will be held at the Burbank studios May 20-23, and it is expected about two hundred salesmen and exchange managers from this country and Canada will attend. A special contingent will be the ten newly-elected K.O. Club members. Home office executives who will be present, include Mr. Rowland, Secretary-Treasurer Samuel Spring, W. G. Boothby, Florence Strauss, Ned Marin, A. W. Smith, Jr., Ned E. Depinet, Charles M. Steele, Stanley Hatch and C. F. Chandler.

The meetings will probably be held on one of the permanent stages at the studio. Following the convention the delegates plan to visit San Francisco and then back to their respective territories. Convention headquarters will be at the Ambassador Hotel, Los Angeles; John McCormick and M. C. Levee, general studio executive, will be resident hosts at the meetings.

F.B.O.'s 1927-28 Total 104 Films

Fifty-Six Feature Length Productions Which Includes Thirty Specials; Forty-Eight Short Subjects

FILM BOOKING OFFICES will release 104 pictures during the 1927-28 season, it was announced this week by Joseph P. Kennedy, president. These will be divided into 56 feature productions, which includes 30 specials, and 48 short subjects. It is estimated that two or three of the special productions will be worthy of extended runs.

The company will continue production of its series of dog pictures with Ranger, the canine star, seen in a new group comprising six pictures. Tom Tyler, Western star, will make a series of six, and 14 other Westerns are scheduled for production. A series of two or three will feature young Frankie Darro in boy stories.

At this time, several title announcements are made. "Harvester" and "Freckles," both stories from the pen of the late Gene Stratton-Porter; "Clancy's Kosher Wedding," with the Jewish-Irish strain; "Windjammers of Gloucester," a story of New England fisheries by John L. E. Pell, author of "Down to the Sea in Ships"; "Alex, the Great," a full-length comedy by H. C. Witwer; "The Coward," by Arthur Stringer; "The Gingham Girl," by Daniel Kussell; "Wine, Women and Broadway," from the story by Charles K. Harris; a melodrama based on the thrilling story, "The Gold Train Robbery"; "Little Mickey Grogan," by Arthur Guy Empey; a South Sea love drama made from "A Game in the Bush," by Georges Surdez; "Skinner's Big Idea," a comedy story from the "Skinner" series, by Henry Irvin Dodge, and "Newsboy to Millionaire," by H. L. Gates. The last named will be serialized and syndicated to newspapers throughout the country.

The short subject series will be made up of four groups of twelve two-reelers each. There will be one group of H. C. Witwer stories taken from his beauty parlor series which are running in the Cosmopolitan Magazine. In these will be featured the comedy duets of Al Cooke and Kit Guard, and Lorraine Eason and Thelma Hill. Bowers Novelty Comedies will probably make up a second group with many brand new novelty ideas.

The Standard Comedies will be the third series and the fourth will take in twelve pictures based on the cartoons by Fontaine Fox, called "Mickey McGuire, Himself." These last will not be cartoons, however, but two-reel featurettes, starring a well-known juvenile star, whose name is not disclosed at present.

"All Aboard" Inaugurates Policy of Shorter Films

Following closely upon the recent announcement from Richard A. Rowland, First National general and production manager, that feature productions with faster action and with shorter length are now wanted by both the exhibitors and the public, word has come from the office of C. C. Burr on the West Coast that "All Aboard," the new Burr production featuring Johnny Hines, responds to this demand being only five and one-half reels in length.

Mr. Burr declared that the finished film was about ten reels, but by eliminations during the try-out showings it was possible to cut out sequences here and there without detracting from the comedy episodes.

"U" Selects Players for "The Chinese Parrot"

Principal players for "The Chinese Parrot," the mystery drama which Paul Leni will make for Universal with Conrad Veidt in one of the most important roles, include Marion Nixon, Hobart Bosworth, and Eddie Burns.

This will be Viedt's first work for Universal. Production plans on "The Chinese Parrot" were accelerated upon the arrival of the German star from abroad. Leni has just completed "The Cat and the Canary" for Universal.

Educatio'l Pittsburgh Branch Wins E. W. Hammons Cup

The Pittsburgh branch office of Educational Film Exchanges, Inc., won the E. W. Hammons Cup for February for making the best showing during the past month among the 36 Educational exchanges. Joe Kaliski, manager, gains possession of this handsome cup as a result of the notable work of his office. J. H. Butner, manager of the Atlanta Branch, retained possession of the cup during the month of January.

"U" to Make 5 Air Films for 1927-28 Season

FIVE aeroplane films are planned by Universal for the season of 1927-28. One will be "The American Eagle," a special war picture to be produced by Emory Johnson as a Universal Jewel, and the other four will be "Sky High Saunders," "The Flying Patrol," "Three Miles Up" and "The Air Raiders," starring Al Wilson, stunt aviator and screen star.

"The American Eagle" has already gone into work with Raymond Keane in the male lead and Barbara Kent, Universal junior star, appearing opposite him. The support includes Nigel Barrie, Jack Pennick, Cuyler Supplee, Marcella Daly and Wilson Benge. The story of "The American Eagle" was originally called "Flight." It is an adaptation by John B. Clymer from a story written by Lieutenant Ralph Blanchard, of the U. S. Air Service. A typical French war zone village was constructed recently at "U" City for this production.

Bruce Mitchell is directing "Sky High Saunders" in which are appearing Elsie Tarron, Frank Rice, Bud Osborne and Frank Tomick.

M-G-M to Star Haines in "Spring Fever"

WILLIAM HAINES' first stellar role will be in Metro-Goldwyn-Mayer's screen version of "Spring Fever," the Vincent Lawrence play of golf and love. Sam Taylor, borrowed from Mary Pickford, will make the picture which is scheduled to start within a few weeks. Haines was recently elevated to the status of a star by Metro-Goldwyn-Mayer. The support has not yet been announced but it is promised that it will include prominent names.

The play, "Spring Fever," made its debut on the Pacific Coast a couple of years back under the name of "Kelly's Vacation," with Robert Ames in the leading role. It was also presented in 1925 by Al H. Woods at the Maxine Elliott Theatre in New York.

M-G-M Commences Work on "The Unknown"

Director Tod Browning put Lon Chaney's new starring vehicle, "The Unknown," into production last week at the Metro-Goldwyn-Mayer studio in Culver City.

The new film, an original by Browning, was scenarized by Waldemar Young, and presents Chaney in the disguise of an "armless wonder" in a tale of a Spanish circus formerly called "Alonzo the Armless." To play the role, Chaney has had to practice using his feet as hands for the purpose of throwing knives, shooting, and performing other strange feats of a sideshow freak. Joan Crawford will play the leading feminine role as a circus performer and Norman Kerry will have a featured part.

Harry Sharrock is acting as assistant director, and Erle Taggert as production manager. John Arnold will take charge of the cameras.

P. D. C.'s "Silent Sister" Under Way in Berlin

The working title for the first picture which Producers Distributing Corporation is making at the National Studios in Berlin is to be "The Silent Sister." The scenario is by Margarete Maris Langen and Mario Bonnard. The latter is also directing. He is a well-known Italian director formerly with Uci in Italy and later producing a picture for Ufa in Berlin which has proven successful.

The list of players includes Elizabeth Pinajeff, Hans Mierendorf, Helga Thomas, John Loda, Fr. Geza v. Bolvary, Hans Stuwe, Hermine Sterler and Angelo Ferrari.

H. E. J. Spearman, P.D.C. director general in Berlin, is supervising the production. Releasing arrangements are now under way for its presentation throughout Europe.

F. B. Cole, Superintendent at De Mille Studio

Franklin B. Cole, chief engineer of the Greater Harbor Committee of Los Angeles, has resigned his position with that organization to become associated with Cecil B. De Mille as superintendent of the De Mille studio. His resignation is to take effect immediately, it is said, and he will assume his new duties at the De Mille studio at once.

In his new post of superintendent, Mr. Cole will renew an association of many years' standing with A. George Volck, production manager of the De Mille studio, with whom he worked while associated with the New York Central and as engineer of the Emergency Fleet Commission.

Mr. Cole has had previous motion picture experience as assistant to the vice-president of the Selznick company.

"Burnt Fingers" Set For Release February 20

"Burnt Fingers," a new Maurice Campbell production for Pathe, is scheduled for release on February 20.

The new feature is an adaptation by G. Marion Burton and Maurice Campbell from the story by Elizabeth York Miller. Interpreting the principal roles are Eileen Percy, co-featured with George O'Hara, Edna Murphy, Wilfred Lucas and Ivab Doline. Members of the supporting cast include Henry Mowbray, Jane Jennings, J. Moy Bennett and Jimmie Ward.

Monta Bell Gets New Long Term M-G-M Contract

A new long-term contract with Metro-Goldwyn-Mayer has been signed by Monta Bell and he will direct John Gilbert in a story to be selected in the near future.

Bell has done several films for Metro-Goldwyn-Mayer, among them "The Torrent," "Lights of Old Broadway" and "Upstage."

"U" Directors Get "Big Gun" and "Show Boat"

CARL LAEMMLE'S choice of directors to handle the Universal specials, "Show Boat" and "The Big Gun," has fallen in respective order upon Lynn Reynolds and Irvin Willat. Both of these men are Universal alumni, for they received their first opportunities and did their first motion picture work for Mr. Laemmle.

Reynolds has been directing Hoot Gibson for the last six months and is at present directing the James Oliver Curwood story, "Back to God's Country," with Renee Adoree, Mitchell Lewis, Robert Frazer and Walter Long.

Preparations on "The Big Gun" have extended over a year. Richard Barry, the author, has been in California for the last three months cooperating with studio authorities and completing the novel which Grossett and Dunlap will bring out this year. The story will also appear in serial form in the Argosy—All Story Magazine.

Pathépicture

Yes!

it's true!

**BIG FEATURES
IN JUST ONE
REEL!**

C. S. CLANCY *presents*

WILL ROGERS

OUR UNOFFICIAL AMBASSADOR ...

ABROAD

**A SERIES OF PICTURES BACKED BY
$50,000,000 IN PUBLICITY.**

A Message to you *from* Will Rogers

Dear Exhibitors;

Now I haven't bothersd you in a long time.I layed off you and lst you all get rich and prosperous.When I used to play you were all in little hay barns in the winter and out on vacant lots with a fence around it in the summsr.You didn't havs a thing to worry or bother about till svsry once in a while a Will Rogers picture would hit you like a rainy night.Now I got out and let you go ahead and accumulate big houses and Mortgages and worry and high taxss and everything.They told ms it was things like me that was retarding the business.

Now this little mess I got hsre now that thsss fellows are trying to sell you wont hurt you much.They will just about give you time to go out and get a smoke while they are on.As Pictures are all so good nowadays I thought just as a contrast there ought to be some old has been come along and have something pretty ordinary and it would show off ths modern things more.

The Character I am playing here is one I tried out before.I first tried it about forty some odd years ago and it turned out good and bad,but in the long run it kept me out of the casting line looking for an extra day.I dont know what they are,they aint exactly travelogues,Thsy aint comedies cause comedies are Gags the people are ussd to laughing at.

The plots are a little too clean for dramas.

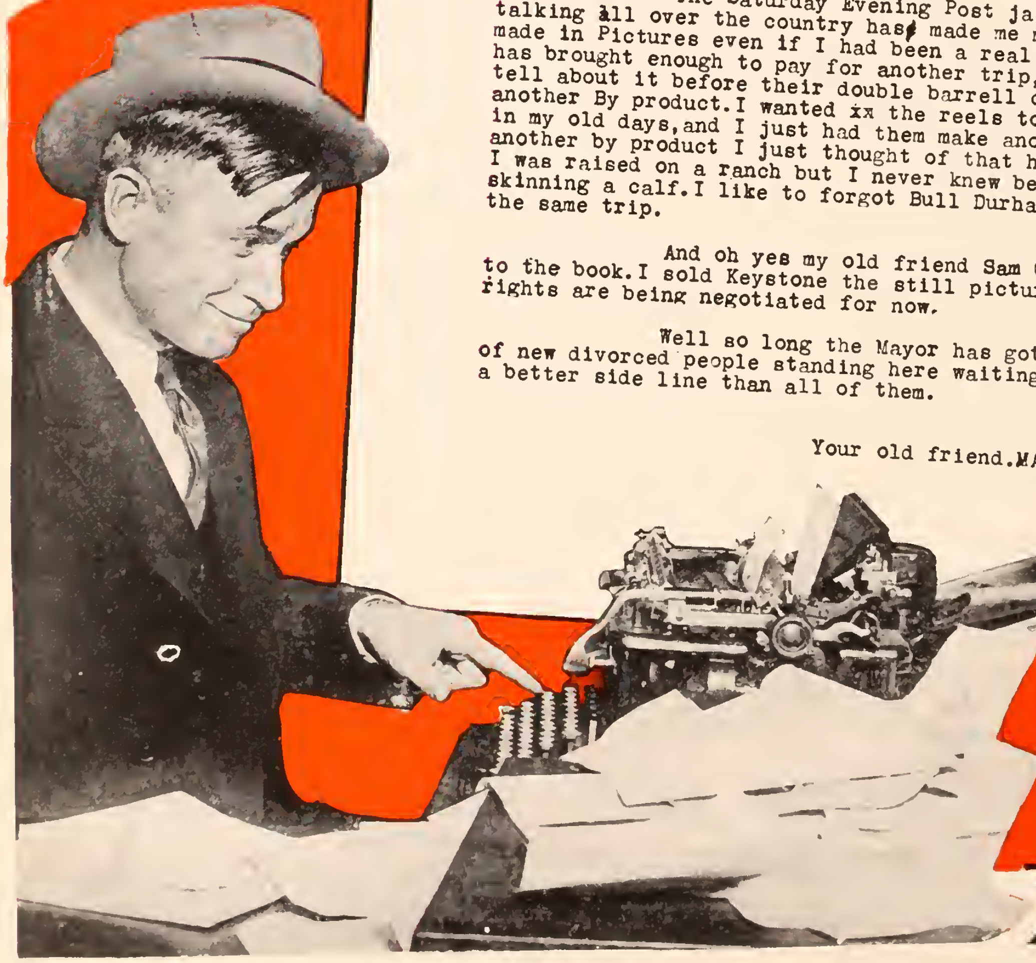
Well to be honest they are just about nins hundred feet of celluloid and take up about the same amount of time that a coupls of close ups in a lovs picture would take up.They aint good and they aint bad,they just take up about fifteen minutes of a class of peoples time that time dont mean a thing in the world too.

The Saturday Evening Post jas already payed for the trip, talking all over the country has made me more than I ever could have made in Pictures even if I had been a real ~~good~~ star.the book of the trip has brought enough to pay for another trip,the Vitaphone staggered me to tell about it before their double barrell contraption,and this is just another By product.I wanted xx the reels to keep myself to show at homs in my old days,and I just had them make another extra print.The radio is another by product I just thought of that has already paid me for them too. I was raised on a ranch but I never knew before there was so many ways of skinning a calf.I like to forgot Bull Durham paying me to tell also about the same trip.

And oh yes my old friend Sam Goldwyn wants the dramatic right to the book.I sold Keystone the still pictures,the syndicated strip cartoon rights are being negotiated for now.

Well so long the Mayor has got to get busy,there is a lot of new divorced people standing here waiting to get married again.Thats a better side line than all of them.

Your old friend.MAYOR Rogers



Pathépicture

Important Fox Pictures

Now in Work at West Coast Studios or on Location; "Joy Girl" Unit Filming at Palm Beach

SEVEN feature production units are at work either in the West Coast studios of the Fox Film Company or on location, it was announced this week. While there are not as many companies turning out product at this period as there has been at other times during the year those that are working are engaged on some of the best-known stories and plays purchased by Fox.

Frank Borzage is now busy directing "7th Heaven" after a trip to Paris, studying atmosphere and a special visit to Philadelphia where he witnessed a performance by the original stage company. Janet Gaynor plays Diane and Charles Farrell has the role of Chico.

"Carmen" is in production with Raoul Walsh at the megaphone and Dolores Del Rio playing the name role. Victor McLaglen plays the role of Escamillo, the matador. "Is Zat So!" a stage comedy, is now being picturized under Alfred E. Green's direction with George O'Brien, Edmund Lowe and Kathryn Perry in the leading roles. "The Heart of Salome" has Alma Rubens in the starring role with Victor Schertzinger doing direction of the piece. Walter Pidgeon has the leading male role opposite Miss Rubens.

"The Cradle Snatchers," another film version of a stage comedy, is being directed by Howard Hawks with a cast including Louise Fazenda, Joseph Striker, J. Farrell McDonald, Dorothy Phillips, William Davidson, Dione Ellis and Sammy Cohen. "Outlaws of the River," written by the late Gerald Beaumont, is Tom Mix's latest starring vehicle which he is making under direction of Lew Seiler. Buck Jones is starred in "The Holy Terror," which is being directed by Lambert Hillyer; Georgia Hale plays opposite the star.

Allan Dwan and a large company are on location at Palm Beach filming scenes for "The Joy Girl," a picturization of a story now running serially in the Saturday Evening Post. Olive Borden is the "Joy Girl" and she is supported by a well-known cast of players.

Warner Pictures on Time

Production Head Assures Prompt Delivery; Nine Films in Work, Six More in Preparation

JACK WARNER, production head of Warner Bros., is now on his way back to the company's studios after a visit to the New York offices where he reported concerning production activities. Mr. Warner assured the sales department that production is up-to-date with more than half the total output for the season completed. He stated that nine pictures are now being filmed and six more are in preparation. In addition to these are three extended run productions, "Noah's Ark," "Black Ivory" and a Syd Chaplin vehicle as yet untitled.

Those pictures now being filmed or in preparation for camera work include "The Gay Old Bird," Louise Fazenda's second starring vehicle, directed by Herman Raymaker; "What Every Girl Should Know," Patsy Ruth Miller's initial stellar effort, directed by Charles Reisner; "White Flannels" with Marie Dressler and Jason Robards heading the cast; "Matinee Ladies," May McAvoy's initial starring vehicle under her new Warner contract, and "A Million Bid," starring Dolores Costello, under direction of Alan Crosland.

Monte Blue is starred in "The Brute" with Irving Cummings at the directorial helm; "Tracked by the Police" with Frances Lee playing the leading role; "The First Auto" is another Patsy Ruth Miller stellar vehicle. Irene Rich and May McAvoy will be co-starred in "The Climbers," which will be directed by Paul L. Stein.

Those in preparation include "The Black Diamond Express," a railroad melodrama, starring Monte Blue; "Simple Sis," starring Louise Fazenda; "Irish Hearts," Dolores Costello's next starring production; "Dearie," another picture for Miss Fazenda; "The Heart of Maryland," another for Miss Costello, in addition to "The College Widow," George Ade's play.

H. E. Waldron Addresses Pathe Sales Meet

SPEAKING in connection with a series of one-reel subjects which Pathe is distributing, "Will Rogers, Our Unofficial Ambassador Abroad," and discussing the publicity value of their central figure, H. E. Waldron, general sales manager of the Schaeffer Pen Company, who is financially interested in the series, addressed the Pathe regional sales convention held in Chicago last week.

Presiding at the Chicago convention was W. A. V. Mack, Mid-West Division sales manager. Other speakers were Thomas Q. Beesley, vice-president of the McCutcheon-Gerson Advertising Company, and A. S. Putney, Jr., connected with the advertising department of the Saturday Evening Post.

Among those present were: F. C. Aiken, J. S. Gillick, Oscar Hanson, W. R. Liebmann, R. V. Nolan, Charles Kamp, R. O. Pearson, H. A. Kaufmann, H. D. Graham, Tom North, J. A. Harris, L. A. Ullrich, C. N. Keppler, H. Wolfgram, C. L. Filkins, J. F. Woodward, B. Louthain, T. G. Meyers, O. E. Florine, Ted Ferrand, D. L. Martin, W. A. Aschmann, W. R. Nay and Nick Humm.

Jack Conway to Title Dix's "Knockout Reilly"

John W. (Jack) Conway, sports writer and critic of Variety, will write the subtitles for Richard Dix's Paramount starring picture, "Knockout Reilly."

Samuel Zierler presents
George WALSH
in
His Rise to Fame

The story of a man who conquered

He won wealth and fame as a champion, but first he made a far more important conquest—he mastered the weakness of his own character.

"HIS RISE TO FAME" IS A MASTERPIECE

Excellent PICTURES CORPORATION
SAMUEL ZIERLER President
NEW · YORK

Foreign rights by Simmonds Pictures Corp.
Cables "Simfilmco, N. Y."

"U" Appointments in N. Y. and Washington, D.C.

MORTON VAN PRAG, Universal's Washington exchange manager during the past two years, has been promoted to head the New York "U" exchange to fill the vacancy caused by Joe Friedman's appointment as European supervisor for the Laemmle organization. Ted Schlanger, veteran Universal employee, who recently has been short subject manager in Universal's Chicago office, has been promoted to the post left vacant by Mr. Van Prag. Ben Eisenburg will assume the position left vacant by Mr. Schlanger.

Columbia Completes Casting for "Paying the Price"

Casting on "Paying the Price," a future Columbia production, has been completed. The picture boasts of the following players: Majorie and Priscilla Bonner, the two young girls around whom the drama revolves, Mary Carr, George Hackathorne, William Eugene, John Miljan, Eddie Phillips and William Welsh. Shooting will be started as soon as Vice-president Harry Cohn, in charge of production, has selected the director.

Meehan to Direct Fourth Dana Vehicle for F. B. O.

After a series of conferences at the F. B. O. lot during which he signed up for three years, Director J. Leo Meehan was assigned to direct Viola Dana's fourth vehicle, the title of which has not been definitely decided upon. Every indication points to the assurance that this will be the best of Miss Dana's series thus far, it is said.

First National Has Four Pre-Spring Releases

COLLEEN MOORE'S "Orchids and Ermine," Constance Talmadge's "The Venus of Venice," Harry Langdon's "Long Pants" and the Robert T. Kane all-star production, "High Hat," comprise First National's pre-spring line-up of releases. In their order named they will be released on March 6, March 27, March 20 and March 13. Production Manager Richard A. Rowland has viewed the pictures and believes that they represent good box office bets for the pre-spring season.

Playing opposite Miss Moore in her release—a comedy of a telephone girl in a metropolitan hotel—is Jack Mulhall. An Eastern pre-view of the picture is being arranged. Alfred A. Santell directed. The Talmadge comedy, which concerns the adventures of a knavish pilferer of pocketbooks and hearts, was directed by Marshall Neilan. The Langdon comedy, which Frank Capra directed, took three months to produce. It is probable that the comedian and his manager, William Jenner, will come East with the first print. Featured in "High Hat" are Ben Lyon, Mary Brian and Sam Hardy. It is a comedy on the movies and credit for its direction goes to James Creelman.

Max Ree to Head F. N. Costume Art Department

General and Production Manager Richard A. Rowland, of First National, has signed Max Ree, Danish scenic and costume artist, on a long-term contract whereby Mr. Ree will assume charge of the First National costume department and will direct the designing of all productions at the company's studio at Burbank.

Mr. Ree, a forceful and original artist, was associated in Europe with Max Reinhardt. He created the sets for the European production of "The Miracle," as well as "Orpheus," soon to be produced in America. He is responsible for the dress creations in "The Scarlet Letter," "The Temptress" and "The Wedding March."

Mr. Ree has already left for Burbank, where he will be assigned to create the costumes for a forthcoming production by John McCormick, general manager of West Coast production.

Monty Banks Renames His New Pathe Feature Film

The title of Monty Banks' new Pathe feature comedy has just been changed from "Clear 'n' Cloudy," to "A Perfect Gentleman." Banks, Charles Horan, head of the Banks scenario staff, Clyde Bruckman, who will direct the picture, and several gagmen are now injecting laughs into the story. Camera work will begin in another week. The story centres around a young man and of his weals and woes in trying to follow in every action of his life the exact path prescribed by conventionality.

Kathryn McGuire Lead in "The Draw-Back"

Kathryn McGuire has been chosen for the principal feminine role in a forthcomign Educational-Tuxedo comedy entitled "The Draw-Back," and featuring Johnny Arthur. Miss McGuire appeared as one of the feminine leads in "Wedding Yells," in which Arthur was also featured. This new comedy, which Norman Taurog directed, is a college football story. Miss McGuire has been appearing as Lupino Lane's leading lady this season.

Irene Rich & May McAvoy to Star in "The Climbers"

Irene Rich and May McAvoy will be co-starred in "The Climbers," which Warner Bros. will put into production shortly. Tom Gibson is adapting the story, which is to be directed by Paul L. Stein, responsible for "Don't Tell the Wife," the last Irene Rich vehicle. The two feminine stars were last seen together in "Lady Windermere's Fan," a Warner Bros. production.

Cameraman Engaged for Swanson's New Film

Camera work will apparently get under way soon on Gloria Swanson's second production for United Artists to follow "The Love of Sunya," as Andre Barlatier has been engaged as chief cameraman. He will arrive in New York from Hollywood as soon as the story for the new picture is completed.

Roxy Picks Warner Film for His Next Attraction

FOLLOWING closely upon the heels of S. L. Rothafel's signing of the Vitaphone as an important presentation feature at his new Roxy Theatre in New York City, Mr. Rothafel this week put his signature to a contract whereby he will book Warner Bros. productions for the Roxy. "Wolf's Clothing," with Monte Blue and Patsy Ruth Miller, will be the second picture that will be shown at the new house.

Manfred B. Lee Joins Sterling Pictures

Manfred B. Lee, connected with F.B.O. for the past several years in the publicity and advertising department, has terminated his relations with that company to join Henry Ginsberg at Sterling Pictures Distributing Corporation.

Mr. Lee is a graduate of New York University and a writer of short stories. He will devote much of his time during his new connection to the formulation and preparation of story material for screening purposes.

"Slums of Berlin" Sold for Philly Territory

"Slums of Berlin," the first release to come from Imported Pictures Corporation, has been sold for the Philadelphia territory to Liberty Films in that city.

Nat'l Mix Month During March, Fox Films' Plan

IN co-operation with the Curtis Publishing Company, publishers of "The Saturday Evening Post," "The Ladies' Home Journal" and "The Country Gentleman," Fox Film Corporation, through its general sales manager, Winfield R. Sheehan, has arranged a national tieup which will directly reach an estimated 40,000,000 people and which involves as mediums practically every conceivable agency of expression. This tieup, featuring Tom Mix, will be called the National Tom Mix Month and will be held during March. Besides "The Ladies' Home Journal," a magazine going into 3,000,000 American homes, there will also be employed 237 newspapers in every State in the Union, and at least 200,000 newsboys.

Exploitation highlights in the national campaign will be the essay contests which newspapers will conduct with local exhibitors giving out special prizes—the boys' club throughout the country which will participate—the special Tom Mix display, which over 50,000 news stores and stands will feature—the star's article, "How I Was Roped for the Movies," which will appear in "The Ladies' Home Journal" during March—the full-page advertisements which the Curtis Company will place in several hundred newspapers and the mobilization of the Curtis and Fox field forces to take active part in co-operating with exhibitors of Tom Mix pictures and local newspapers.

~ THE CHECK-UP ~

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Blonde or Brunette	—	—	5	—	70	5,872 Ft.
God Gave Me Twenty Cents	—	—	6	—	70	6.532 Ft.
Kid Brother, The	—	—	6	—	70	7,654 Ft.
Love 'Em and Leave 'Em	—	3	6	—	60	6,075 Ft.
Man of the Forest	—	1	6	4	78	5,187 Ft.
Sorrows of Satan, The	—	3	1	1	58	8.691 Ft.
Stranded in Paris	—	—	6	1	74	6,106 Ft.
FIRST NATIONAL						
Blonde Saint, The	—	2	4	1	66	6 800 Ft.
Just Another Blonde	1	1	3	—	54	5.603 Ft.
Lady in Ermine	—	2	3	—	58	6,400 Ft.
Midnight Lovers	1	2	4	—	54	6.100 Ft.
Silent Lover, The	—	3	5	1	63	6,500 Ft.
Stepping Along	1	1	5	—	59	7.035 Ft.
Unknown Cavalier, The	—	3	4	1	63	6,595 Ft.
White Black Sheep, The	1	1	4	—	57	6,798 Ft.
FOX						
Canyon of Light	—	3	6	2	67	5,399 Ft.
City, The	—	2	4	—	60	5,508 Ft.
Summer Bachelors	—	—	4	1	76	6.782 Ft.
Wings of the Storm	—	1	5	1	70	5,374 Ft.
METRO-GOLDWYN-MAYER						
Flesh and the Devil, The	—	—	3	2	82	8,759 Ft.
Love's Blindness	2	3	4	1	54	6,023 Ft.
There You Are	—	—	12	—	70	5,652 Ft.
Valencia	1	1	8	2	68	5,580 Ft.
PROD. DIST. CORP.						
Nervous Wreck, The	—	2	3	1	65	6,730 Ft.
UNITED ARTISTS						
Winning of Barbara Worth	—	1	5	—	65	8,560 Ft.
UNIVERSAL						
Buckaroo Kid, The	—	—	8	2	76	6,167 Ft.
Cheerful Fraud, The	—	—	6	—	70	6,968 Ft.
Her Big Night	—	—	7	1	74	7,306 Ft.
Ice Flood, The	—	1	4	—	64	5,747 Ft.
Lazy Lightning	4	1	2	—	37	4,572 Ft.
Loco Luck	1	1	4	—	57	4,827 Ft.
Oh! Baby	—	2	5	—	61	7,152 Ft.
Prisoners of the Storm	1	1	4	—	57	6.102 Ft.
Silent Rider, The	—	—	3	2	82	5,879 Ft.
Whole Town's Talking, The	—	2	7	—	63	6,662 Ft.
WARNER BROS.						
While London Sleeps	—	2	3	1	65	5.810 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage

Theatre

Population of Town

City

State

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

AT LIBERTY — Young man, 20, projectionist, electrician, desires position in moderate-sized house as projectionist, house electrician and general utility man. Experienced. Best of references. Write "Young Man," Wyman Enterprises, 86 Prospect St., Little Falls, N. J.

YOUNG MAN to assist theatre manager, evenings. Six years experience. Box 187, Motion Picture News, New York City.

CONSULTING ORGAN ENGINEER—Theatre work a specialty. Write for appointment. No charge for preliminary consultation. Address Frank B. Campbell, Motion Picture News, 845 S. Wabash, Chicago.

Equipment For Sale

THE GRANADA THEATRE FOR SALE. Must sacrifice at once, only theatre in La Jolla, near San Diego. New 811-seat, first run house, 10 year lease and equipment at a bargain. Worth $40,000, will take $30,000. Only $20,000 cash down will handle this beautiful class A house. Bal. terms. Or will sell with the building and real estate with 7 stores, 1 bank, 15 office rooms 2nd floor. Good income. Address Dr. L. N. Isaacs, 208 Balboa Theatre Bldg., or care of F. C. Thompson, Trust Officer, Union Trust Co., San Diego, Calif.

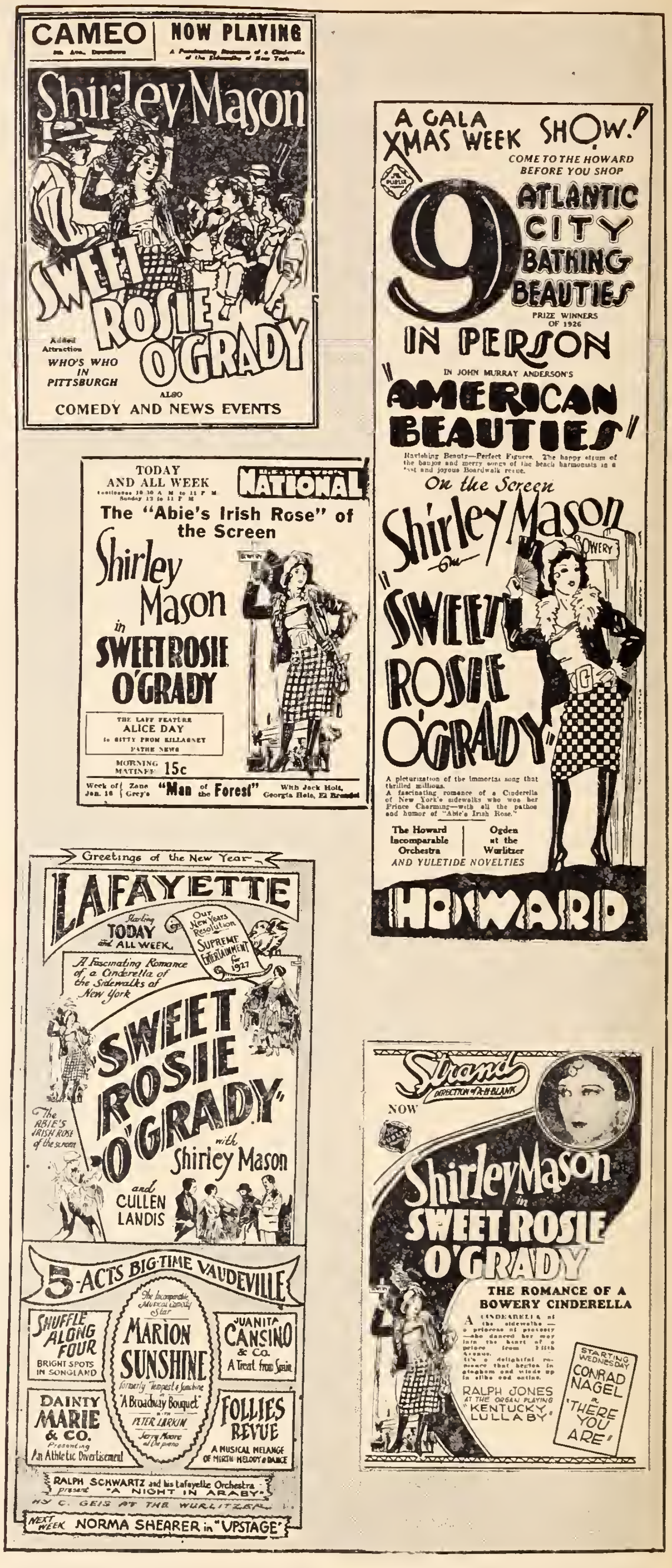
John Gilbert, who will be featured by Metro-Goldwyn-Mayer in "Twelve Miles Out"

MAILING LISTS: 21,000 moving picture theatres giving name, address, population and, in most cases, seating capacity, price $50.00 for the complete list or $6.00 per M. by states. Also film exchanges, studios and supply dealers. Ask for itemized price list. All lists guaranteed. Trade Circular Co., Inc., 166 W. Adams Street, Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensarcs, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.



CAMEO | NOW PLAYING

Shirley Mason

SWEET ROSIE O'GRADY

Added Attraction

WHO'S WHO IN PITTSBURGH

ALSO

COMEDY AND NEWS EVENTS

TODAY AND ALL WEEK

Continuous 10 30 A M to 11 P M

Sunday 12 to 11 P M

NATIONAL

The "Abie's Irish Rose" of the Screen

Shirley Mason in SWEET ROSIE O'GRADY

THE LAFF FEATURE

ALICE DAY

In KITTY FROM KILLARNEY

PATHE NEWS

MORNING MATINEE 15c

Week of Jan. 16 | Zane Grey's "Man of the Forest" With Jack Holt, Georgia Hale, El Brendel

A GALA XMAS WEEK SHOW!

COME TO THE HOWARD BEFORE YOU SHOP

9 ATLANTIC CITY BATHING BEAUTIES

PRIZE WINNERS OF 1926

IN PERSON

IN JOHN MURRAY ANDERSON'S

"AMERICAN BEAUTIES"

Ravishing Beauty—Perfect Figures. The happy strum of the banjos and merry songs of the beach harmonists in a fast and joyous Boardwalk revue.

On the Screen

Shirley Mason in "SWEET ROSIE O'GRADY"

A picturization of the immortal song that thrilled millions.

A fascinating romance of a Cinderella of New York's sidewalks who won her Prince Charming—with all the pathos and humor of "Abie's Irish Rose."

The Howard Incomparable Orchestra | Ogden at the Wurlitzer

AND YULETIDE NOVELTIES

HOWARD

Greetings of the New Year

LAFAYETTE

Starting TODAY and ALL WEEK.

Our New Years Resolution SUPREME ENTERTAINMENT for 1927

A Fascinating Romance of a Cinderella of the Sidewalks of New York

"SWEET ROSIE O'GRADY"

The ABIE'S IRISH ROSE of the screen

with Shirley Mason and CULLEN LANDIS

5-ACTS BIG-TIME VAUDEVILLE

SHUFFLE ALONG FOUR

BRIGHT SPOTS IN SONGLAND

The Incomparable Musical Comedy Star

MARION SUNSHINE

formerly "Tempest & Sunshine" in "A Broadway Bouquet" with PETER LARKIN

Jerry Moore at the piano

JUANITA CANSINO & Co.

A Treat from Spain

DAINTY MARIE & CO.

Presenting An Athletic Divertisement

FOLLIES REVUE

A MUSICAL MELANGE OF MIRTH MELODY & DANCE

RALPH SCHWARTZ and his Lafayette Orchestra present "A NIGHT IN ARABY"

H. C. GEIS AT THE WURLITZER

NEXT WEEK NORMA SHEARER in "UPSTAGE"

Strand

DIRECTION of A. H. BLANK

NOW

Shirley Mason in SWEET ROSIE O'GRADY

THE ROMANCE OF A BOWERY CINDERELLA

A CINDERELLA of the sidewalks — a princess of poverty —she danced her way into the heart of a prince from Fifth Avenue.

It's a delightful romance that begins in gingham and winds up in silks and satins.

RALPH JONES AT THE ORGAN PLAYING "KENTUCKY LULLABY"

STARTING WEDNESDAY CONRAD NAGEL in "THERE YOU ARE"

Columbia Pictures Corporation's "Sweet Rosie O'Grady" has taken a prominent place among the most widely exploited pictures of recent months, both newspaper and stunt campaigns of the "high powered" variety being executed in behalf of the attraction by first-run houses. Ads in the layout were used by the following theatres: Cameo, Pittsburgh; National, Louisville; Howard, Atlanta; Lafayette, Buffalo; Strand, Des Moines.

Short Subjects and Serials

Artclass Lists 86 Shorts for 1927-28 Season

ARTCLASS PICTURES CORPORATION is now ready to announce its line-up of short subjects for the season of 1927-28. The company declares that it will continue to supply the state right market with an all-year-round supply of shorts. There will be 48 two-reel comedies to be released one a week, consisting of 6 Winnie Winkle, 6 Snub Pollard, 6 Hairbreadth Harry, 6 Izzie and Lizzie, 8 Jimmy Aubrey, 8 Barnyard animals comedies and 8 Lucky Strike comedies featuring all star casts. Also 26 one-reel Crackerjack slapstick comedies to be released one every two weeks.

There will also be a special two-reel series, twelve to be released one a month, of Craig Kenney short stories selected from the Arthur B. Reeve's stories. They will be produced by Dallas M. FitzGerald. Negotiations have been almost concluded for the services of a star to portray the role of the detective.

Roach Signs Russian Actor for Work in Comedies

Jesse Devorska, born in Riga, Russia, has signed a long-term contract as a featured comedian with Hal Roach to appear chiefly in the Hal Roach Star comedies for Pathe. His first work will probably be in the Jewish comedies for which Max Davidson previously was signed two years ago. Devorska had bits in “The Big Parade” and “The Unknown Soldier.” After working in several Roach comedies, he was given a chance in “Why Girls Say No.” Following the completion of “Jewish Prudence” last month, in which he was directed by Leo McCarey, he signed the Roach contract.

Devorska has had many adventures and misadventures. He started as a boy ballet dancer at the age of nine, carried messages at the age of fourteen in the Russian army and was captured by the Germans. After having been moved from one prison camp to another he managed to escape to Sweden and finally came to the United States via Liverpool.

Gus Meins to Direct New Stern Comic Strip Series

Gus Meins, director of Buster Brown comedies and “The Newlyweds and Their Baby” comedy series for Stern Bros., has been selected to wield the megaphone on “Keeping Up With the Joneses,” a new Stern Bros. comedy series to be produced from Pop Momand's comic strip.

Selections have not been announced as to the cast. At present, Meins and Page Wright, comedy story writer, are doing the script. Sigmund Neufeld, production manager of the Stern studio, is sitting in with them in this preparatory work.

Humorous highlights from a current Educational release “Drama De Luxe”

Pathe's End of Feb. List

Mabel Normand, Hal Roach Comedy Highlight of Schedule for Week of Twenty-Eighth

A HAL ROACH two-reel comedy production starring Mabel Normand heads the list of Pathe releases for the week of February 28; the schedule also includes Pathe Review No. 9, a chapter of the Patheserial “On Guard,” Topics of the Day, No. 9, “Cracked Ice,” an Aesop's Fable and the two regular issues of Pathe News.

“One Hour Married” is the title of the Roach-Normand film in which the star is supported by Creighton Hale, James Finlayson, Noah Young, Sid Crossley and Charles Geldert. It is a war story with a new angle, that of the girl who is left at the altar because the groom must join his regiment; her pursuit of him furnishes the means for the laughs. Jerome Storm directed under supervision of F. Richard Jones.

Pathe Review No. 9 presents “Woolen Wonders”: The sheepman and flocks of Australia, which furnishes one-sixth of the world's wool supply; “North America's Oldest Capital”: An intimate camera study of Mexico City, Capital of Mexico, and now very much in the limelight; “With the Putnam Expedition to Greenland”: Beginning the series on Greenland, to which George Palmer Putnam went with a party of scientists and explorers on the schooner Morrissey.

“On Guard,” the current Patheserial starring Cullen Landis and supported by Muriel Kingston, Louise Du Pre, Walter P. Lewis, Tom Blake, Edward Burns, Hal Forde, Gus de Wilde and Tom Poland, reaches its fifth chapter this week—entitled “False Orders.”

Topics of the Day, No. 9, presents bits of wit and humor compiled from the international press. “Cracked Ice” is the title of the current release of the Aesop's Film Fables series of animated cartoons. Pathe News, issues Nos. 20 and 21, complete the week's program with last minute pictorial records of world events.

Headway Made on Pathe Comedies at Roach Studio

Agnes Ayres has completed the Hal Roach-Pathe comedy upon which she has been working under the direction of Leo McCarey. No title has been definitely selected. Miss Ayres received support from Stan Laurel and Forrest Stanley.

Charley Chase's newest comedy for Hal Roach has also been completed. It is in the nature of a domestic farce and has as its principals besides Chase, Jean Arthur, May Wallace and Marie Carillo. James Parrott directed.

Oliver Hardy has been added to the cast of the latest Hal Roach Star comedy, an untitled sea story which Fred Guiol is directing. Other members of the cast include Stan Laurel, Viola Richard, Charles Althoff, Polly Moran, Malcolm Waite and others.

Resume of Current News Weeklies

PATHE NEWS, NO. 15: In Bavarian Alps—Europe's premier ski champions match skill and daring on high slopes; Philadelphia, Pa.—"Ty" Cobb, former manager of Detroit Tigers, signs to play with Philadelphia Athletics; New Haven, Conn.—Yale Junior Prom is season's most brilliant function; West Orange, N.J.—Throngs of friends extend best wishes to Thomas A. Edison as "wizard" inventor reaches 80th milestone; New York City—Westminster Kennel Club show opens with impressive array of entries at Madison Square Garden; Off San Diego, Cal.—Carrier Langley, mother ship of Navy planes, shows how her great deck serves as an ideal airdrome; Saranac Lake, N.Y.—O'Neill Farrell fairly flies over ice to win international championship; New York City—More than 600,000 Boy Scouts of America renew loyalty to country and duty as membership pledge is broadcast; Tampa, Fla.—Bold, bad pirates capture city of Tampa; Albany, N.Y.—Governor Smith turns steam shovel operator to break ground for thirty-two-story skyscraper to be built opposite Capitol; Philadelphia, Pa.—U.S. Senator Pepper presents Dr. Chevalier Jackson with Philadelphia Award for service to humanity; Muskogee, Okla.—Miss Alice Robertson, former member of Congress, may become wealthy from gas well found on her farm.

PATHE NEWS, NO. 16: Hanover, N.H.—Student ski stars give thrilling proof of juhping prowess at Dartmouth Club's colorful winter sports carnival; Volterra, Italy—Huge electric plant procures inexhaustible supply of power by piping volcanic steam direct from smoking craters; Lake Placid, N.Y.—Ross Robinson, of Toronto, breaks world's skating record for five-mile race; Washington, D.C.—President Coolidge is honored by Boy Scouts who present him with statuette; Washington, D.C.—Petite Paulina, daughter of Speaker of the House, and Mrs. Longworth, have big day before the camera; West Orange, N.J.—Henry Ford pays visit to his old pal, Thomas Edison; Olympia, Wash.—Champion Gene Tunney gets warm welcome upon arrival by air to deliver speech on boxing before legislators; Bluefields, Nicaragua—Keeping a neutral zone neutral isn't all work in Nicaragua revolution; Washington, D.C.—President Coolidge proposes to extend drastic cuts of 1922 naval disarmament treaties; Alton, Ill.—Robert Wadlow, 8 years old, weighs 185 pounds and is 6 feet, 2½ inches tall; St. Paul, Minn.—First signs of summer are recorded as workers at Bass Lake begin to harvest ice.

Scenes from Pathe's "travelogue" comedy, "Seeing the World"

KINOGRAMS, NO. 5265: London—More British troops leave for Shanghai as Coldstream Guards embark at Portsmouth; San Francisco—War clouds are forgotten as Chinese celebrate their New Year; Philadelphia—Ty Cobb signs with Athletics for salary said to be over $60,000; New York—Marquis of Queensbury, whose grandfather invented famous boxing rules, arrives for business visit with Marchioness; Albany, N.Y.—Governor Smith breaks ground for new State Building by running a steam shovel; Washington—Henry Ford visits President Coolidge at White House but is mum on object of his visit; Banff, Canada—Carnival season is opened in magnificent swimming pool heated by natural hot springs; Los Angeles—Famous animal movie stars give special interview to cameraman; New York—Prize dogs from all over world compete in Westminster Kennel Club's show; Chicago—Virginia Mercereau, woman wrestler, hurls man around mat in exciting match.

KINOGRAMS, NO. 5266: Boston—Big Leviathan goes into dry dock to have her propellers changed; Belgrade, Jugoslavia—King Alexander attends funeral of noted diplomat and former prime minister Nikola Pachitch; Orange, N.J.—Henry Ford helps Thomas Edison celebrate his eightieth birthday; Washington—2,000 boys visit tomb of Unknown Soldier and then call on President Coolidge; Chicago—Boy Scout company in North Shore Council boasts of seven sets of twins; Washington—Central High Schol for Girls starts novel automobile repair department class; New York—Columbia oarsmen start training in big indoor water tank; Cambridge, Mass.—Harvard athletes dress up as girls and stage annual musical comedy; Pocono Manor, Pa.—Carl Stenseth, of New York, wins eastern ski-jumping championship on dangerous slide.

INTERNATIONAL NEWSREEL, NO. 14: Tacoma, Wash.—New thrills in store for western lumberjacks. San Francisco, Cal.—Chinese here celebrate while war rages at home; London, England—Britain rushes famous Coldstream Guards to Orient; Philadelphia, Pa.—"Ty" Cobb signs with "A's"; Tampa, Fla.—Gasparilla's pirate band again raids Tampa; Near St. Moritz, Switzerland—Bobsleds race on famous Alpine course; New York City—New walking machine keeps prize doggies fit; Atlanta, Ga.—Atlanta boy scouts in great parade for funds; Catalina Channel, Cal.—Catalina Channel conquered for first time by woman; Off San Diego, Cal.—Airplane mother tests brood of sea eaglets; Jacksonville, Fla.—Alligator farm furnishes sure sign of spring; Rome, Italy—Boy scouts in farewell salute to the Pope.

INTERNATIONAL NEWSREEL, NO. 15: Above Gibraltar—New airplane service spans rock of Gibraltar; Tokio, Japan—Japan emulates U. S. with big swimming marathon; New York City—Old Brooklyn Bridge found fit for spring traffic; Sunnyside, Wash.—Thousands of sheep get yearly bath; New York City—College crew rows hard but gets nowhere; Columbia oarsmen start training with porous oars in stationary boat; Washington, D.C.—Paulina Longworth, granddaughter of famous T. R., celebrates second birthday strolling with mother; Washington, D.C.—1,500 Boy Scouts present President Coolidge with Scout statue and ovation; Orange, N.J.—Henry Ford, world's richest man, congratulates Thomas A. Edison, world's greatest benefactor, on his 80th birthday; Cambridge, Mass.—Harvard boys transformed into fascinating vamps for Pi Eta Club's annual show; Near St. Moritz, Switzerland—Bathing suit frolics amid Alpine snows; Greenfield, Mass.—Ski-men in daring leaps from New England summit; Hankow, China—Chinese jubilant over "red" army's triumph; In the Pacific—Uncle Sam rushes more destroyers to Orient to guard American rights.

FOX NEWS, VOL. 8, NO. 39: San Diego—First unit of American Marines embarks for Far East; Arkansas—More than million acres inundated when White River leaves its banks; Syracuse, N.Y.—Family of old English sheep dogs, rare and very costly breed, has come to America to live; Havana—Sportsmen in Cuba see American team win "Bacardi Cup" in yacht race off Morro Castle; Memphis—How South handles record cotton crop; New Orleans—Famed "duelling oaks," scene of many "affairs of honor," now shelter girls' class in fencing; Manchester, N. H.—Snowshoe clubs of U. S. and Canada gather for carnival of winter sports in below-zero weather; Beverly Hills—Some of America's best high-jumping horses are put through their paces in graceful exhibition.

Gaiety Pictures Signs T. Holmes to Star in Series

GAIETY PICTURES, INC., of which Amedee J. Van Buren is president, announces a forthcoming series of two-reel comedies which will set forth the difficulties encountered in endeavoring to sail the matrimonial ship. Taylor Holmes, stage and screen star, has been engaged by the producing company to fill the part of the young husband. Members of the supporting cast, the technical and editorial staffs will be announced shortly.

Taylor Holmes

Holmes is now enroute to Hollywood where he will be met by Leander de Cordova, production manager for Gaiety, and by Lawrence Windom, who will direct the series of domestic comedies.

Polly Moran, Old Keystone Funster, Back Again

Another old-time Keystone player has returned to the Sennett comedy lot for work in Pathecomedies. Polly Moran, the two-gun Sheriff Nell of the Keystone days, is playing the role of a temperamental cook in a new Jimmie Smith comedy. Miss Moran will be remembered for her work in the old-time comedies from 1914 to 1917. During that time she was featured comedienne with Willie Collier, Sam Bernard, Weber and Fields, Mabel Normand, Ford Sterling, Chester Conklin and others.

The latest of the Jimmie Smith series to be completed is "Smith's Candy Shop," featuring Raymond McKee.

Opinions on Current Productions

"One Hour Married"

(Pathe-Hal Roach Comedy—Two Reels)

(Reviewed by Paul Thompson)

THIS is a diminutive war comedy that is well conceived and carried out. It deserves all sorts of approbation from press and public and doubtless will get it. Creighton Hale has been rejected by the enlistment officers and passed up by the draft. Thinking himself immune from overseas service what more natural than to marry Mabel Normand? But married only one hour he is picked up and catapaulted across the Atlantic into France. His wife's attempt to locate her husband in the front line trenches provides the story. There are many hilarious moments in this tabloid war comedy. Mabel assumes a false moustache that makes her look like "Old Bill." Adventures she and Creighton have in full measure until they capture a German machine gun nest. Whoever wrote it deserves credit as do supervisor F. Richard Jones and director Jerome Storm, once well known for longer and more pretentious pictures.

James Finlayson, Noah Young, Sid Crossley and Charles Geldert are the other featured players. Released February 27th.

Much thought, time, money and effort have gone into the making of "One Hour Married" and I doubt not at all, but that the results will more than justify all this. If they do not, my viewpoint is even more faulty than I sometimes think it may be.

Wool, Mexico and Greenland

(Pathe Review No. 9)

AUSTRALIA as the source of one-sixth of the world's wool supply is selected for the first third of the Pathe Review of February 27th. Excellent shots of sheep herded for shearing and then the seemingly unfair taking from the lambs their covering, even as Wall Street bears and bulls are reported to do. The only difference is that in New York they usually take the hide of the victim also.

Mexico City, America's oldest capital, is the subject in color of interesting pictures. The street scenes, cathedral monuments and parks with historical data selected by the camera man for Pathe bring home the conviction that many Americans would do well to travel south of the Rio Grande River for sight-seeing instead of always boarding a liner for Europe.

The Putnam expedition to Greenland last year carried a Pathe camera operator. The results are now being released. Here again are excellent selection of subject and good photography. Putnam and Robert Bartlett, that veteran of Peary North Pole expeditions, are graphically shown at night poring over maps of the cruise under the light of a ship's lantern. That is the sort of judgment shown in this introduction which characterizes the other shots. The rest of the expedition should prove equally interesting as this introduction is.—PAUL THOMPSON.

"Cracked Ice"

(Pathe-Fables—One Reel)

THIS is not during the "Merry Month of June." but rather during any one of those months in which outdoor skating may be enjoyed. "Farmer Al," as usual, is the goat. First he falls into a hole in the ice and is rescued by "Milton." Unfortunately, he is encased in a block of ice. While this is thawing his head projecting beyond the ice is utilized by a friendly polar bear and her cub for a punching bag. Ultimately the ice melts. But that only means more trouble for Al. Hungry he frequents a hot-dog stand. The frankfurter is extracted by the playful mice. A pursuit of the meat of his sandwich follows. All of which proves there is no peace for the leading male character in this series of Fables. But as long as he and the others make happier the lives of the people sitting in front of the screen their sufferings serve a most estimable purpose. More and better troubles for the future.—PAUL THOMPSON.

Samurai, Havana and a Boy Athlete

(Pathe Review No. 8—Released February 20)

"FIGHTING FASHIONS" is the title given to the first third of the Pathe Review and is appropriate because most of the shots are of the Samu ai, the fighting men of Japan. They are shown in their costumes that date back many generations, celebrating one of Japan's innumerable festivals in which they seemingly delight. With their characteristic progressiveness it is hardly necessary to point out that these belong to a bygone age, for today Japan equips her soldiers with the most modern uniforms and devices for fighting. They showed that in the World War.

"The Bulwarks of Havana" show the ancient fortifications which were built to protect the Capital of Spain's most western colony. They have long since outlived their usefulness, but are interesting as relics. Moro Castle. known to everyone since the Spanish-American War. probably strikes a more responsive chord than almost any other Cuban name.

"The Somersault Slicker" is taken with the Alvin V. Knechtel new process camera that shows the same figure in duplicated poses. Robert Coleman, a nine-year-old boy, does some stunts that older athletes might well envy. It is an interesting series photographically and in subject. It rounds out an unusually good Review release.—PAUL THOMPSON.

"Slippery Silks"

(Fox-Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

AGAIN the expedient of having one of the leading male characters dress as a girl with the inevitable result that the males in a seemingly feminine Sahara fall for the female impersonator. Lige Conley, that tried and true farceur, with his friend, Cliff Bowes, strike the western town to sell something or other, it doesn't much matter what. And they are the ones who get into trouble. Lige's troubles are caused by Babe London, fat and boy-hungry, falling for him. Her father has threatened to shoot the next one who discards his plump daughter. Cliff is the woman-man who appeals to Babe's father, a Swede—in the picture —John Kolb in real life, and Frank Coleman, the father of the girl, Caryl Lincoln, who attracts Lige's fickle fancy. The last seen of the latter pair they were driving away in one of father's lumber teams, for morality's sake, I hope, for the nearest minister.

The quintet do rather well with the material and situations provided by Henry Johnson and Phil Whitman, equally guilty of story and scenario.

"Weatherproof"

(Pathe-Sportlight—One Reel)

GRANTLAND RICE picks on indoor sports, such as basketball, gym stunts, squash and bowling, for what he calls "weatherproof" sports; in other words sports that are played indoors no matter what the outside conditions may be. Star performers in each sport are featured, such as Fillmore Hyde and Thomas Coward in squash, Mort Lindsey in bowling and Dorothy Nicoll, Met Indian club swinging champion. The bowling shots are unusually interesting, showing the unerring marksmanship possessed by men who know how to use the alleys rightly. It is a mighty good release.—PAUL THOMPSON.

Tiffany-Colorart Subjects

(Four One-Reel Scenic Productions in Technicolor)

(Reviewed by Harold Flavin)

AN especial treat is in store for those of your patrons who see any or all of the four one-reel scenic productions photographed in Technicolor, released through Tiffany exchanges. They are the first of a series being produced by Colorart and if they may be used as a criterion of the worth of those to follow there need be no fear on the producer's part as to the finding of a market

"*The Barefoot Boy*" a picture version of the John Greenleaf Whittier classic, seems to have the greatest appeal, possibly because of the fact that most people are familiar with the poem and also that the youth who portrays the boy is a fortunate selection. In addition to a number of the most exquisite views of the country ever seen it will bring to the young people an appreciation of the joys of youth and it should help the elders to dwell, in memory, on the happy days of childhood. The sub-titles are taken from the poem.

"*On the Trail of the Ranger*" has some beautiful views of the snow-capped mountain peaks in the Rocky Mountain section of this country. We follow the ranger on his tour of inspection through the rocky passes and along the shores of lakes; through ravines and the forest-like country. There is a sense of calm and peace that permeates the being of the spectator.

"*The Isle of June*" incorporates scenes on a tropical island, visions of blue water, which in some spots has a "Parrish" hue, and under-water scenes that make one wish it were possible to visit that part of the world, just to get an "eyefull." Every detail of color is beautifully brought out. In addition to the scenic value of this reel there is an educational angle in that many of the citizens of the water-bed are shown, which is also interesting.

"*Fisherman's Luck*" takes the spectator up through the New England villages, where this industry claims the attention of most of the inhabitants, especially in the Gloucester, Mass., district. The fishermen are shown starting at daybreak, being compelled to work in a heavy mist, which is always in evidence and which, too, didn't help camera work. There are also a number of interesting shots photographed at night with the lighthouse spotlight playing over the water in an attempt to find a rowboat and its occupants which had become separated from the fishing fleet.

All four productions are worthy of exhibition in any type of theatre.

"Clothes Make the Women"

(Tiffany-Colorart—One Reel)

ANOTHER of the series in Technicolor just as pleasing to the eye but with the added attraction, for the women, of a wonderful fashion display, with a beautiful girl as the model and, for the men, the beautiful girl will more than repay the time spent in viewing the production.

Unlike the others of the Colorart series, this number has a story which, though slight, because the primary motive is the gowns and the color, enhances the value of this attraction. No better selection for the model could have been made than Sigrid Holmquist, for with her beautiful natural coloring and blonde hair she photographs "like a million dollars." A few views of the dressing room in the modiste's shop will add to the picture's entertainment value for the men.

"You can't go wrong with any Tiffany-Colorart number," to paraphrase the slogan of a popular song publishing house, seems to be the tag-line in order for this and four other subjects from the same company reviewed elsewhere on this page.—HAROLD FLAVIN.

"The Silent Partner"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

WHAT is the use of "framing" the hero? The villain should know by this time that he will lose out in the end. But evidently even when they have been in the game for years they never learn their lesson. That is just what happens in "The Silent Partner," and logically, Edmund Cobb proves that the villain engineered the theft of the money from Hazel Keener's movie father of which he is so unjustly and pathetically accused. The suspense comes when Edmund has caught the secondary villain who is given the dirty work to do and from him wrests a confession. The villain is marrying Hazel and it is up to Cobb to establish a cross-country record for that section of the West. He must get to the house in time to halt the wedding and take his rightful place as bridegroom instead of that deep-dyed, dastardly coward who is only marrying the girl for her money anyway.

Edmund Cobb drives a pair behind a buckboard as cleverly as he rides a broncho. Also he makes love convincingly. Hazel Keener justifies any and all skill he displays in this respect. Her father, or any movie father, for that fact, should learn the folly of trying to get a strong-willed daughter to marry the villain. She will marry the misunderstood hero anyway in the end.

William Wyler's voice went through the megaphone. March 19th and the public will be permitted their first view of "The Silent Partner."

"Some More Excuses"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

CONSCIOUSLY or otherwise Director Scott Pembroke has been plagiarizing in this one of the "Excuse Maker" series, featuring Charles King. His sinister stranger insisting upon the automobile ride is taken bodily from a Harry Langdon two-reeler called, I think, "The Marriage Wow." The reckless driving ending in the throwing away of the steering wheel by the obviously demented man, the make-up of the latter, etc., are about as much like the Langdon picture as two things can be. From this start the picture goes through all sorts of weird and mysterious happenings of skeletons, mummies, apes, spirit opening doors and windows, etc. It seems that the villain is a man whom Charley King had sent to an asylum and now he is determined on his revenge. Fortunately for Stern Brothers and followers of the comedian the keepers arrive in time to save Charley and his movie wife.

Certainly there is enough action in the piece to satisfy the most exacting. From start to finish Charles is put through his paces so that you sigh a sigh of relief when it is all over. It provides both thrills and laughs.

Released March 9.

"Everybody's Servant"

(Fox-Variety—900 Feet, Released March 6)

WHILE you may know, yet you do not realize the many uses to which electricity is put in our daily life until you see this reel of the Fox Variety series released March 6. All the household tasks—cooking, washing, sweeping, etc., the player piano (radio should have been included), the bigger things, such as supplying water for fires, transoceanic telephoning, telephoning in the old fashion and through dial systems, etc., etc. Interesting shots of the great power houses at Niagara and the falls themselves add to the effectiveness of the reel. It is well selected and interesting combination of shots.—PAUL THOMPSON.

"Birthday Greetings"

(Fox-Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

HERE is quite an hilarious comedy that should and will amuse many. For her father's birthday (Frederick Sullivan), his daughter (Dorothy Kitchen) buys a small decanter and glasses which are contained in a wooden ball. Closed, this gives no inkling of its contents. Two anarchists have threatened to deliver a bomb at three o'clock that afternoon. Detectives (William E. Jamison and George Gray) hired to protect father are mixed up in the comedy melee as is George Harris the boy delivering from his father's (William Engle) store Dorothy's gift to her father. Naturally this is mistaken for the threatened bomb. Add one trained seal—another birthday gift—to balance the ball on his nose in the most approved variety-house manner and you can almost construct your own farce.

Edward P. Moran and J. Walter Rubens are credited with the story and have no cause to hang their heads on that account. Gene Forde and Zion Myers divide the directorial credit. George E. Marshall, as usual, supervised, and Ben Kline ground the camera. Released March 6th.

"The Joys of Camping"

(Educational-Bruce Scenic—One Reel)

CAMPING is like many other things in life, love of olives, for example; you must enjoy it because of some hereditary throwback. You can acquire it though, if your forebears did not instill the liking. This Bruce Scenic may have this effect. Robert C. Bruce stars in this one of his own offerings. His cameraman depicts settings and scenes of rare beauty showing what an observing photographer—and others—may find for camping places if they keep their eyes open—and, quite important, have money for travel.

"The Wide Open Spaces," nominally a separate offering, really supplements the camping sequence for the scenes depicted would inspire almost anyone to go camping. They are taken almost entirely in the West and show some rarely beautiful photography. Two things you can always credit Bruce with and they are rare judgment of subject and technical knowledge in knowing what exposure to give to his subjects.—PAUL THOMPSON.

"The Heavy Date"

(Educational-Life Cartoon—One Reel)

ROMANCE, justified by the coming of spring, is the dominant note in this tale of the love-making of "Mike" and "Myrtle." Before the fade-out close-up of hero and heroine in each others arms exchanging devastating kisses, much takes place. "Mike" falls from the top of a cliff and is not rescued by "Nibbins" and his friends, even if they, firemen-like, hold a blanket for his fall. They make amends when "Mike" starts his serenade. He cannot reach the balcony where Juliet-Myrtle is listening, enthralled to "Mike's" music. The cats climb on each other's backs. Still the balcony is beyond reach. But, ah, the resourceful lover! "Myrtle's" pet dog is lowered from the balcony. The cats' backs go up in the time-honored manner and the requisite additional height is attained. Thus are love and romance most happily served by cartoonist and his puppets.

Life is commencing to put some life into its cartoon series.—PAUL THOMPSON.

"The Mail Pilot"

(Pathe-Fables—One Reel)

IT was about time the clever artists who make Aesop's Fables, the animated cartoon that deals mostly with affairs in the lives of Farmer Al, Thomas Kat and Milton Mouse, should take cognizance of the air mail. They have now done justice to it. Not only is an attempt made to rob the air mail thwarted, of course, but the brave pilot goes on a honeymoon in his plane. Milton is the daredevil. Farmer Al figures in the picture only as being the recipient of an anvil sent by air mail. How it was delivered I leave to you to find out. The daughter of the postmaster, with a weakness for Milton, not only saves her lover when a friendly pelican carries her aloft, but joins the aviator for an aerial honeymoon.

A most successful release in the series.—PAUL THOMPSON.

"Listen, Lena"

(Educational-Mermaid—Two Reels)

(Reviewed by Paul Thompson)

AL ST. JOHN, the star of this Mermaid comedy, lives across the street from his sweetheart, Lucille Hutton, which makes it plot-convenient and pleasant for all concerned. When he gets a hurry-call from the girl he dashes over in pyjamas, not realizing his condition of undress. It seems that Clem Beauchamps is the favored suitor, possibly because he is a better dresser or more careful one, or because he is a rotten revolver shot or for some other equally logical reason. But Al gets the girl and her father, Jack Lloyd, in a car and they start for a minister. The latter, for plot purposes, lives in the country. This justifies—or does it?—a cross-country ride in which the passengers and driver are shaken up. Arriving at the minister's they find they have taken on a cow and her offspring. Anyway they get married (Al and Lucille) and all's well with the world.

There are enough absurd situations to justify the two-reeler. It should score. Pay tribute to Stephen Roberts, director, and Jack White, supervisor.

"Buster's Dark Secret"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

FIRST AID to the injured is the role played by "Buster" (Arthur Trimble), "Mary Jane" (Doreen Tuner) and "Tige" in this two-reeler. The trio go in search of a painting made by Buster's uncle which has been stolen. "Tige" posed in the frame at an exhibition when the realism of the "picture" results in its sale. Consequently it must be replaced. They set out on the quest of the purloined masterpiece. In the home of the crooks they locate and recover the picture, but not before the trio and a little pickaninny picked up en route go through all sorts of harrowing experiences.

It is an amusing and ingenious picture and cannot fail to score with old and new friends of the series. It is not only the legitimate laughs provided but the novelty of the situations when the home of the thieves is reached by the daring youngsters and their ever-present dog companion.

Gus Meins directed the piece which is scheduled for release March 7.

"Felix, The Cat, Is Pedigreedy"

(Educational-Pat Sullivan Cartoon—One Reel)

FELIX wishes to go to an extremely swanky night club. Pedigree rather than the size of the bankroll seems to be what counts. (Needless to state, the locale of the animated cartoon is not in New York). Thrown out once because lacking a pedigree, he returns to tell the awe-inspired club members and the employees a tale of his ancestry. Associated with Noah as navigators and life-savers, with Rameses, the king, not the cigarette of Egypt's royal family, as the originator of the Charleston and finally with Columbus as a demonstrator of the round-earth theory his predecessors on the family tree are all that the most exacting can ask. Does he get the job, pardon me, membership? He sure does.

Some highly entertaining and amusing ideas are thus incorporated in this Pat Sullivan conceit. It will keep up the deservedly high reputation the series enjoys.—PAUL THOMPSON.

Cavender a Constable in "Drama De Luxe"

Glen Cavender, who has appeared as a policeman, detective or sheriff in a number of pictures produced recently at the Educational studio calling for an officer role, is to be seen as a constable in "Drama De Luxe," the current Lupino Lane starring comedy.

The Galloping Gobs

Buffalo Bill, Jr., Leaves the Navy for a Horse

(Reviewed by Paul Thompson)

AGAIN an unpretentious yet amusing and entertaining vehicle for Buffalo Bill, Jr. Westerns usually damn themselves because of the lack of originality which characterizes them; consequently, anything that shows the slightest endeavor to get out of the beaten path deserves applause. The wearer of the famous patronymic is introduced leaving a battleship with his buddy, Morgan Brown, on shore leave. Mixing up in a brawl they find themselves seated at a table playing poker with a stranger. By out-cheating the latter they get his claim on a ranch in the West. Then, hopping freight, or riding blind-baggage, they reach the Western destination. It seems that their deserted shack is the hangout for a bunch of robbers whose capture they are instrumental in effecting. Incidentally, "the girl" in the picture, Betty Baker, has been kidnaped and must be rescued. This is attended to also after a number of typical bloodless battles in which hero Bob shows that he should have gone into the Tunney-Dempsey line for real financial returns. But what care movie heroes for pelf when a girl is to be saved and wrongs righted?

With the expenditure of little money, obviously, in the making, "The Galloping Gobs" (neat alliteration that), is entertaining and will score in the less pretentious off-the-main-highway houses.

The Cast: Buffalo Bill, Jr., Morgan Brown, Betty Baker, Faye Hampton, Walter Maly, Robert Homans, Jack Barnell, Fred Burns. Director, Richard Thorpe. Authors, Lew Collins and Sergey Sergeyeff. Continuity, Frank L. Ingraham.

THEME: Two sailors inherit a ranch and round up a gang of desperadoes.

PRODUCTION HIGHLIGHTS: Sailor sequence at start. Star's performance.

EXPLOITATION ANGLES: Simple, intelligible-to-anyone story, plausible and exciting.

DRAWING POWER: Good in outlying houses.

Length, 4,524 feet. Released February 27.
Produced by Action Pictures (Lester F. Scott, Jr.). Distributed by Pathe.

Scenes from F. B. O.'s "The Magic Garden," a screen transcription of the novel by the late Gene Stratton Porter

Shots from "Marriage," the Fox Films version of the novel of that name by H. G. Wells

The Final Extra

A Cub Reporter, Chorus Girl and Bootlegger

(Reviewed by Paul Thompson)

WHILE this picture makes no claim to be a silent-screen replica of the two Broadway legitimate hits, "Broadway" and "Chicago," yet it invariably makes a reviewer think of them because you have an interesting blend of newspapers, the theatre, bootlegging and other metropolitan ingredients. It is an interesting and well done story which Herbert Clark has written and which James P. Hogan directed.

The story concerns itself with the murder of Frank Beal, a veteran reporter, by a rum running gang headed by John J. Miljan, nominally a theatrical producer, whose connection with the gang is suspected but not proved. Grant Withers, a cub reporter, establishes Miljan's guilt, saves the girl from him and scores the beat for his paper. In the telling of the tale many interesting phases of big city life are shown. These include the city room and pressroom of a big daily, back stage and the front of the theatre on the occasion of a musical comedy premiere, the East Side quarters of the rum gang, the suburban home of the villain, etc.

It is convincingly acted for the most part by a capable company, headed by the star. Direction of the whole picture by Hogan, under Glenn Belt's supervision, and of the dance numbers alone by Larry Ceballos, is worthy of commendation. Not a big nor an important picture, yet there is little doubt of its appeal.

The cast: Marguerite De LaMotte, Grant Withers, John Miljan, Joseph W. Girard, Frank Beal, Billy Jones, Leon Holmes. Author, Herbert C. Clark. Film Editor, Edith Wakeling. Director, James P. Hogan. Supervisor, Glenn Belt. Photographer, Ray June.

THEME: Newspaper solving bootlegging scandal. Cub reporter doing this wins daughter of murdered star newspaperman, herself a stage star.

PRODUCTION HIGHLIGHTS: Successful creation of newspaper atmosphere. Interesting sidelights on a big city's activities. Well directed and acted.

EXPLOITATION ANGLES: "How the other half" (New York) lives.

DRAWING POWER: Good, especially one-day houses.

Length, 6,000 feet. Released February 14.
Produced by Gotham. Distributed by Lumas Film Corp.

Marriage

Some H. G. Wells Ideas on the Institution

(Reviewed by Paul Thompson)

TO the casual observer Wells would seem no more adapted to screening than Bennett, Galsworthy, Walpole, and some of the other contemporary English writers, who depend more on characterization for their success and appeal than on narrative. Yet, that is the surprising thing about Gertrude Orr's scenario, based on Wells' widely read and discussed ''Marriage.'' Due to her and, to a large extent, the direction of R. William Neill, this has resulted in a uniformly interesting picture, not a great picture, nor one which will satisfy the majority of critical readers of the English writer, but, possibly more important, the greater number of movie fans totally unfamiliar with Wells' position in the writing world.

For the sake of the latter it may be proper to explain that the story deals with the marriage of the heroine (Virginia Valli), to an inventor (Allan Durant), whom she meets when an aeroplane he is piloting crashes in the yard of her parents' rural home. She thus sidesteps an unwelcome marriage to an impossible wealthy suitor (Frank Dunn).

Its appeal, unquestionably, will be greater to non-readers of the novel, which is the presumable intent.

The Cast: Virginia Valli, Allan Durant, Edwards Davis, Billie Bennett, Gladys McConnell, Frank Dunn, Lawford Davidson, Donald Stuart, James Marcus. Director, R. William Neill. Author, H. G. Wells. Scenarist, Gertrude Orr. Cameraman, R. J. Berquist.

THEME: Marriage conflict between an idealist and a luxury-loving wife.

PRODUCTION HIGHLIGHTS: Expensive, but good taste settings; effective African sequence. Good direction and acting.

EXPLOITATION ANGLES: Play up Wells for his readers who are fans and the fact that for those who are not, it is a good picture, anyway.

DRAWING POWER: Should be good.

Length, 5,440 feet. Released February 13.
Produced and distributed by Fox.

Dramatic excerpts from the Gotham production, "The Final Extra" which Lumas is releasing

Interesting scenes from "Galloping Gobs," a Pathe feature release

The Magic Garden

Slender But Charming Stratton-Porter Picture

(Reviewed by Paul Thompson)

HERE is a picture made from a Gene Stratton-Porter story that has all the fragrance and charm of an old-fashioned garden and consistently bears the title which it does. There are no social problems, no villains, or any of the many things which seem to be omnipresent in the themes of most of latter-day pictures. Instead, the story of a little rich girl who wandered into a garden and found there a little poor boy, poor in money because his father was an artist, but rich in love for his dead mother, his father and for the affection-hungry little stranger. Reclaimed by her father—who had been divorced by her mother—now for the first time conscious of his responsibilities toward his daughter and his latent love for her, she is brought up always with an increasing love for the artist's boy in her heart.

Credit must go many ways. Joseph P. Kennedy, for producing so exquisite a thing; J. Leo Meehan, for excellent direction; Cameraman Allan Siegler, for splendid photographic shots, and the entire cast of players, especially the three children, Joyce Coad, Phillipe Delacy and Walter Wilkinson.

The Cast: Joyce Coad, Margaret Morrison, Phillipe Delacy, Raymond Keane, Charles Clary, William V. Mong, Cesare Gravina, Paulette Duval, Walter Wilkinson, Earle McCarthy, Alfred Allen, Katherine Ward, Ruth Cherrington, Hedda Hopper. Author, Gene Stratton-Porter. Adaptor and director, J. Leo Meehan. Continuity, Charles Kerr. Cameraman, Allan Siegler.

THEME: Poor-little-rich girl in love with rich-little-poor boy whose romance blossoms when they grow up.

PRODUCTION HIGHLIGHTS: Direction, acting, camera work, all-pervading charm of the picture.

EXPLOITATION ANGLES: Gene Stratton-Porter's fame. Story for young and old.

DRAWING POWER: Excellent in best houses and elsewhere.

Length, 6,807 feet. Released February 27.
Produced and distributed by F.B.O.

The Denver Dude

Hoot Gibson Affects a White Collar

(Reviewed by Paul Thompson)

BECAUSE a fellow traveler in the mail wagon said Blanche Mehaffey was much more apt to be won by one of the white collar brotherhood Hoot doffed the cowboy clothes in which he had just won all the rodeo honors within sight and donned the habiliments of so-but-miscalled civilization. Thus do women affect our slightest actions in Westerns or real life. He was all wrong in his premise, however, for he came into his own only when he had displayed his horsemanship and courage in corraling the villains and restoring her father's fifty thousand to her. In so doing he cleared up the suspicion that he himself was the safe robber. (You see he was one of several who knew the combination and being the hero, naturally would be the one to be suspected.)

I bow to the combination which made this Universal picture possible; author, Earle Snell; adaptors, Carl Krusada and William Lester, and director, Reeves Eason. Hoot Gibson, of course, did his part, as would be expected in portraying one of those virile he-men of the West. For a matter of fact, he contributes a varied assortment of rodeo accomplishments that cannot fail to thrill even on the screen, this as a sort of prelude to the picture itself.

It is filled with an interesting story, good acting, excellent photographic shots and a rather decent allotment of humor.

The Cast: Hoot Gibson, Blanche Mehaffey, Robert McKim, George Summerville, Glenn Tryon, Howard Truesdell, Mathilde Brundage, Rolfe Sedan, Grace Cunard, Buck Carey, Pee Wee Holmes. Director, Reeves Eason. Author, Earle Snell. Adaptors, Carl Krusada and William Lester.

THEME: Western. Rodeo champion who apes an effete tenderfoot to win girl. But has to do his Western stuff to win out.

PRODUCTION HIGHLIGHTS: "Different" twist to story. Good acting, direction and photography.

EXPLOITATION ANGLES: Above.

DRAWING POWER: Good for almost any type house.

Length, 5,292 feet. Released February 13.
Produced and distributed by Universal.

Humorous highlights from "McFadden's Flats," a feature length comedy released by First National

Production highlights from the Metro-Goldwyn-Mayer release, "The Red Mill"

The General

It Could Be Funnier

(Reviewed by Laurence Reid)

NOT so many moons ago, Buster Keaton offered a comedy in which he played around with an antiquated train. It furnished so much laughter that the stone-face comedian cannot be censured for doubling in his tracks. "The General," his first opus under the United Artists banner, places him in the cab of an old-style-big-smoke-stacked engine—from which the film gets its title—and he proceeds to measure out a fair amount of fun. Where it falters is in its repetitious incident, there being nothing of spontaneous humor in its treatment.

Buster visualizes an actual detail of the Civil War—the Andrews railroad raid at Big Shanty, Ga., in 1862. Unable to get into the Confederate army, he uses his engine to pilot the boys in gray. Naturally it becomes more melodramatic than humorous, though the piece is lightened with timely gags here and there.

Keaton has put himself to considerable expense and trouble in making the picture. There is an authentic character about it which shows that it wasn't thought out over night. The premise upon which it builds is an old one. It offers the w. k. chase—with Buster triumphing after various misfortunes. "The General" is good, but not so amusing.

The Cast: Buster Keaton, Marian Mack, Mike Donlin, Glenn Cavender, Jim Farley, Frederick Vroom, Charles Smith, Tom Nawn. Director, Buster Keaton.

THEME: Comedy-melodrama of an episode of the Civil War with young engineer routing Union forces with his talented engine.

PRODUCTION HIGHLIGHTS: The effort to get into army. The chase. The scene when Union train plunges into river.

EXPLOITATION ANGLES: Play up as screen version of actual incident of Civil War. Bill as quaint comedy off the beaten path. Play up star.

DRAWING POWER: Keaton's name should draw them. Suitable for all types of houses. Should be a riot south of Washington.

Produced by Joseph M. Schenck.
Distributed by United Artists.
Length, six reels. Released February, 1927.

The Red Mill

Scenically Fine, But Lacks Interest

(Reviewed by Laurence Reid)

NOT a very good job has been done by the screen version of "The Red Mill," which upon the stage was something to make a fuss over. The passing years haven't dealt so kindly with Victor Herbert's operetta—the plot of which was weak, but which was strengthened by the composer's score. Upon the screen it looks trite even though it has been treated to a coat of slapstick. Apparently the director, William Goodrich ("Fatty" Arbuckle) realized it would never get anywhere under the straight conventional handling, so he's gone more or less burlesque with it.

Marion Davies is a first-rate comedienne who has been developing a deal of individuality since her "Little Old New York" days. She succeeds in investing her role of a Dutch servant with quaintness and charm—and at times extracts humor from the piece. But most of the time it is colorless and dull.

Most of the action takes place in and about a Holland inn—and the sets are atmospheric and appealing. It is the star's job to fall in love with a visiting youth and masquerade as a burgomaster's daughter to save the latter from a forced marriage. And that's all there is to it. The captions are pretty bad.

The Cast: Marion Davies, Owen Moore, Louise Fazenda, George Siegmann, Karl Dane, J. Russell Powell, Snitz Edwards, William Orlamond. Director, William Goodrich.

THEME: Comedy-drama of servant girl in Holland inn who wins the heart of a guest and saves a burgomaster's daughter from a forced marriage.

PRODUCTION HIGHLIGHTS: The atmosphere of a typical Holland town. The canals, dikes, and costumes. The comedy of star. The flirtation and romance between hero and heroine. The climax.

EXPLOITATION ANGLES: Feature it as adaptation of highly successful operetta. Play up star in her quaint costume. Use original score for musical accompaniment. Put on prologue suggestive of atmosphere.

DRAWING POWER: Should attract in every type of house.

Length, six reels. Released February, 1927.
Produced by Cosmopolitan. Distributed by Metro-Goldwyn.

Scenes from "The Denver Dude," a Universal production

Suspense, comedy and thrills are all grouped together in these shots from "The General," released by United Artists

McFadden's Flats

It's Hokum, But They Should Like It

(Reviewed by Laurence Reid)

BY all the laws of what constitute up-to-the-minute comedy, this release should be dismissed as a relic of yesteryear—what with its old-time burlesque gags. Yet it is done in such a spontaneous fashion that the incident looks genuinely novel. It amuses through most of its footage, its triteness disappearing under the volume of high jinks executed by the irrepressible Charlie Murray and the inimitable Chester Conklin. What these two comedians don't put over isn't worth mentioning!

At the New York Strand their antics had the house in an uproar most of the time—especially when Charlie as the erstwhile hod-carrier couldn't make his feet and face behave in his ritzy apartment. And again when Chester gags up the barber shop episodes. Playing one of those resourceful Scots for a change, he extracts real humor and pathos over his financing of the Irishman's party. The picture gets sentimental when McFadden's daughter high hats the old man.

The Cast: Charlie Murray, Chester Conklin, Edna Murphy, Larry Kent, Aggie Herring, DeWitt Jennings, Dorothy Dwan, Cissy Fitzgerald, Freeman Wood, Dot Farley, Leo White. Director, Richard Wallace.

THEME: Comedy-drama of poor family that becomes suddenly rich—with head of house unable to adapt himself to luxuries.

PRODUCTION HIGHLIGHTS: The antics of Charlie Murray in trying to accustom himself to luxuries of home. The talented feet of Murray. The party sequence. The Labor Day parade. The scene with the valet. The antics of Conklin as a barber.

EXPLOITATION ANGLES: Bill as screen version of highly successful play—with a cast of real comedians putting it over. Bill as affording Murray and Conklin all kinds of opportunities to be amusing. Use Irish tunes for musical score.

DRAWING POWER: Title and cast should pull 'em in. Suitable for average houses in neighborhoods or business districts.

Length, six reels. Released February, 1927.
Produced and distributed by First National.

Regional News from Correspondents

New York & New Jersey

NOW that a certain number of reports are in concerning the recent Pathe Ball at the Hotel Roosevelt, it would appear that everyone had a good time; yes, everyone, including Charles Stombaugh. Considerably more about this brilliant affair appears in another section of this publication.

The last meeting of the M.P.T.O. of New Jersey was held at the Stacy-Trenton, where a number of important matters were discussed. The meeting was well attended.

Harry Lewis, for the past seven years at the Olympic Theatre, Brooklyn, has joined the A. H. Schwartz circuit and will manage the new Mayfair Theatre, Avenue U and Coney Island Avenue, Brooklyn. The Mayfair is said to be one of the few houses in the fast growing Schwartz circuit that includes vaudeville in its program. Harry will undoubtedly be missed in the Olympic's neighborhood, where he has been ever since shedding his sergeant's uniform on his return from the war.

The old Olympic Theatre presents an appearance today, it is said, that is only equaled by the most modern theatres, having been entirely rebuilt from stem to stern.

Another newcomer to the Schwartz theatre chain is O. R. Gottfried, formerly with First National Pictures (Cuba), Inc., Mr. Gottfried will manage the Albemarle on Flatbush Avenue, Brooklyn.

The Burnryer Amusement Company, a subsidiary of one of the larger local theatre circuits, recently leased a theatre to be built on the north side of Burnside Avenue, between Anthony and Ryer avenues, the Bronx, from the H. B. & S. Building Corporation. The house will seat 2,500 on two floors, and construction will get under way immediately. Berk & Moross were the brokers in the transaction.

The 1892 Third Avenue Corporation recently sold to Rosenfeld and Brody and B. & S. Amusement Corporation the lease of the two-story theatre structure at 1892-1894 Third Avenue. The lease is for a term of forty-two years at an approximate total rental of $500,000 and the house will continue to serve as a motion picture theatre.

M. Cashin is reported as having purchased an interest in the Willoughby and Ideal theatres, Brooklyn. Mr. Cashin has also recently opened an office at 1600 Broadway in the interest of an advertising device for theatres.

Leon Britton, who specializes in fight pictures, returned recently from a business trip to Chicago.

It is reported that Jos. Steinkritz will take over the Regent Theatre, uptown, New York.

M. Gerber, formerly with Fox Films, is now associated with the Amusement Supply Company. The latter is conducted by Pear Brothers, former Brooklyn exhibitors.

Nelson & Renner's new Stilwell Theatre at 86th Street and 24th Avenue, Bensonhurst, Brooklyn, is generally spoken of as one of the most attractive of the recently opened houses in this locality. Novelty Scenic Studios, it is said, contributed greatly to the decorative scheme. L. Simon is the manager of the Stilwell.

Seider and Moley's new tab show, in production for the past several weeks, will open at the Hill Theatre, Newark, this Thursday for an indefinite run.

When the new Universal Theatre at New Utrecht Avenue, Borough Park section of Brooklyn, is completed, that neighborhood will boast of approximately 9,000 seats. The Universal house will give to Brooklyn its first "atmospheric" type motion picture theatre. John Eberson, famous Chicago architect, drew the plans.

More theatre openings have occurred and several more will take place within the next few weeks, according to recent reports.

Many complimentary remarks were passed in reference to the first performance given at Joelson's Parkway Theatre, the Bronx. Practically every local exchange man was there and over fifty handsome baskets of flowers decorated the lobby and foyer as evidence of well wishes to the operators. Louis Ganz, one of the most popular managers in the Bronx, will have charge of the Parkway.

Small & Strausberg's Granada Theatre, Polk Avenue and 44th Street, Corona another new theatre to open, got under way Friday, February 11th.

Other February openings include Louis Nelson's Caroll Theatre, set for February 5th; William Salkin's Eagle, 103rd Street and Third Avenue, and Morris Needle's Parkwest, the latter scheduled for a grand opening on the 28th of February. This house has been redecorated throughout and the seating capacity increased by 200. Charles O'Reilly's new house will also get under way soon.

Keith-Albee's new theatre at Columbus Avenue and 99th Street will open sometime during March.

Loew's Fordham Grand, Fordham Road and Jerome Avenue will hold its first show Thursday of this week. D. Schiller, formerly with the Circle Theatre, will be in charge.

Three more theatres that will reopen this week include the Metropolis, 142nd and Third Avenue, Al Harsten officiating; the South Ozone, Ozone Park, Brooklyn, and the Armory Theatre, Seventh Avenue and Fourteenth Street, Brooklyn. The latter house was at one time known as the Palace.

Joe Hornstein, Eastern zone manager of the National Supply Company and H. A. R. Dutton, head of the firm with headquarters in Chicago, left for that city last Sunday afternoon. Joe will be away about a week.

In the meantime let us see what Joe's good man Friday, the versatile Dave Solomon, reports in the way of recent equipment installations: Two Simplex projectors, two Hertner transverters, a Brenkert spot and a Dalite screen went to Small & Strausberg's Granada; practically the same bill was ordered by Joelson's Parkway, with the exception of two curtain control motors; the Carroll Theatre bought two Simplex machines, a Hertner transverter and a Dalite screen. Practically all projectors were equipped with Peerless arcs.

The addition to the National Supply Company's offices at 1560 will be ready by March 1st. These quarters will be occupied by the auditing and organ departments.

George Dunbar has been appointed General Manager of Chrisedge Theatres, Inc., with headquarters at the Wakefield Theatre, White Plains Road, Bronx.

Baltimore

S. J. GATES has resigned as manager of Loew's State Theatre, Norfolk, Va.

A 2,000 pound safe in the office of the American Theatre, Phoebus, Va., was rolled from the theatre office to the orchestre pit by burglars recently. The combination dial and handle were destroyed but the safe withstood further attempts to open it.

The Arcadia Company has just been formed in Hagerstown, Md., with A. Julian Brylawski, Alan J. Bachrach and C. Walter Baker as the incorporators. The capital is $5,000 and the purpose of the company is to open a restaurant and a cafeteria in the building now housing Nixon's Academy. Mr. Bachrach is manager of the theatre and Mr. Brylawski is a Washington, D. C., film man

The Associated Theatre Corporation, Baltimore, Louis Garman, president, plans to build a moving picture theatre 90 by 180 feet at Park Heights and Spalding avenues. The seating capacity will be 1,500 persons and the design is being drawn by E. G. Blanke, architect. Mr. Garman is proprietor of the Pimlico Theatre, a short distance from the proposed new house.

The Cumberland branch of the International Alliance of Theatrical Stage Employees and Motion Picture Operators held their eleventh annual banquet at the Maryland Theatre, Cumberland, January 9th. On the committee of arrangements were C. E. Sanders, chairman, W. C. Bucy and Edgar Growden.

Norman Ayres, formerly representing Baltimore for Warner Brothers, is traveling in the Virginia territory for that company.

The Virginia territory is being covered for Columbia Pictures now by E. J. Martin.

Tracy Cunningham has joined the Metro-Goldwyn-Mayer forces in Washington, D.C., as a salesman.

T. E. Dewing, proprietor of the Opera House, Centerville, Md., has brought a DeVrey motion picture camera and will take pictures of news events in the neighborhood of his playhouse with the assistance of a photographer. They will be shown weekly at his theatre.

Seventy-five deputy sheriffs of Baltimore have dropped out of the 450 formerly in the association in which almost every motion picture exhibitor and theatre owner in Baltimore is a member.

Frank Hamerman, president of the American Theatres Corporation, operating the Embassy Theatre, Baltimore, was called to Philadelphia suddenly on Friday, February 4th, due to his wife having become seriously ill. She was taken to a hospital and operated on at once, with three doctors in attendance.

Mrs. James Calahan, wife of the treasurer of the Rialto Theatre, Washington, D.C., presented her husband with a bouncing boy recently.

The mother of Miss Frances Klimkewicz died recently in Washington, D.C. Miss Klimkewicz is employed at the Washington, D. C., office of Famous Players-Lasky.

Ashley Abendschein has been transferred from the Savoy Theatre, Washington, D.C., to the management of the Tivoli Theatre, Frederick, Md., by the Stanley-Crandell Company. Joseph Flynn will succeed Mr. Abendschein at the Savoy. He comes from the York. Charles Clark will go to the York and Walter Corsley will succeed Clark at the Home.

The spring meeting of the Society of Motion Picture Engineers will be held at the Hotel Monticello, Norfolk, Va., from April 25th to 28th.

New England

FOR the third time in as many weeks, a Massachusetts audience refused to leave a theatre because of fire. This time the audience numbered about a thousand people and was attending the show at the Mark-Strand Theatre, Worcester, Mass.

Fire in the Wit Building next door swept through that structure, doing damage of between $35,000 and $40,000. When the smell of smoke became noticeable in the theatre, Assistant Manager George Gibson announced that the fire was in progress next door and informed the audience that it could leave or remain. No one left. Meanwhile, as the film unfolded on the screen, the smoke grew thicker, until at times the view of the screen was obscured. Still the audience remained.

When the smoke became so dense as to interfere with the operator in the projection room, Manager Clarence C. Robbins went to the stage and ordered the audience out. Even then he had to urge some of the people to leave. Tickets were given out at the box office for a future performance and the theatre was then closed for the night by Mr. Robbins.

At the annual meeting of the New England Film Board of Trade at Boston, an almost complete new list of officers and committees were elected, as follows: President, Joseph A. McConville, Independent Films, Inc.; first vice-president, R. C. Cropper, Pathe; second vice-president Joseph L. Roth, Consolidated Films; secretary, Moe Grassgreen, Fox Film Corp. corresponding secretary, Miss Martha W. Ferris, reelected.

The new president was promoted from secretary and succeeds Henry T. Scully of United Artists as head of the board. The addition of a second vice-president to the list of officers is made for the first time this year.

Committees appointed by President McConville are as follows:

Arbitration—Maurice N. Wolfe of Metro-Goldwyn-Mayer, chairman; Herbert Elder, Vitagraph; Moe Grassgreen, Fox; William H. Erbb, Famous Players-Lasky, C. McGerigle, Film Booking Office.

Legislative—Harry Campbell, Fox, chairman; W. H. Bradley, Pictures in Motion, and Ed Golden, Golden Distributing Co.

Transportation — William H. Erbb, Famous Players, chairman; John J. Scully, Educational, and C. McGerigle.

Executive — Retiring President Henry T. Scully, United Artists, and Thomas Spry, First National.

Credit—Henry T. Scully, chairman; M. E. Morey of American Feature Films, and Myer Greuber, Tiffany Productions.

Boston Film district will tender a testimonial dinner to Thomas B. Spry, manager of First National Pictures, who has been promoted to district manager of the same company, in honor of his promotion, at the Swiss Room in the Copley Plaza Hotel on Wednesday evening, Feb. 23rd. Dinner is scheduled for seven, to be followed by speaking and an entertainment. It is expected that many of the exhibitors about Boston will attend in addition to the executives and sales forces of all of the exchanges.

Maurice N. Wolfe of Metro-Goldwyn-Mayer is general chairman of the committee in charge, with Jacob Lourie of the New England Theatres Distributing Co., as treasurer; Kenneth Robinson of Famous Players-Lasky, as assistant treasurer; J. Frank Shea of Famous Players-Lasky, as secretary; and Del. Bibber as assistant secretary. Judge A. L. Brackett, general counsel for the exhibitors, is guest chairman.

The committee on arrangements consists of William Erbb of Famous Players-Lasky, as chairman; Charles Hodgdon of the Daniels and Hodgdon circuit; Harry Campbell of Fox; Louis M. Boas; Jack Magann, and President Joseph A. McConville of the Film Board. Art Spaulding will be master of ceremonies and the entertainment committee consists of Vic Morris as chairman, Al Somerby, Joseph Brennan, Moe Silver, Charles Frazier and Earl Crabb, which assures the affair of one of the best programs possible.

Safety—Moe Grassgreen, chairman; Joseph L. Roth and H. Kirschgessner, Producers Distributing Corp.

The first demonstration of "talking movies" in Worcester is being arranged by the various civic organizations and the New England Telephone and Telegraph Co. for the Hotel Bancroft ball room for March 21st. The Worcester Traffic Club will have charge. A demonstration of transmitting pictures by telephone will also be given.

Demolition of the Massasoit Building at Springfield is in full swing preparing the site for the new Massasoit Theatre to be erected by Arthur S. Friend interests. It has been found possible to use a small part of the old structure in the construction of the new theatre but the greater part will be torn down. A large office building will be built in conjunction with the theatre.

The Olympia Theatre at Bristol, R.I., which has been operated by Mrs. McClure for several years, has been purchased by Max Davidson of the Broadway Theatre, Norwich, Conn.

Morris Pouzzner and the Regional Theatres Corp. have taken over the Putnam Theatres at Danielson, Conn., and will operate them in conjunction with the chain of houses at Southbridge, Mass., and Olneyville, R.I., which they recently acquired.

Henry T. Scully, retiring president of the New England Film Board and manager of United Artists exchange at Boston, is passing out fragrant Havanas, the occasion being the arrival of a son at the Scully household. Friends declare there is grave danger of having a spoiled child in the household as the new arrival is the first boy, its arrival having been preceded by four beautiful daughters.

Miss Edna Crovo, assistant booker at American Feature Film exchange, Boston, who recently injured her spine in a fall and was confined to the hospital for some time, is back again at her desk, much improved in health.

Henry J. Steinberg is soon to open his new theatre in Worcester, to be known as the Steinberg Theatre, with a seating capacity of 1,000. The theatre is located on Elm Street and the finishing touches are now being given it. The marquise and illuminated sign were put in place this week.

Mrs. Manley, wife of Arthur Manley, treasurer of the Wilbur Theatre, Boston, presented her husband with a son and heir during the week.

Manager R. C. Cropper of the Pathe exchange and Gerald Swaebe, Educational department salesman, have returned from a trip to Portland, Me. and other Maine cities in the interests of their company.

Ralph Quive, feature film salesman for Pathe, was called to Indiana during the week by the serious illness of his sister.

Sam Lubelle has returned to the Boston sales force of Metro-Goldwyn-Mayer after an absence of two years in which he has been associated with the company's Pittsburgh office. He was warmly greeted by friends on his return to his old territory.

The recently opened Capitol Theatre in Lowell has been purchased by Sam Torgan of that city, who also operates the Strand, and added to the Strand Theatre Corp. circuit.

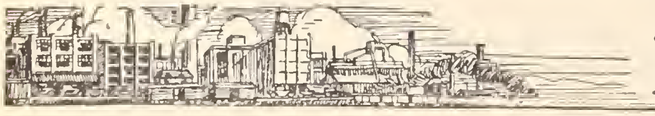
Manager Joseph Brennan of Loew's State Theatre, Boston, recently elected head of the Massachusetts Avenue Association of that city, was tendered a dinner at the Hotel Colonial Oak Room on Wednesday by members of that organization.

Harry Wasserman of the Dudley and Rivoli theatres, Boston, has been elected president of the Roxbury Improvement Association.

Fred Hardwick of the Strand, Taunton, is the envy of all Film Row with his beautiful new Cadillac sport roadster, which he drove to the Row during the week.

William Preston, former salesman in the New England territory, has joined the ranks of exhibitors and is managing the Star Theatre at Taunton for T. B. Gaffney.

A midnight benefit show will be held at the Strand, Quincy, for William DeWolf, manager of the Murphy houses in Quincy for a number of years, Washington's Birthday eve.



Detroit

AL MORITZ, branch manager for Tiffany, is back again at his desk after being away on the road for one week.

Port Huron will soon open two new theatres. One is the New Griswold, operated by William Ort, and will have a seating capacity of 400 seats. The other house is being built by William Jahr, who now has a theatre in Sebwaing. It will seat around 450 and is scheduled to open by February 12th.

Harvey Day, sales manager for Kinograms, was in Detroit last week having a conference with branch manager Harlan Starr of Educational. The theatre which is being erected on Bagley Avenue, next to the Tuller Hotel, is being leased to United Artists for a period of 30 years at an annual rental of $170,000. This new house, it is said, will be amongst Detroit's finest and will seat 2,000 people when completed.

Leon Krim, who operates the Lyric Theatre in Mt. Clemens, has taken over the lease of the Macomb Theatre. Mr. Krim closed the house for one day and during that time repainted and redecorated the lobby and foyer. A gala opening was made Saturday which was attended by the majority of the film people from Detroit. Immediately after the show the entire party went to the New York Hotel, where Mr. Krim had covers laid out for around sixty guests. Entertainment was furnished by Jean Goldkett's Kentucky Colonels and by the various artists who were appearing at the Macomb that week. It is Mr. Krim's intention to spend from $20.000 to $25,000 in improvements in the Macomb.

George W. Trendle of the Kunsky Theatres has left for Florida, where he will spend a month or more.

The American Booking Corporation, distributors of Gotham Productions in Detroit and the surrounding Michigan territory, announces that Marion C. Howard has been appointed managing director of the Detroit office.

Mr. Howard has long been a familiar figure in the industry, both nationally and regionally, and his appointment will doubtless be welcomed by the exhibitors in Michigan as "M. C." has won a reputation for fair dealing and "square shooting" that is an enviable one.

Seattle

RECENT reports to the effect that the Pacific Northwest's Majestic Theatre in Portland would soon became a United Artists' theatre were declared last week to be without foundation, and the previous plan to close the house next month for remodeling has been abandoned. Renovations will possibly be made next spring, it was reported by J. J. Parker, director.

At a dinner given last week for the employees of the local Metro-Goldwyn-Mayer exchange by Branch Manager Ben Fish, the first M-G-M Club of the Northwest was formed. Officers elected were Cecil Gruwell, president; Florence Tonkin, vice-president; Mrs. Margaret Koch, secretary; Miss Dunton, treasurer; and A. J. Sullivan, publicity director. The object of the organization is to form closer harmony between all departments of the branch, in order to afford M-G-M customers the finest service possible.

Fred Mercy and Fred Mercy, Jr., theatre magnates of the Eastern Washington territory, spent a few days in town last week booking pictures for exhibition in Walla Walla during the next few weeks. A recent touch of severe weather in that territory has slowed up business, they report.

Lou Amacher, head of the Portland branch of Metro-Goldwyn-Mayer, was a visitor in this city last week, spending just one day here on a business venture for his firm. Mr. Amacher was formerly connected with the local Film Row, and took this occasion to renew many friendships.

R. E. Connell, builder of the Connell Theatre in Aberdeen a few seasons ago, last week had the ill fortune of having his Liberty Theatre in Everett closed by the Everett fire chief, who revoked the license of the house. It has not been decided yet, according to Mr. Connell, whether or not the house will be remodeled to conform with the new fire law requirements.

John McGill, theatre operator of Port Orchard, last week visited this city and reported that his Community Theatre hereafter would be operated only three nights a week. This move was necessitated by the shutdown of the U. S. Navy Yard, from which he drew most of his patronage. It is expected that week runs will be resumed in May or June.

John Hamrick, owner and general manager of the John Hamrick Theatre in Seattle, Tacoma and Portland, left this week for Los Angeles with Mrs. Hamrick, where he was scheduled to attend a "family reunion." Mr. Hamrick's parents and brothers were to gather in California from several parts of the nation for this affair, the first in many years.

B. F. Shearer, head of the B. F. Shearer Interior Decorating Studios associated with the National Theatre Supply Company, returned last week from Chicago. Accompanied by Frank L. Harris, Portland manager, and Charles Feldman, Denver manager, he visited the home office for several days, and then returned by way of the South.

Several of the film and theatre men of this city departed for Tacoma on Thursday night or Friday morning to attend the opening of the Pacific Northwest Theatres' new Broadway Theatre in that city. The Broadway, which was the old Tacoma Theatre entirely remodeled and renovated, opened under a first-run policy with Fanchon and Marco's stage revues in addition, and operates on a 50-cent admission policy. The house will use the same shows that appear at the Fifth Avenue Theatre in Seattle.

Joe St. Peter, Everett theatre operator, has been absent from his home town for the last few weeks as a result of the convening of the Legislature of the State of Washington. As a senator from the Everett district, Mr. St. Peter now spends his time in the capitol at Olympia, where he is head of the Public Morals Committee of the Senate.

Ray Grombacher, one of Spokane's leading exhibitors and a former president of the M. P. T. O. W., passed through Seattle last week en route to California on a brief business trip. He expected to return to Spokane in time to attend the district meeting of the M. P. T. O. W. called by Secretary James M. Hone for February 14 at the Davenport Hotel.

Leroy V. Johnson, former manager of the Liberty Theatre, and now managing director of the new Jensen-Von Herberg circuit of suburban houses, last week announced that his company has just purchased the new Venetian Theatre in this city from Joe Gargano, for a consideration in excess of $50,000. The Venetian, located at Fifteenth Avenue and Pine Street, is Seattle's newest and most modern suburban playhouse, with a seating capacity of approximately 750 and ample stage facilities for any type of performance. It has been in operation only a few weeks.

L. O. Lukan, western division manager for First National, has been spending a few days in this territory during the last week, visiting Branch Manager Jack Bower.

Marco Wolf, male member of the Fanchon and Marco producing organization of California and a former stage star in his own right, was a visitor here last week. He spent most of his time with Manager James Q. Clemmer of the Fifth Avenue Theatre, where his revues are a weekly feature on the West Coast—Pacific Northwest Theatres chain.

Reports received last week indicate that Paul Hadzer of Ennis, Mont., has reopened the theatre that he formerly operated in that city, and now pursues a first-run policy with three changes weekly.

Oklahoma

AS a result of the meeting held last Monday by the board of directors of the M.P.T.O. of Oklahoma, Eph Johnson of Tulsa will take the place of L. W. Brophy on the Joint Board of Arbitration and John Brown of Tulsa and Fred Pickrel of Ponca City were appointed as alternate members for the exhibitors. The Arbitration Board held a meeting Monday morning, February 14, at 10.30 in the office of the Film Board of Trade at Oklahoma City. This was the first meeting of this board since January 10th, when it met only to adjourn a short time later because of a deadlock over the question as to whether L. W. Brophy was eligible to sit on the board. The exchange members held that he was ineligible, as he was no longer actively engaged in the theatre business.

The Art Theatre at Tulsa, Okla., has been taken over by the Jackson Bros., who have the Cozy at Tulsa. Art Phillips, the former manager of the Art Theatre, is going to become exploitation man for the Majestic at Tulsa, we understand.

Kenneth Dark, for several years assisting R. D. Hutchinson at the Liberty Theatre at Oklahoma City, is the new manager of the Rialto Theatre here. Dark takes the place of Claude Leachman, who has been transferred by Griffith Amusement Co. to Dallas to take charge of the Lyric there.

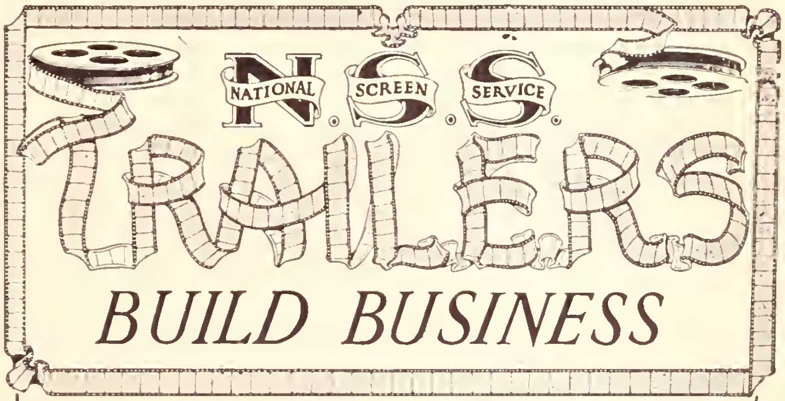
Phil Isley and his associates announced this week that with the leasing of the Mecca Theatre at Enid, Okla. they would start twelve new theatres in the State within the year.

Work was begun this week on the new building to be occupied by the Home State Film Company at Oklahoma City. This new building will be just west of the present new film building at 700 West Grand, which was finished six weeks ago, and will join on to it, being built in the same style.

The Wewoka Amusement Company is building a new theatre in the same block south of the Wewoka Theatre at Wewoka, Okla. This will be one of the best equipped and smartly furnished theatres in the State when completed, it is said. The new theatre will seat 1,300.

W. D. Burgess, traveling auditor for P.D.C., stopped off at Oklahoma City last Monday for a visit with the local exchange.

Mr. and Mrs. Fred Jackson have a four-weeks-old baby girl named Betty Ruth. Mr. Jackson, who is now selling for Fox, is well known throughout the territory as an exhibitor. He was formerly connected with his father in the Jackson Theatre at Pawhuska, Okla., and was one of the directors of the M.P. T.O. during that time.



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South East

FIRE caused by an overheated stove in the balcony of the Danville Opera House, Danville, Ky., completely gutted the structure and did damage to the extent of $54,000 last Thursday morning at 10:30. The janitor was working in the balcony and discovered the fire and stated the falling stove pipe caused the flames to spread rapidly. The structure was a two-story brick building and several places of business on the first floor were damaged by water.

Member of the Louisville Fire Department, working in conjunction with the B. F. Keith's National Theatre. Colonel Fred Levy and Lee L. Goldberg gave a monster benefit for the families of Capt. Wm. Fisher and Fireman Chas. Webb, who lost their lives in the Kentucky Drug Sundries Company fire, December 29th.

The Majestic Theatre at Charleston, Tenn., has moved into a new building and since doing so a steady increase at the box-office is noted.

A. C. Mahon is remodeling the old theatre in Winchester, Ky., and will reopen under the name of the Lincoln.

Frederick Strief of Cincinnati, Mr. Stuart and Mr. Gomersall of Indianapolis held a conference in Louisville last Thursday with A. Kaufman, Lee L. Goldberg and Paul E. Krieger. Film Board matters were discussed.

The Gaines and Gem theatres, Pineville, Ky., have again changed hands. W. C. Brown has sold these theatres to W. Handly Gaddis.

Announcement has been made of the engagement of Miss Marian Bloom of Cincinnati, O., to Mr. Fred Switow, of the Kentucky Theatre, Louisville.

H. C. Neale, manager of the Princess Theatre, Mayfield, Ky., announces that this theatre will be turned over to the members of the Mayfield Woolen Mills Welfare Club on February 17th and 18th for their third annual minstrel show and entertainment.

The Colonial Theatre, Louisville, has just been sold and Mr. Fox announces that it will be dismantled by the new owners. A new theatre is contemplated being built on the old site.

J. L. Grovo, manager of the Metropolitan Theatre, Atlanta, spent part of last week in Charlotte inspecting Warner Brothers' Vitaphone at the Broadway Theatre.

George Overend, manager of the Broadway, stated recently Mr. Crovo came here for the purpose of hearing performance on the new invention, but it was not known whether a purchase of the Vitaphone for the Atlanta playhouse was consummated.

Manager Crovo at one time was manager of the Academy Theatre in this city and was warmly welcomed by a host of friends.

Claude Ezell, district manager of Warner Brothers spent several days in Charlotte stopping off en route to New York.

Wm. Saal of the theatre department of Publix Theatres, New York, spent Saturday in the Charlotte office in consultation with Mr. Drumbar and Mr. Hardy, also made an inspection of the new house which will open some time in March.

Lee Marcus, general sales manager of F.B.O., is expected to spend several days in Charlotte with Mr. Conn, manager of the local branch.

The Arbitration Board of the Charlotte Film Board of Trade met last Tuesday. The exhibitor members being U. K. Rice of the Colonial Theatre, Winston-Salem, Walter Griswold of the Crescent Theatre, Statesville, and W. E. Stewart of the Pastime and Westmore, Concord, N.C.

Charles Arrington, owner of the Palace and Lyric theatres, Rocky Mount, N.C., spent several days in Charlotte the past week.

Ollie Brown of the Aro Amusement Company, whose home office is in Raleigh, spent several days in Charlotte arranging bookings for the Palace in that city.

N. L. Royster, who has been confined to St. Peter's Hospital in Charlotte for several weeks suffering from internal hemorrhages, is able to be out and has returned to Winston-Salem. We understand Mr. Royster has severed his connections as manager of the Auditorium Theatre, owned by the Piedmont Amusement Company.

B. F. Southern of the Ideal, Winston-Salem, N.C., paid Film Row a short visit the past week.

F. K. Watkins, colored, owner of the Wonderland Theatre, Durham, N.C., announces he has taken over the Liberty Theatre, Raleigh, N.C., formerly owned by E. A. Hawes, Jr.

W. E. Fields has taken over the Ideal at Columbia, S.C. This theatre was formerly operated by R. L. Hall.

Mr. Fields also announces he has taken over the Cameo Theatre, Belton, S.C., as of March 1st.

The Alhambra of Charlotte, which has been operated for some time as a straight picture theatre, has an added attraction in the musical sensation this week.

The Broadway, which has been showing "Don Juan" and the Vitaphone for the past five weeks, will discontinue same after Saturday, February 19th, the Vitaphone presentations for several weeks. We understand the next offering of the Vitaphone will be "The Better 'Ole."

George Goodenough of the Branwood, Greenville, visited Film Row on Tuesday.

Paul Phillips of the Wilson Theatre, Wilson, N.C., spent several days in Charlotte arranging bookings for his theatre.

Miss Dorothy Kinney, representative of the National Film Board of Trade, of New York City, spent Thursday in Charlotte, leaving Thursday night for Atlanta.

E. R. Burns, manager, and D. W. Townsend, owner of the Princess Theatre, Fayetteville, were in Charlotte Tuesday.

A. F. Moses, owner of the Colonial, Winston-Salem, N.C., spent several days in Charlotte during the past week.

C. I. Gresham, owner of the Artcraft, Mooresville, was along Film Row the past week.

Victor Stancill, formerly connected with Southern Enterprises in Atlanta, is now in Charlotte supervising the installation of the organ at the new Carolina Theatre, which opens in March.

B. F. Southern, owner of the Ideal Theatre, Winston-Salem, N.C., spent several days in Charlotte arranging bookings for his theatre.

Harry Sacks, district booker for Pathe Exchange, Inc., left for the Memphis office Monday, after spending several weeks in the Charlotte territory.

John Thomas, formerly connected with the Southern Enterprises in Atlanta, is now publicity man for the Broadway Theatre, Charlotte.

J. M. Hicks, feature sales manager for Pathe Exchanges, Inc., and Mrs. Hicks spent the week in and around Asheville, N.C.

D. W. Townsend and E. R. Burns of the Princess Theatre, Fayetteville, N.C., were in Charlotte Tuesday.

Mike Carmikle, South Carolina representative for United Artists, has been transferred to the Washington, D.C., territory. It is understood that Mr. Carmikle will return to the Charlotte office after six weeks.

A. C. Walker, Pathe feature salesman, has been transferred to the Eastern part of North Carolina and will have headquarters in Raleigh, N.C.

Carl Bamford, head of the Princess Theatre Co., Asheville, has returned to business, after a short trip to Florida.

U. K. Rice of the Colonial Theatre, Winston-Salem, N.C. Walter Griswold of the Broadway and Crescent theatres Statesville, N.C., and W. E. Stewart of the Pastime Theatre, Concord, N.C., were in Charlotte Tuesday as exhibitor members at the monthly arbitration meeting.

Construction work on the exterior of the New Carolina Theatre on South Green Street, Greensboro, N.C., was started Wednesday with indication that this part of the job will be rushed to completion. The concrete and steel framework of the building has been completed for sometime and steel workers are now engaged in placing a metal framework for the large balcony. This theatre is owned by the Publix-Saenger Theatres of North Carolina recently formed through the affiliation of Publix-Saenger with Piedmont Theatres, Inc.

The Alhambra Theatre, Charlotte, is offering its patrons this week an added attraction, one of the greatest musical sensations to date, this being Victor's latest orthophonic auditorium model. The volume of this machine is said to be very great. It can also be toned down so as to be heard in almost a whisper.

Buffalo

IT is expected that the new theatre in North Main Street, which will be named the Granada and which will be operated by the Schine Theatrical Enterprises, Inc., will be open to the public on Tuesday, February 22. The Granada will seat about 1,500. A Wurlitzer organ is being installed. The large upright electric sign has been placed over the marquee and the seats now are being placed in the auditorium. The interior decoration is in the form of a Spanish Garden. Stars show in the blue sky of the ceiling, which is relieved by heavy oak beams.

The members of the Buffalo Film Board of Trade, which includes managers of all the local exchanges, held a dance in the Hotel Statler, Friday evening, February 11. It was one of the most enjoyable events ever held by this organization.

Herman Lorence, former manager of the Bellevue Theatre in Niagara Falls, has been appointed manager of the Lafayette Square Theatre in Buffalo, succeeding William A. Haynes, who has gone to New Orleans. Mr. Lorence formerly managed theatres in Buffalo, so he is right at home again in his new post.

Members of Maine Post, Veterans of Foreign Wars, marched to Loew's State Theatre the other night, where they were the guests of Manager Al Beckerich.

The Genesee Theatrical Enterprises, Inc., of which Nikitas Dipson of Batavia is president, has contracted for the installation of the Vitaphone in three of its theatres, the Majestic in Hornell, the Palace in Olean and the Palace in Jamestown. This corporation controls about twenty theatres in western New York. The Vitaphone will be ready March 15 in Hornell.

The Vitaphone at the Lafayette Square in Buffalo will be inaugurated the week of February 27 with the theatre's fifth anniversary program.

Albany

Bobby Vernon, Educational Comedy star, holds up Exhibitor John W. Schatt, Hollywood Theatre, Gowanda, N.Y. At the right, Louis F. Kline

THERE have been several changes along Albany's Film Row during the past week. Robert Grossman has been transferred from Peoria, Ill., to Albany, to handle the advertising and publicity at the Famous Players exchange. He succeeds Mickey Uris, who has been transferred to the New Jersey exchange. Ralph Pielow, who was in Albany several years ago with both Pathe and Goldwyn, has returned to town, and is now a salesman at the Metro-Goldwyn exchange. Stanley Gerschel has also been transferred from Cincinnati to the local exchange.

Thomas B. Spry, formerly manager of the First National in Boston, but who has just been made district manager, with jurisdiction over Albany, Boston and New Haven exchanges, made his first trip to Albany last week. A. W. Smith, of New York, eastern district general sales manager, was also in town. These two men, together with John Bulwinkle, local manager, spent a portion of the day with the Farley interests in Schenectady.

Chris Buckley, owner of the Leland and Clinton Square theatres in Albany, took a night off during the past week, attending a local prize fight and occupying a ringside seat. Later on Mr. Buckley admitted that he would have had more entertainment at his own theatre, the principal contest only going one round.

Clark Sanford, owner of the Galli Curci Theatre in Tannersville, and well known in Albany, is now in Texas, enjoying a vacation, and, incidentally, looking after some investments.

Frank J. McCarthy, Buffalo manager for First National, and John Bulwinkle are laying their plans to be in Boston on the night of February 23, when they will attend a banquet given by New England exhibitors to Thomas B. Spry.

Harry Hellman has chosen to call his new theatre in Albany The Paramount. Ground will be broken for the new house about March 15th.

Abe Dwore, of Schenectady, will erect a 900-seat theatre in that city this spring, locating it on State Street. It will contain four stores, together with the theatre. The location predicts a stiff fight with the Star and Lincoln theatres.

Although Julius Singer admits that he rather misses the bright lights of Broadway, he nevertheless declares that he is happy in Albany, although he does not explain why he journeys down to New York for each week-end. Under Mr. Singer's able management, the Universal exchange is a decidely busy place these days.

There was a time when Matt Moran, who runs the motion picture theatre in Coxsackie, was the village blacksmith. Mr. Moran doesn't depend entirely on his theatre for his livelihood, however, as he is now operating an automobile truck line between Albany and his home town.

Judging from the postcards being received along Albany's Film Row, Charles Walder, who was recently transferred to the Metro-Goldwyn exchange in Atlanta, is much delighted not only with the territory over which he is travelling, but also the balmy breezes that have replaced the snow and ice of northern New York. Mr. Walder's family is also in Florida, and the tranfer enables him to spend a week-end once in a while with them.

C. H. Wade, of North Creek, in letters to film exchanges, has announced that he has closed his theatre for the winter, but will reopen it with the advent of spring. William Mace, of Prattsville, has gone to Florida for the winter.

There's scarcely a bride in all Albany who can measure up along culinary lines with Mrs. Edward Hochstim, wife of the well-known First National salesman. Mr. and Mrs. Hochstim are now occupying an apartment in the capital city.

Jerome B. Harrison, of the Empire Theatre in Syracuse, stopped over in Albany last week on his way back from New York City. He spent considerable of his time in Albany with Amos Leonard, of the Pathe forces, who left on Friday for New York City.

Nate Robbins, of Utica, was in Albany for a couple of days last week, visiting practically all of the exchanges in straightening out various matters incidental with bookings at the theatres in Utica, Syracuse and Watertown, which Mr. Robbins recently disposed of to the Schine Brothers.

The Happy Hour in Schenectady, which has been owned and operated for the past ten years by Morris Silverman, has been bought by Frank X. Shay, who has been a business associate of Mr. Silverman for the past several months. Mr. Shay is no longer connected with the Silverman interests, devoting his entire time to his theatre.

Mr. and Mrs. Edward Hayes, of Albany, were in New York City, attending the first annual ball of the Pathe Club at the Hotel Roosevelt. Amos Leonard and Eddie Urschel, of the Pathe forces, were also in New York for the occasion.

Tom Clark, manager of the Mark Strand in Albany, has acquired at least fifty pairs of rubbers thus far this winter, gathered up by his ushers from beneath the seats where they had been left by patrons who have never taken the trouble to telephone or call at the theatre for their property. A trip around to other theatres revealed that at the Leland, mufflers predominated.

Walter Hays, of New York, an official in the Stanley chain, was in Albany during the week in connection with the coming installation of the Vitaphone at both the Troy Theatre and the Mark Strand.

The room occupied by the Albany bureau of the New York State Motion Picture Commission at the State Capitol will shortly house one of the bureaus in the Department of State, the employees and records being transferred to the Educational Department.

No date has yet been fixed for any public hearings on any of the motion picture bills thus far introduced in the New York State Legislature.

Canada

THE members of the Advertising Club of Montreal recently made a tour of inspection through the new studio and laboratory building of the Associated Screen News of Canada, Ltd., Montreal, of which B. E. Norrish is the managing director. Following the inspection, the advertising men enjoyed a luncheon in the plant at which Mr. Norrish explained various details of operation. The Associated Screen News of Canada is turning out a considerable number of prints of current releases of photoplays for the Canadian market, as well as topical and industrial subjects.

Raymond S. Peck, director of the Canadian Government's motion picture studio at Ottawa, left February 10th for Los Angeles, Cal., where he will remain for four weeks to study film developments. It is understood that the Government plant at Ottawa will undergo considerable change in the near future.

Sam Bloom and Sam Fine, two veteran Toronto exhibitors who have organized the B. & F. Circuit, have acquired the Bathurst Theatre, Bathurst Street near St. Clair Avenue. This house has been closed for some months and was used for a time as a Salvation Army citadel.

Other local theatres controlled by the B. & F. Circuit include the Danforth, Plaza, Mavety and the Christie. It is intimated that a number of neighborhood houses operated by Famous Players will be secured by the new circuit, these including the Teck, York, Beaver and Classic.

Messrs. Bloom and Fine are also interested in the new Bedford Theatre in Mount Pleasant Road in the Northeastern section of Toronto.

H. M. Thomas, Western division manager of Famous Players Canadian Corp., with headquarters in Vancouver, B.C., has been spending the past two weeks in Winnipeg, Manitoba, where he was formerly located and where he had direct charge of the Capitol Theatre. Leila Auger, who is Mrs. Thomas, has been visiting in Toronto.

The discovery has been made at Montreal, Quebec, that, of the 60 local theatres, no less than eight have been operating without a civic license pending a long-prolonged decision of the administration regarding their structural conditions. Of the eight houses, no less than five have been operated by the Lawand Bros., one of which was the Laurier Palace. The other four Lawand houses include the Napoleon, Maisonneuve, King Edward and the Dominion.

Ben Geldzaeler, supervisor of suburban theatres in Toronto for Famous Players Canadian Corp., is celebrating the arrival of a daughter in his household. For years Mr. Geldzaeler was manager of the Parkdale Theatre, Toronto, until his recent appointment.

The hockey team of Famous Players Canadian Corp., Toronto, finished in first place in the standing of the Toronto Senior Industrial Hockey League, securing four wins and no losses, with two games tied. The film team now goes into the playoffs.

Milwaukee

WORK of rebuilding the Colonial Theatre is well under way. Ernest G. Langmack, manager, has announced April 1st as the opening date.

Sam Shurman, M-G-M branch manager, has just returned from a visit to Chicago.

Propaganda for exhibitors and exchange golf teams is being circulated. Film Board has postponed taking the suggestions under consideration until May. Pathe exchange has its golfers picked and the men are ready to take on any competition. It is planned to work out a schedule of regular matches among the various teams.

Sam Miller of the Fischer theatres, Chicago, has been visiting various exchanges arranging for bookings.

Cresson Smith, mid-western divisional manager of United Artists, and C. C. Wallace, Chicago branch manager, were Milwaukee visitors on Monday.

Steve Dorece has named his new theatre the "Crown." Opening is planned early in March.

Max Wiesner, buyer for the Badger Circuit, spent Monday in Chicago.

Neil Thompson of the Crystal Theatre at Ft. Atkinson, made a brief visit to local exchanges.

Harry J. Schumow, M-G-M salesman, has been ill for a few days, suffering an attack of lumbago.

S. H. Abrams, F.B.O. branch manager, returned from a trip through the territory, stopping at Oshkosh and Manitowoc on his way down. He reports exhibitors here in a most cheerful frame of mind as to the outlook for spring and summer business.

No one seems as yet to have been able to learn what the erstwhile exhibitors, E. W. Van Norman and Fred Seegert, are planning to do. Odds are being laid that they will have an Opera House some place soon.

Charles E. Burden, Jr., of the Universal Chain Theater Enterprises, spent a few hours in the Milwaukee circuit offices on his way to New York.

Herman Schwartz, formerly on the sales staff of M-G-M, succeeds George Kohn as sales representative for the F.B.O. interests. Mr. Schwartz has been assigned to the Fox River valley territory. Mr. Kohn has taken up residence in Chicago.

G. S. Grauman, accompanied by his family, left on Monday for Denver, where he will spend a few months. Mr. Grauman is president of the Celebrated exchange.

The Alhambra Theatre on Monday introduced a new policy under which the several vaudeville acts which heretofore comprised part of the program, have been discontinued. The program now consists of photoplays and presentation acts.

Frank Borchert, manager of the Door Theatre at Sturgeon Bay, came down for a short visit at the exchanges.

Miss Martha Karolik has joined the M-G-M office force in the capacity of stenographer and inventory clerk. She succeeds Miss Lucille Sprang.

William Wiske, Red Granite exhibitor, manager of the Community Theatre, visited Film Row during the week.

A few of those who are on the inside were delighted to learn that L. L. Ballard, after some prowling among the old Schlitz buildings, negotiated a deal for a piece of pre-Volstead period furniture which he plans to install in one of his rooms out home. No information could as yet be obtained as to the date of the Grand Opening.

A. C. Accola, manager of the Bonham Theatre at Prairie du Sac, stopped in at local exchanges long enough for a friendly visit and to arrange bookings.

"Boots" Scharun is back on the job as bookkeeper at the Celebrated offices after being laid up following an operation for appendicitis.

The Film Men's Bowling League is still being led by Charles Trampe's invincible team.

M-G-M Efficiency Club's Valentine party on the 14th was an enjoyable affair. Miss Viola Rasch was in charge of entertainment and the games she planned kept the crowd uproarious.

George Herzog of Manitowoc was in the city during the week, arranging his bookings for the Strand and Rialto theatres.

Lyman L. Ballard, United Artists' representative, has returned from a week's trip over the State.

A. L. Merritt of the Gem Theatre at Oconto was among out-of-town exhibitors to visit Film Row this week, as were also Neil Duffy, manager of the Elite at Appleton, and William Loibel of the Chimes Theatre, Cedarburg.

San Francisco

CHARLES L. THEUERKAUF, who has been manager of the local Universal Cameo Theatre, has resigned, effective Feb. 6th. Mr. Theuerkauf has been identified with the Cameo on two different occasions during the past three years and with Universal for 12 years. He has not definitely arranged for future connections which will likely locate him in Los Angeles. All regret parting company with him.

M. C. MacInnes is the new local manager of Universal's Cameo Theatre on Market Street. Mr. MacInnes comes from Detroit, where he has been connected with Kunsky theatrical circuit. MacInnes enjoys a wide experience in the motion picture theatre field.

The Jubilee Room of the Senator Hotel was the setting for a meeting of the Woman's Council of Sacramento, January 19th. In honor of Thos. D. Van Osten, secretary-manager of the Allied Amusement Industries, Mrs. Omar Blank, president of the Woman's Council, turned the meeting over to Mrs. Charles Gilmore, president of the Central and Northern California Federation of Better Film Boards. Representatives of 36 organizations attended this meeting. Within a month 11,000 women will be given a detailed account of the constructive message of Mr. Van Osten.

An eighth Samuel H. Levin theatre will be in operation by September, it was announced from the Levin offices. The new theatre, costing $225,000 and seating 1,400 people, will be on the corner of Taraval and 29th avenues. Ground was broken for the construction of the new house on February 1st. The structure will be of Class "A" and ultra-modern in every respect.

Ward Morris, manager of the Union Square Theatre, has returned from a trip to Fresno where he went with Mrs. Morris to visit his folks.

Filmland is the name of the new theatre scheduled for opening at Santa Rosa on February 12th, Lincoln's Birthday. It is listed to be one of the few independent theatres in the immediate neighborhood and it is promoted by Mrs. N. T. Felt, wife of the County Clerk of Sonoma County.

The National Theatre Supply Co., at 127 Golden Gate Avenue, recently acquired the Western Theatre Supply and Theatre Equipment Supply Comnanies, local enterprises, and R. C. Barthel is the new manager in charge, who has very recently come from the Northwest.

More than 100 Sacramentans gathered in the Hotel Senator recently to hear Irving Pichel, actor, playwright and director, who appeared on this coast a year ago in the leading role of Eugene O'Neill's play, "All God's Chillun Got Wings," give an interpretative reading of "The Dybbuk," by S. Ansky. Pichel, since retiring from the stage, is manager of the Lobera Theatre at Santa Barbara.

Central Penn

A FORMAL reception was given on the evening of February 7, in the Poli Theatre, Wilkes-Barre, in honor of the return of John J. Galvin as manager of this vaudeville and picture house. Mr. Galvin, who formerly managed the theatre in Wilkes-Barre, has been transferred back to that post from the Poli Theatre at Meriden, Conn., where he held the managerial position.

A special home-coming program was arranged in which there were felicitous speeches by Mayor Daniel L. Hart, Mr. Galvin and others. Members of the Wilkes-Barre Kiwanis Club cooperated in making the reception a big success.

Issac Marcus, owner of the Royal and National picture theatres, Harrisburg, and who last summer purchased the Handshaw Building, Third and Harris streets, containing the New Rialto Theatre, has just announced that next September he will take over the management of the latter photoplay house which is now operated by Timothy B. Heckford under a lease which expires at that time. It is likely that Mr. Marcus will make some improvements to the theatre. He has just taken out a city building permit to make $3,000 worth of improvements to apartments in the upper part of the theatre building which also contains several store rooms and a large dance hall.

The new Capitol Theatre, Chambersburg, which was formally opened on February 3, by Luke Gring, in behalf of the Chambersburg Amusement Company, will be used on February 28 and March 1, for the holding of an amateur charity minstrel show sponsored by the Thespian Club. The production will be put on by John B. Rogers Producing Company, and the proceeds will be for the benefit of the Children's Home of Chambersburg.

Miss Frieda R. Schmidt, an accomplished musician who began her public musical career as pianist in the Mishler and Orpheum motion picture theatres in Altoona, Pa., became the bride of John Anton Senz on February 5, in the rectory of St. Mary's Catholic Church.

Manager William Woodin, of the Keystone picture theatre, Towanda, Pa., announced he is preparing to replace the theatre's present pipe organ with a new one much larger and more modern.

The Sayre Theatre, at Sayre, Bradford County, Pa., is to be greatly enlarged on the ground floor and a balcony to seat 500 persons is to be installed. The interior of the theatre is to be completely renovated and a large new pipe organ will be purchased. The seating capacity of the house will be 1,500 when the improvements are made.

Cleveland

MESSRS. Burton and Crockett are getting all ready for their Vitaphone opening at the Lincoln Theatre early in March. This will be the first neighborhood theatre Vitaphone installation in Cleveland. In honor of the occasion, Messrs. Burton and Crockett are putting their house in order. New carpets in the entire theatre and lobby are being laid. Complete new stage drops, with curtains and side drapes, will be installed by Oscar Schenck. And a new Cleveland Symphony organ is being installed as well. This organ has 112 stops, three banks of keys and complete pedal attachments.

Sidney R. Kent, personal representative for Mrs. Wallace Reid, was in Cleveland for a few days last week in the interests of a new picture that Mrs. Reid is making.

Martin Brown has been a victim of crossed electric wiring at his New Lorain Theatre, Cleveland. He has had two fires within the past month. At first it was suspected that the fires were incendiary. But investigation proved defective wiring. By the way, Martin has at last overcome his objections to talking business out of hours. He has finally been persuaded to install a telephone in his home. He put off the evil all these years because he said he wanted to confine his picture business to the theatre.

William Danziner, Harold Lloyd representative for the eastern division, has been in and around Cleveland for the past week.

Carl Hohage comes back into the local directory as booking manager at the Cleveland Paramount exchange. Hohage has been prominent in film exchange activities here for many years, as office manager for First National and more recently as office manager for Standard Film Service Company.

Charles Sonin of the M-G-M home office purchasing department visited the local exchange last week.

The girls of the local Metro-Goldwyn exchange entertained the boys of the exchange last Saturday evening with a Valentine party at the home of Miss Hattie Cohen. They played bridge, won prizes, and ate a tasty and substantial lunch. Everybody belonging to the Cleveland Metro-Goldwyn family was present and voted the party 100% successful.

Pat Garyn of National Screen Service stopped off in Cleveland for a day last week. He was on his way to New York after a tour of the western states.

Jim Scoville of the famous Scovile Essick and Reiff circuit, has some new jewelry. It's a badge. And it means that Jim is now a deputy sheriff. He received his appointment recently, and now the whole film building is on its best behavior.

Howard Reiff has sold his Ridge Theatre, Cleveland, to Joseph Antonof. That leaves Reiff with a finger in the Scoville-Essick and Reiff pie, which consists of the Rialto, Gordon Square, Lucier, Madison, Ezella and Sunbeam.

Kenneth Reid, manager of Loew's Doan Theatre, underwent a blood transfusion operation last week. He gave a pint of blood to his uncle, and left the hospital a few hours later feeling just as if nothing had happened.

Br. B. I. Brody, general manager of the U-B circuit, was in New York last week in consultation with Universal officials. The newest U-B house, the East Ninth Street Theatre, will open late in February.

Max Greenwald has joined the Paramount sales force covering the Akron territory, which was formerly covered by Art Grimes. Greenwald was with Paramount in Pittsburgh and Cincinnati.

Fred Descberg, general manager of Loew's Ohio Theatre, was in New York last week.

M. E. Ames is completely remodeling his Pastime Theatre, Jefferson, O. New seats, projection machines, screen, draperies and interior decorations are being installed.

Lew Thompson is back in town. He left Cleveland some months ago to become United Artist exchange manager in Minneapolis. But the more he saw of Minneapolis, the better he liked Cleveland. Maybe he'll be able to announce a permanent Cleveland address soon.

Howard Feigley, manager of the Rivoli and Palace theatres, Toledo, was discovered shopping around the Film Exchange Building one day last week. Feigley says business is pretty good in Toledo.

Charles Feinlar, Jr., manager of the Virginia Theatre in Wheeling, West Virginia, has a hobby, which, it is claimed, should be in every family. Feinlar, in fact, has two hobbies. One is building these new fashioned ornamental ships. To date he's turned out three of them —all different and each one a work of art. There's a Santa Maria and a galley and a Constitution model among them. And the other hobby is to make elaborate lobby displays.

Ad Ritzler of the Sigma Theatre, Lima, was down in Columbus last week making a social call on Wiliam James, president of the M.P.T.O. of Ohio and head of the William James circuit.

Everybody out here knows Andy Sharrick, dispenser of Universal exploitation. Last week Cleveland was introduced to Miss Betty Sharrick, Andy's 10-year old daughter, who broadcasted several piano selections over Station WDBK.

Milton Bryer, co-proprietor with Ike Friedman of a string of houses in Akron, was in New York last week arranging for special pictures to be shown by the Theatre Guild. This is a motion picture organization of Akron's socially elite which supports artistic productions shown at the Waldorf Theatre Saturday nights at midnight with $1.00 admission prices.

George Shenker has closed his Elvira Theatre in Lorain. That leaves Shenker still operating the Standard, Park and Pearl.

Morris Safier, special representative for Warner Brothers, was in town for the week-end visiting his family.

Salt Lake City

THE Louis Marcus Enerprises has taken over the Columbia and Princess theatres at Provo, Utah, from the J. M. Ashton Company. This change goes into effect March 1st, according to announcements. The new houses are to be redecorated and refurnished with a twenty-five thousand dollar organ to be installed at the Columbia Theatre. Harry Ashton has been retained as local manager for both of these theatres.

The Columbia Theatre will run Paramount, United Artists, and other leading productions, with an occasional roadshow. The Princess Theatre will be a second run house.

Manager George E. Carpenter of the Paramount Empress Theatre is still fighting an attack of the flu which has lasted for the past three weeks, and any contributions in the line of a cure will be accepted with appreciation.

Elmer Tietjen, owner of the Jewel Theatre at Santaquin, Utah, is still visiting this city in the interest of his house.

L. F. Brown of the Isis and Oak theatres at Preston, Idaho, has been spending several days here.

L. T. Fidler, manager of the local office for Columbia, is leaving right away for a trip of a week's duration into the Wyoming country.

S. M. Duggins of the Casino Theatre at Gunnison, Utah, is conferring with local branch managers on the new season's product this week.

Ralph Cloninger, well known in theatrical circles here, is making a business trip of a few days' duration in this city.

Tony Duvall, owner of the Gem Theatre at Murray, just out of Salt Lake, is in booking new pictures.

Walter S. Rand, manager here for United Artists, returned to the local office a few days ago from the key towns of Idaho. Milton Cohn, United Artists salesman, left for the Montpelier branch.

Kennith Hodkinson, division manager for United Artists, is expected to visit the exchange here this week.

M. J. Weisfeldt, Western sales manager for F.B.O., is still in this city.

R. F. Bluck has been added to the office force at the F.B.O. exchange here in the capacity of booker. Bluck comes to this city from Denver. His father operates the Rialto Theatre at Durango, Colo., it is announced.

Fred Lind, manager of the F. B. O. exchange in this city, is back from a swing throughout Idaho.

The Warner Brothers exchange here has also appointed a new booker this week, in the person of E. V. Gilbert. Salesman Ed C. Mix is due to arrive at the local exchange from the Idaho territory this week. H. A. Dunklee left recently for his southern Utah section.

H. B. McBride, Western Exploitation Director for Universal, will probably remain in this city one more week.

Don S. Mitchell, district manager for Universal, will return to this city from Denver for a short stay this week.

W. J. Heineman, local branch manager for Universal, is out in the territory for a few days with H. B. McBride.

Clyde H. Messinger, who just returned to his managerial desk at the local Educational office, reports road conditions in Idaho to be terrible.

Max Stahl, special representative for Educational, is expected to arrive in this city from New York within a few days.

L. J. McGinley, Famous Players-Lasky exchange manager in this city, and A. K. Shepherd, Ad-Sales Manager, will return soon from an extended trip into Montana, where they have been for the past several weeks.

All Pathe salesmen are expected to be in this city the latter part of the week to attend a sales meeting.

W. A. Mendenhall of the Boise Theatre circuit in Idaho is spending some time in California, it is reported.

R. S. Ballantyne, who has been appointed new Western Division Sales Manager for Pathe, with headquarters in Los Angeles, is expected to visit the Salt Lake branch within a short period.

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Atlanta

FRANK WOODRUFF, leader of the Empire Theatre orchestra in Montgomery, Ala., one of the houses operated by Montgomery Enterprises Inc. (Publix), is off on a two weeks' vacation during which time he will go to Philadelphia and New York in the interest of his music publishing affairs. Mr. Woodruff has been unusually successful with his own compositions, five of which have been published, and he will probably extend his activities along this line.

The entire personnel of every exchange along Atlanta's Film Row assembled at Loew's Grand Tuesday morning at 11 o'clock to view a short, highly interesting and informative film on fire prevention, "The Reel Exchange." The picture is sponsored by the Will Hays organization and was directed by James S. McLeod of the Metro-Goldwyn-Mayer directorial staff.

Montgomery Hill, district supervisor for Famous Players-Lasky, spent two days in Birmingham the last week, conferring with local managers Dannenburg and Grist of the Strand and Galax.

Work is progressing rapidly on the 1,250-seat theatre erected by Joe Steed at Wylam. It is expected to open some time in March.

L. Glendenning, of Robertsdale, Ala., in Baldwin County, has let the contract for his new theatre, to John Adams, of Loxley, Ala. The house, according to contract is to be completed by April 15.

Professor Albert L. Thomas, manager of the College Picture Show, Auburn, Ala., visited Birmingham the past week.

Birmingham people have taken kindly to the New Empire and the house seems destined to achieve great popularity as an amusement center.

Work is progressing rapidly on the new theatre at Red Bay, Ala., and T. A. Wilson, the owner-manager, expects to open about the last week in February.

Under the personal direction of Earl R. Collins the New Lyric at Anniston, Ala., opened last Monday evening to capacity business. Mr. Collins says he intends to maintain a policy of presenting good road shows, vaudeville and the best obtainable pictures.

Charles P. Lester, newly appointed manager of the Universal exchange here, made his first trip in his new capacity this week. He and R. H. Marlowe, district auditor, visited Tampa and other West Coast points. Mr. Lester has been receiving congratulations from his many friends on his promotion.

Mrs. M. M. McNamara, office manager of the Jacksonville district Publix office, spent several days in Lakeland this week.

F. R. Little, booker, district Publix office, has been confined to his home for more than a week by illness.

Harry C. Simpson, Universal salesman, left Jacksonville for Miami and points east last Wednesday.

F. D. Adams, of Waycross, Ga., called at the Universal exchange this week.

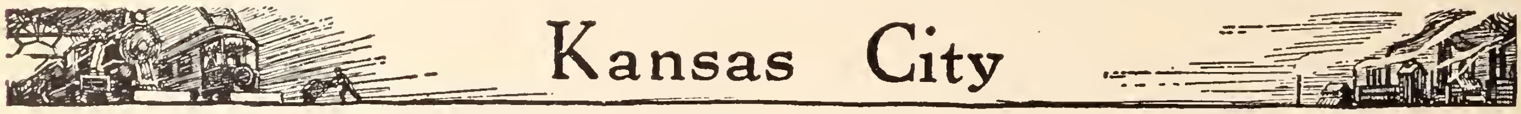
Nat Williams, who operates the Grand at Thomasville, Ga., the Opera House at Quitman, Ga., and the Enterprise at Quincy, Fla., has added another house to his chain. Last week he took over the Rex Theatre at Fernandina, Fla.

C. S. Kelly, of the Tarpon Airdrome at Tarpon Springs, Fla., was a business visitor at the exchanges this week, setting dates.

N. W. Bernstein, manager of the Tivoli, at Miami, and J. E. Unger, of the Eustis Theatre, Eustis, Fla., also visited Jacksonville this week.

The Starland Theatre will open in Bradentown, Fla., in a short time. The house will be managed by Frank E. Kimbell. It will be a second-run house of small capacity but has a good location with every expectation of doing well.

Miss Dorothy Kenney, of New York, national secretary of the Film Boards of Trade, paid Atlanta a brief visit last week. While there she conferred with Ben Y. Cammack and E. L. Cole, chairman and secretary, respectively, of the Atlanta Film Board of Trade.



Kansas City

KANSAS CITY, KANS., is to have a new $60,000 motion picture theatre, it was announced this week. The house will be at 545 Minnesota Avenue and will be built by the Opera Supply Company of Kansas City, Mo. The house will have a frontage of 55 feet. None of the details concerning the structure have yet been decided upon.

J. Earl Hayes of Hutchinson, Kans., a veteran exhibitor in Missouri and Kansas for the last eighteen years, has been named as manager of the New Jayhawk Theatre at Topeka, Kans. Mr. Hayes was manager of the first motion picture theatre in Missouri at Brookfield and has managed the Grand Theatre in Moberly, Mo., and several theatres for the Midland Theatre and Realty Company in the Kansas City territory.

The three Emporia, Kans., motion picture theatres controlled by the Strand Theatres Corporation have been purchased by the Midwest Theatre Company, it was confirmed this week. The Emporia houses are the Royal Electric and Strand. Harry McClure, who has been in charge of the Emporia Theatres, will be retained in that capacity by Midwest.

Either some chap in Arkansas or the railway mail system was responsible for a rather complex joke being played on a Kansas City exchange manager the other day. A letter, apparently intended for some chemical company, reached the exchange manager and implied:

"The stuff received this time was not near as good as the last pint. Might I ask that the bottle be replaced with something better?"

Again the airplane came to the rescue of a "stranded" exhibitor in Missouri last week. S. E. Wilhoit of Springfield, Mo., had booked an F.B.O. picture, and it was near matinee time with no print in sight. J. A. Masters, F.B.O. branch manager at Kansas City, placed the film in his "flivver" and rushed for Richards Field, Kansas City, where a plane was obtained and the trip of 210 miles was made in 1:35. in plenty of time for the matinee.

Among the out of town exhibitors in the Kansas City market this week were S. E. Wilhoit, Springfield, Mo.; G. L. Hooper, Orpheum, Topeka, Kans.; Walter Wallace, Orpheum, Leavenworth, Kans.; C. M. Pattee, Pattee Theatre, Lawrence, Kans.; Glenn Dickinson, Dickinson Circuit, Lawrence, Kans.

Stanley Koch has been added to the Warner Bros. branch sales force, covering southern Missouri.

Nettie Barnett, secretary at the Fox exchange, resigned and has been succeeded by Miss Ollie Ferguson.

R. S. Ballantyne, Pathe branch manager, returned from a conference with home office officials in New York.

William Warner, First National branch manager, hurried away to Wichita, Kans., and Coffeyville, Kans., to obtain more contracts.

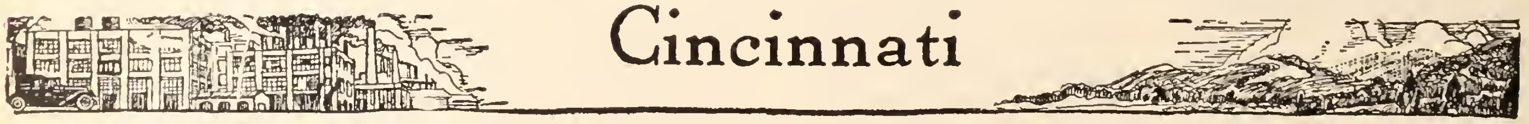
W. G. Bishop, M-G-M district publicity representative, is again back in Kansas City after having covered his loop.

Ed Silverman, general sales manager for Warner Bros., was a Kansas City visitor.

Miss Elizabeth Houts and Miss Fern Lake of P.D.C. are confined to their homes because of illness, while Mrs. Mame Schneider of that office has returned to work after having been ill several weeks.

W. P. Garyn, sales manager of National Screen Service, was a business visitor in Kansas City.

The Tiffany exchange, with W. P. Bernfield, branch manager, wreathed in smiles, made its formal opening this week.



Cincinnati

PERSISTENT rumors, apparently authentic, have been in circulation for several days past that the Loew interests were negotiating for a site on which to erect a combination vaudeville and picture house at Dayton, Ohio. However, representatives of the Loew offices who have been interviewed claim that the report is without foundation. There is now one Loew house at Dayton which was built several years ago.

The William M. James Amusement Co., Columbus, Ohio, who control a chain of houses in that city, will add another neighborhood theatre to the list for which property has been purchased on West Broad Street. The seating capacity will be around 1,800.

The new Ohio Theatre at Ashland, Ohio, of which Harry Carl is manager, was formally opened a fortnight ago with appropriate ceremonies.

Among the distinguished guests in Cincinnati recently was Henry M. Zeigler, who, during his residence in Cincy, built the Walnut Street Theatre, originally a legitimate house, but now devoted exclusively to pictures. He was also instrumental in building the old Fountain Square Theatre, which site is now occupied by the Keith-Albee house. Ziegler still is interested in a number of Cincinnati movie houses.

The management of the Opera House, at Mansfield, Ohio, recently gave over one night to featuring a concert by members of the local school orchestra, playing same as an added attraction to big returns.

Manager Weed, of Keith's Theatre, Dayton, Ohio, recently donated the use of the house for a special morning matinee given by local talent for the benefit of the Home for the Aged.

Manager John Schwalm, of the Rialto Theatre, Hamilton, Ohio, played Ford and Glenn, popular radio broadcasters from Station WLW, Cincinnati, as an added feature, on which he "cleaned up."

The Palace Theatre, Hamilton, Ohio, under management of Silver and Turberg, was the scene of a kiddies party which was given in connection with a local newspaper.

The management of the Grand Theatre, Columbus, Ohio, reports a highly successful engagement of the Vitaphone which is continuing to attract patronage from a vast surrounding area.

Denver

KENNETH HODKINSON, district manager of United Artists, arrived in Denver Thursday for a visit with Jack Krum, local branch manager.

A campaign against theatre "petting parties" has been launched by local police. Mrs. Edith Barker, local policewoman, warns that all sheiks and flappers caught displaying their affections in theatre seats will be jailed for disturbance.

R. J. Morrison, popular First National salesman, is being congratulated by exhibitors and exchangemen for his winning a membership in the First National K.O. Club. Mr. Morrison is the only representative in the select group west of Kansas City.

Floyd Millett has accepted a position as salesman for the local First National branch office. Mr. Millett hails from Los Angeles, where he was connected with First National in a similar capacity. He is assigned to the Nebraska and Black Hills territory succeeding Mr. Reynolds, who has been transferred to the New Mexico district. J. H. Ashby, First National branch manager, called a sales meeting this week for the purpose of outlining a plan of sales campaign up to the time of the convention in May.

Another attorney-exhibitor has entered the industry. This time in Eads, Colo., when J. C. Lang, a well known attorney, took over the management and control of the Eads Theatre. The theatre, formerly the La Cenima, was operated by Percy Devereaux. Mr. Lang has already made many friends among exchanges by his businesslike methods in operating the theatre.

The L. & A. Theatre of Edgerton Wyo., has been sold to Florence Ward Mann, former manager of the Midwest Theatre. Edgerton is in the midst of the Wyoming oil fields near Casper.

G. B. Ashworth, former owner and manager of the Federal Theatre, is working on plans for a new amusement house in the Seventh Avenue district of Denver. Mr. Ashworth, although having no theatre at the present time, still maintains he is an exhibitor and will prove his contention by construction of a new theatre in the near future.

Sidney D. Weisbaum, F.B.O. branch manager, left Monday in his big car for a sales trip in New Mexico. He will return in about two weeks.

Chas. R. Gilmour, Warner Bros. manager, is also on a two weeks' sales trip in the New Mexico part of the Denver territory.

Wm. Lendon, chief auditor for Universal, arrived in Denver last week from Los Angeles for several weeks' visit with the local branch office of his organization.

D. S. Mitchell, district manager for Universal, left recently for Salt Lake City after a three weeks' visit with Sam Cain, Universal's new branch manager in Denver.

Seth Perkins, district manager for M-G-M, has purchased a new Hupp six to make his calls on exhibitors in the future.

Barney Rose, well-known salesman in these parts, has accepted a position with Universal as salesman. Mr. Rose has not been assigned to any particular district as yet.

New faces in the local Metro-Goldwyn-Mayer office are Lee Cronk of the accessory department and Alma Double of the office force.

Dave Hess, exhibitor operating in Del Norte and Monta Vista, Colo., is a Denver visitor for the week end.

Marcus H. Schneider, newspaper editor of Johnstown and former San Francisco showman, has taken over the management of the Gem Theatre of Johnstown.

Chas. Ernst, manager of the Palm Theatre, Pueblo, Colo., is a Denver visitor for a few days.

Chicago

FRED AIKEN, one of the most popular exchange men in the Chicago territory, has been appointed Mid-West divisional sales manager for Pathe, with headquarters in Chicago, and will have under his jurisdiction, besides the Chicago exchange, those located in Detroit, Minneapolis, Milwaukee, Des Moines, and Omaha. Mr. Aiken has been connected with Pathe for the past four years, having taken over the managership of the local exchange in 1923, being promoted to assistant divisional sales manager in 1926. While still a comparatively young man, Mr. Aiken is a pioneer in Chicago exchange circles, having opened his own exchange known as the Theatre Film Service Company, in 1905, selling it to the General Film Company in 1910, and becoming Western sales manager for that organization with nineteen branches under his control. At the dissolution of the General Film Company, Mr. Aiken continued in the exchange business as manager for various important companies up to the present date.

Brunhild Brothers have taken over the Calo Theatre at 5406 N. Clark Street, from Ascher Brothers, who had operated it for several years past. Mr. Ruben Leventhal, who has been managing Brunhild Brothers' Parkside Theatre, will take charge of the Calo and Harry Brunhild, who has been at the Temple Theatre, goes to the Parkside. Ed. Carroll has been appointed manager of the Temple.

William Elson, of Jules J. Rubens' personal staff, has been appointed general manager of Great States Theatres' Elgin houses.

Manager Kissock has resigned as manager of the Astor Theatre, Milwaukee, and plans to make his home in Chicago.

An epidemic ot scarlet fever is assuming serious proportions in Richmond, Ind., and health authorities may close the theatres of that city.

The Clermont on North Clark Street, which is owned and operated by J. L. Freeman, is changing its admission policy from twenty to ten cents.

Marks Brothers, of the Granada Theatre, are using their screen to combat the efforts of certain Rogers Park organizations and individuals aimed at automobile parking in the streets near the Granada Theatre. Many theatre men are interested in this movement, as it is feared that if parking is prohibited in this case, it will mean that similar campaigns against parking, will be started in various other Chicago localities.

The Lyda Theatre, which has been operating only two days a week, is now open seven days a week, Saturday and Sunday being given over to vaudeville, with pictures for the balance of the seven days. David Hellman is the manager.

Sol Rose, Chicago manager of Robert Morton Organ Company, has returned to Chicago after attending the opening of the big new Riviera-Annex in Detroit, which has a Robert Morton organ as one of its features. Mr. Rose arranged for Ted Meyn of the Pantages Theatre, Kansas City, to play the opening performance at the Riviera-Annex and reports that Mr. Meyn made a decided hit.

Ted Schlanger, popular short subject manager for Universal's Chicago exchange, has been promoted to manager of Universal's Washington, D.C. exchange, and left on Sunday to assume his new duties. Benny Eisenberg has been promoted from north side salesman to short subject sales manager to fill the vacancy made by Mr. Schlanger's departure.

Philadelphia

EAST Coast Theatres, Inc., recently acquired the Karlton Theatre, Quakertown, Pa., from George Bennethum and the Colonial Theatre, Palmerton, from Lewis Walensky. Both houses seat 750. The leases provide for a ten-year occupancy with option to purchase. The acquisition of these two houses gives East Coast practical control of the situation in both towns as they already have the Palace in Quakertown and the Park in Palmerton. George Lenard, formerly of the Chamberlain Circuit, will manage the Palmerton house for East Coast.

The Douglas Theatre has been leased by M. Seltzer, who has operated it for some time, to August & Margulis, who will continue to operate the house under its established policy.

Al Boyd, vice-president of the Stanley Company, has returned from a three-weeks' vacation spent with friends and business associates at Palm Beach, Fla.

George Bennethum, of the Bennethum Circuit of theatres in Eastern Pennsylvania, who has been at Hot Springs, Ark., recuperating from a long and severe illness, spent several days in Philadelphia looking after some business affairs. He has returned to Hot Springs, where he will spend the remainder of the month.

I. Ash, booker at Warner Brothers' Philadelphia exchange, recently left for Florida, where he has joined other members of his family in a business venture. He has been succeeded by Miss Furman. Herbert Givern has been appointed by Joseph Hebrew, district manager, to handle all the sales in Philadelphia proper and to represent the exchange on the Film and Arbitration Boards.

The Doris Theatre, 49th and Woodland Avenue, Philadelphia, has been purchased by John F. Badner and Sidney Lowenstein. This theatre has been operated by G. W. Hohlman.

The Chamberlain Amusement Company has purchased a controlling interest in the Panther Valley Amusement Company and will take over as of February 19th the Valley Theatre at Lansford, Pa.

The Broad Theatre, Nazareth, Pa., has been purchased by Lew Pizor outright from E. Sibert.

The Bell Theatre, 31st and Walnut streets, Philadelphia, has been purchased by Samuel Levitt from Sam Berlin and will continue to be managed by Joe Townar.

Minneapolis

A SPECIAL Lincoln's birthday program for children was held at the Garrick Theatre in Minneapolis, February 12. This patriotic feature was the first of a number planned by Miss Blanche MacDonald, head of the newly created department of public relations of Finkelstein & Ruben. The program was a great success, and proved an effective means of creating good will for the firm. Actively interested in the project were the motion picture committee of the Fifth District Federation of Women's Clubs, the council of presidents of the fifth district and the Parents and Teachers Association. Members of the Daughters of the Revolution and a special committee for the Children of the American Revolution also co-operated.

The program consisted of patriotic singing, an animated cartoon, a news reel, a Boy Scout trailer, and a feature picture, "As No Man Loved," based on Edward Everett Hale's "The Man Without a Country." A program of a similar nature is being planned for Washington's birthday.

Equipment for the Vitaphone was received at the State Theatre in Minneapolis this week and is rapidly being installed. A crew of workmen, supervised by experts, was immediately set to work, and it is now hoped that the Vitaphone will be ready to function the first week in March.

Clay Center, Neb., had its first Sunday movie show recently and filled the Sunbeam Theatre to overflowing. As a result of this success, the theatre will remain open on Sundays hereafter.

"The Reel Exchange," a film depicting how fire hazards have been reduced in the modern exchange, was shown to a large gathering of interested Minneapolis officials recently at a program arranged by Theodore Hays, general manager for Finkelstein & Ruben. Speakers included Charles W. Ringer, fire chief, and James Houghton, city building inspector.

Members of the Fifth District Federation of Women's Clubs were shown through the State Theatre in Minneapolis recently, and the details of lighting, organ operation, etc., were explained to them. The visit was arranged by Miss Blanche MacDonald, director of the department of public relations for F. & R.

A new picture theatre has been opened at Walker, Minn., by Peter Simon.

The Grand Theatre at Heron Lake, Minn., has been purchased by Frank Wilson.

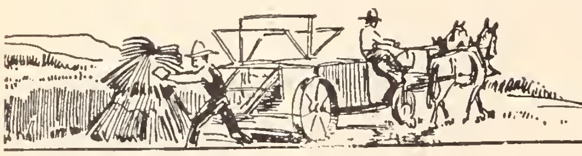
G. A. De Hoet has purchased the Monroe Theatre at Monroe, Ia. He formerly owned it, but sold it about a year ago.

Lacey & Schreck have acquired the Isis Theatre at New Market, Ia., and have reopened it.

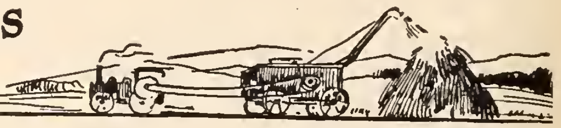
Oliver Rowe, St. Paul theatre man, who is promoting the new $750,000 theatre in St. Paul with his partner, W. A. Mustard, was badly injured last week by the explosion of a gas oven in his home. Rowe and Mustard own the State Theatre in St. Paul.

Visitors in Minneapolis last week included Cecil Maberry, Western division manager of Producers Distributing Corporation, and Ed. J. Smith, general sales manager of Tiffany Productions, Inc.

The Rex Theatre Circuit, which embraces theatres at McClusky, Bowden and Mercer, N.D., has been purchased from George Evanston by Don L. Tracy, who owns the Grand Theatre at Carrington, N.D. Evanston will still be connected with the circuit.



Des Moines



GEORGE TABOR, who has theatres at Tabor and at Cedar Rapids, was badly injured in the wreck of the crack Rock Island train near Atlantic, Iowa, on February 9th. Mr. Tabor, who suffered a wrenched back and a skull fracture, was the worst hurt of anyone in the wreck and is still at the hospital at Atlantic. Mr. Tabor was one of six men in the smoking car which went over a fifteen foot embankment, who were injured and was carried out of the car on a door taken off of the coach. His family are with him at Atlantic, coming from Omaha where he made his home. Mr. Tabor has managers in charge of his theatres, the Tabor Theatre at Tabor and the Grand Theatre at Cedar Rapids. He travels the State of Iowa for the Reproduco Organ Company. A telephone conversation with the doctors at the hospital, reported by Mr. Thiele of the National Theatres Supply Company, records that they hope that Mr. Tabor will entirely recover from his injuries.

Ruby Morgan of the Universal office, where she acts as stenographer for the booking department, has been appointed new editor for the Des Moines office for the Universal magazine, the Goldmine.

Additional lobby frames were purchased by A. H. Blank for the Capitol Theatre at Newton, which is nearing completion. Report had been made that the theatre would be ready to operate within sixty days but others express the opinion that the theatre will not be ready for opening until a later date.

O. D. Hill, district manager for Producers Distributors, has been visiting the Des Moines office.

A transfer in managers of A. H. Blank theatres of Iowa was made at Christmas time when Homer Gill resigned from his position as manager of the Princess Theatre at Sioux City to go to the Oshkosh Theatre at Oshkosh, Wis., a new 2,000-seat house of the Saxe circuit which opened on February 5th. The Princess is now under the management of L. E. Davidson, who was formerly manager of the Rialto at Clinton. The Clinton house was in charge of A. L. Easterly, who formerly had the Rialto.

At Davenport, Iowa, the Columbia Theatre, which was recently taken over by the A. H. Blank Enterprises on a trade deal with the Orpheum circuit people, has been placed under the management of Everet Cummings, who is also manager of the Fort Armstrong there. Lorenz Wegener, who has been managing the Columbia, went to Omaha to act as assistant manager to A. G. Stolte for the new Riviera Theatre opening this month.

A. H. Blank was in New Orleans on Feb. 4th for the opening of the Saenger Theatre there. He accompanied Mr. Katz's party to New York where he went in the interests of First National. He returned last Saturday and will be there for the opening of the Riviera, his new 3,000-seat house in Omaha, the middle of the month.

Les Phillips, manager for Producers Distributors, has been in the office all this week, clearing up office work.

St. Louis

ST. LOUIS film stocks closed on February 11th as follows: Skouras A, $42.50 bid. St. Louis Amusement A, $44 bid, a decrease of $1.

A syndicate composed of W. B. Kneedler, J. B. Freen and J. E. Spaulding plan the erection of a $100,000 motion picture theatre in Effingham, Ill. The house will seat 1,000 persons.

S. E. Pertle of Jerseyville, Ill., has purchased the Princess Theatre, Beardstown, Ill. It was formerly owned by L. W. Goodell, Beardstown.

Mrs. I. W. Rodgers has returned from Cuba to supervise the grand opening of the Home Theatre, Caruthersville, Mo., on February 26th. The Home seats 750 persons. Mr. and Mrs. Rodgers also operate the Liberty Theatre in Caruthersville and plan to keep it open.

William Sauvage, who operates the Grand and Hippodrome theatres in Alton, Ill., is seriously ill in an Alton hospital.

A church motion picture show has been opened in Overland Park, Mo. Al Bruno is the manager.

The Grand Opera House, St. Louis, will celebrate its fourteenth anniversary as a vaudeville house next week. In recent years the house has combined vaudeville with motion pictures.

Stork and Company delivered on February 8, 1927, at 5:35 P.M., to the home of Mr. and Mrs. William A. Barron, 5600 Pershing Avenue, St. Louis, Mo., one 6½ pound baby boy, who henceforth shall be known to the world generally as William Abrams Barron, Junior. The proud father is among the popular film executives of St. Louis, for many months serving as manager of the local United Artists exchange. He recently resigned that post and has not yet announced his future plans.

Henry W. Lix, 16 years, Ferguson, Mo. high school freshman, was awarded the first prize for the best motion picture poster to advertise the films run by the Masonic Temple Association in Ferguson.

Jules A. Dessent has reopened the Palace Theatre, Marion, Ky.

Allison and Hugoniot have leased the Pinelawn Theatre in Pinelawn, Mo.

Herner Hicks has joined Phil H. Heyde in the operation of his houses in Olney, Ill.

W. W. Watts, the prominent Springfield, Ill., motion picture exhibitor, has been marooned at his country estate near the Illinois State Capital for several days. High water and snow have made the roads impassable, so Watts has not been able to get into his theatres. But the shows have gone on just the same.

Visitors of the past week included: Cal Raven, Lilbourne, Mo.; Tom Reed and Ted Yemm of Duquoin, Ill.. Bob Cluster of Johnston City, Ill.; Harry Tanner of Pana, Ill.; Dominic Fresana, Taylorville, Ill.; C. J. Lawson, Mount Olive, Ill.; S. Roman, Benld, Ill.; Bob Stemple, St. Charles Mo.; and Messrs. Leber and Hirsch, Royal Theatre, Pacific, Mo.

THEATRE MANAGEMENT
EQUIPMENT CONSTRUCTION OPERATION

Saenger Theatre, Mobile, Is De Luxe House

Finely Equipped, Seats 2,500 and Will Present Attractions of Highest Type

TAKING its place as one of the largest and finest theatres in the entire South, the Saenger Theatre of Mobile, Ala., opened recently with a royal welcome extended it from an admiring city's population.

The Saenger Theatre, becoming one of the leading houses in the extensive and powerful chain of Saenger Theatres located principally in the Central Gulf Coast States and the Southwest, was built at a cost of $750,000. A. D. Saenger, first vice-president of Saenger Theatres, Inc., with headquarters in New Orleans, and William H. Guaringer, assistant general manager and mentor in theatre construction for the big operating company, are given a notable share of praise in the achievement of the beautiful new theatre.

John D. Howard, manager of the Mobile Saenger Theatre, is an experienced showman and is well known throughout the Middle West. He comes to Mobile directly from Davenport, Ia., where he had charge of the Capitol Theatre, one of the largest properties in the A. H. Blank circuit. Mr. Howard, previous to that time, also managed theatres in Seattle, Wash., principally of the Jensen and Von Herberg chain, and at one time in his motion picture career, was field publicity representative for Mary Pickford. He also has served in the Famous Players-Lasky Corporation as exploitation representative and assistant to Harold B. Franklin, now vice-president of the Publix Theatres Corporation.

Luxurious and Restful

The Saenger Theatre of Mobile has a seating capacity of 2,500. It is a de luxe motion picture theatre of the highest order, presenting high-type features upon its screen, with elaborate stage attractions as a regular part of the program. The theatre opens at noon daily, showing six performances, excepting Sunday; three performances of the de luxe program on week-days, four on Saturdays and three on Sundays. The Saenger concert orchestra, led by Don Philippini and augmented by the 778-pipe concert Robert Morton Organ, is one of the features of the Saenger's de luxe program.

The interior of the new Saenger Theatre is an achievement in restful, luxurious, decorative art. Adapted to the style of French Renaissance architecture with handsome plastic ornamentation, the auditorium holds a variety of colorful and harmonious lighting effects.

The entrance to the theatre forms from a spacious and elaborately decorated arcade, seventy-five feet long and running off Joachim Street. The floors of the lobby and arcade are of high-quality marble and multi-colored tile. The walls and ceilings have been treated with ornamental plastering, harmonizing with the interior of the house.

Designed to Provide Comfort

The main auditorium has been built to insure the acme of comfort for every seat, both orchestra and balcony. The proscenium openings are two tiers of three boxes each, making a total of twelve ornamental settings as the decorative base for the interior. Deep carpeting, harmonious hangings and luxurious furnishings feature the mezzanine promenade, foyer and lounges.

The stage is of ample proportions and is capable of handling the largest road shows. It is complete in every detail, with full facilities for actors and musicians. A large switchboard is controlled from both the stage and the operating room, providing brilliant lighting effects for the stage and auditorium.

Latest Technical Equipment

The projection room is absolutely fireproof and thoroughly equipped with modern machines and accessories. The National Theatre Supply Company handled this department of the theatre's equipment, providing Powers projectors, Peerless arcs and other important technical accessories.

One other physical feature of the Mobile Saenger Theatre has special importance. This is the ingenious ventilating and refrigerating system, the Carrier system, manufactured by the Carrier Engineering Corporation of New York City. It combines some of the most expert features so far developed in this line. Approximately 25 tons of cool, clean, washed air are poured into the theatre by this Carrier system per hour, independent of the average heat temperature maintained.

"Musical Journey" Staged at Indianapolis Circle

"Salt and Pepper," harmony singers, appeared this week at the Circle Theatre, Indianapolis, as an additional attraction to "It." Three young girls gave interpretive dance steps representing foreign countries in a "Musical Journey" as overture of the orchestra.

Equipment

THE SHOWMAN

By P. M. ABBOTT

FOR months our staff has been studying the needs which existed for an extension of our showmanship service. We carried on investigations among our readers. We consulted recognized authorities on various theatre problems. We left no stones unturned in our determination to construct a special service for theatre owners and the whole motion picture industry, even including theatre architects.

The results of our efforts will appear in next week's issue of Motion Picture News. For in this issue will appear the first number of our new section, "The Showman." We vouch the opinion that our readers will find "The Showman" of exceptional interest and merit. It will be of direct value in planning and operating theatres; in keeping exhibitors posted on all new and improved equipment. Also in giving data on approved methods of selling the picture and the theatre to the public.

The text contents of "The Showman" will live up to its name in the broadest interpretation of the word. After perusing the first issue of "The Showman," we know that our readers will fully appreciate the opportunity it affords exhibitors to maintain contact with the advancement of showmanship. A contact which must be maintained if exhibitors are to keep abreast of our fast moving industry.

With the introduction of "The Showman," the Theatre Management Department will be discontinued. It has served a very useful purpose. Its success paved the way for the expanded service of "The Showman."

Whiteman Heads Program at Paramount

Films Overshadowed by Presentation on Broadway This Week

WITH Paul Whiteman and his orchestra attracting capacity audiences to all of the de luxe performances at the Paramount Theatre, picture attractions took second place to "presentation" at the Broadway cinemas this week. Whiteman heads a bill on which "The Third Degree" is the feature picture. Another special offering which the Paramount patrons received with audible approval is also a stage number, a tribute to Abraham Lincoln featuring Frank McGlynn, who created the title role in this country of John Drinkwater's drama "Abraham Lincoln." The Paramount program includes, in addition to these features, a news reel, Jesse Crawford's organ novelty, one of the Music Master Series of single reel pictures, and the Paramount orchestra.

The Capitol program for the week is headed by "The Red Mill," with an elaborate ballet and a group of music features to supplement the Marion Davies starring vehicle. The ballet is called "Holland Capers." Joyce Coles and John Tricsault are the principals. Pietro Capodiferro, first trumpet of the Capitol orchestra, and Celia Turrill, mezzo soprano, share solo honors on the musical program.

Varsity Theatre Opening a Social Event

SOCIETY turned out in full force to witness the premiere of the Varsity Theatre, Clyde Elliott's handsome new playhouse at Sherman Avenue and Church Street, Evanston, Ill., during the early part of January. Before the doors were thrown open vast crowds lined the streets in front of the theatre and the 2,500 seats were filled to capacity during both performances. Mayor Bartlett, in a few well-chosen words, congratulated Mr. Elliott and his associates on the attractive new house and felicitated Evanston on its acquisition.

Several Seattle Theatres Reduce Admissions

Important changes in admission prices in first-run houses of Seattle, Wash., became effective the first week in February, with the result that one theatre followed another in reductions and picture patrons benefitted materially.

The United Artists Theatre, operated by Pacific Northwest, has reduced matinee prices from 45c to 35c and its evening prices to 50c from 65c. The house opened less than three weeks ago at the new high scale, but poor business necessitated an immediate cut.

The Fifth Avenue, also a Pacific Northwest house, has instituted "Bargain Matinees" from 12 noon until 1:30 P.M., for 25c. After that time the matinee price is 45s and the evening price 65c.

The Columbia, Universal house, followed the lead of the Fifth Avenue and instituted matinees for 25c until 1:30 P.M., from 10:45 A.M. in the morning. Matinees at 35s and evenings at 50c remain the same.

The Embassy, Joe Danz's independent house, that has been running on a straight 25c policy, has reduced prices to 15c from 10 A.M. until 2 P.M.

The Coliseum Theatre, operated by Pacific Northwest Theatres, began 25c matinees until 6 P.M., several weeks ago, and at 6 P.M. raised its prices to 50c. Matinees previously were 35c until 6 P.M.

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Albany Strand to Drop Acts For Vitaphone Features

The Mark Strand Theatre in Albany, which recently introduced presentation acts on de luxe bills featuring stage numbers and pictures, will discontinue the presentations in favor of Vitaphone, which is to be installed and ready for its Albany premiere about April 1st, it was announced last week by Uly S. Hill, managing director of the Stanley houses in Albany and Troy.

While the presentation acts are doing a capacity business, the booking of Vitaphone attractions has made necessary the discontinuance of these numbers, which are to be offered weekly until the Vitaphone is introduced.

Fokine Ballet with "Faust" at Stanley Theatre

"Faust" held the place of honor at the Stanley Theatre, Philadelphia, last week As an overture, the Stanley Symphony Orchestra played Gounod's "Faust" under the direction of Graham Harris, who also arranged a special score to accompany the picture. A well-staged ballet arranged by Michael Fokine and presented by Vera Fokina and the fifteen Fokine girls, was in keeping with the feature and gave the entire program an impression of unity.

An entertaining Dance Box Fantasy was presented at the Fox Theatre by the Siddell Sisters and Sonny Hines. In addition, Borrah Minnevitch's Boys Harmonica Band played a number of stirring tunes.

Lions' Club Quartet Stage Feature at Fifth Avenue

The Seattle Lions' Club Quartet, known throughout the entire Northwest as one of the leading vocal groups of the territory, last week appeared at manager James Q. Clemmer's Fifth Avenue Theatre in Seattle, Washington, as a featured stage attraction. Clyde Lehman, well-known Seattle pianist with George Lipschultz's orchestra, was also featured in a solo number.

Roosevelt Changes to Week Runs

The Roosevelt Theatre, Balaban and Katz Chicago house, has returned to a weekly run policy. Recently the Roosevelt has been playing split-week bills. No other change in policy or admission is contemplated at the present time.

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EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

Exterior view of the Calvin Theatre, Dearborn, Mich., a new link in the Woodward Theatre Circuit, which now totals thirty Michigan houses

Koppin Adds Dearborn House to Circuit

Premiere of Calvin Theatre Makes Total of Thirty in Michigan Chain

HENRY S. KOPPIN added the thirtieth theatre to his Michigan chain on January 17th, when he threw open the doors of the Calvin Theatre, Dearborn, Mich., to the public. The opening was most auspicious, the new house being the talk of the entire Dearborn population.

The theatre, which is built in conjunction with one of the finest office and store buildings in Dearborn, is located on Michigan Avenue, in the very heart of Dearborn's business activity. It is a one floor house with a seating capacity of 1,800 seats and a standing room capacity of 200. The seats were installed by the Heywood-Wakefield Co., of Chicago. A beautiful upright sign sixty feet high adorns the front of the theatre which was manufactured and installed by the Walker Sign Co., of Detroit. The spacious lobby is of unusual beauty, twenty-four big crystal chandeliers lending splendor to the artistic decorations. The lobby display frames are recessed in the side walls and draped with maroon colored damask. A foyer comparable with the finest theatre foyers in the country greets the eye as one passes through the massive lobby doors, which is illuminated by massive crystal chandeliers and inverted stand lamps. The entire design of the theatre auditorium and foyer is carried out in Louis the Fourteenth design. Large recessed cone-shaped panels beautifully draped in silk velour on either side of the auditorium lend to the homelike and cozy atmosphere of the theatre.

The house is equipped with a stage sufficiently large to present the biggest of attractions with a proscenium opening of forty feet and forty sets of counterweight lines.

Ventilation is provided through the latest style mushroom system and forty-eight-inch exhaust fans. The booth, which compares with the best in Michigan, is equipped with three Powers projection machines and a complete set of Brenkert lighting effects. Adjoining the projection room is a shower bath, toilet and dressing-room for the convenience of the operator. Spacious retiring and smoking-rooms for both ladies and gentlemen are located on the mezzanine floor.

The opening bill, which consisted of photoplays and an elaborate stage presentation of twenty-four people presented by Richards & La Valle, was enthusiastically received by the first night's audience. An orchestra of fourteen men under the leadership of Charles Eggers, and a Marr-Colton organ played by William Perrin supplies the musical accompaniment.

The house is under the personal supervision of Managing Director Fred M. Shafer with Wm. Sterrett, long associated with Buffalo theatre management, as resident manager.

Theatre Replaces Rum Plant

Turns to Pictures After Trying Spring Water and Garage

Prohibition has not been in effect long enough to wholly efface remembrance of world-famous Medford Rum. Medford Rum was manufactured in a brick building on Riverside Avenue in Medford, Mass. A short time before Mr. Volstead came on the scene, the famous rum distillery was closed and the spring water which made Medford Rum famous was used for washing automobiles and the distillery became a garage.

Now, however, Samuel J. Woolfson, real estate operator, has purchased the old distillery and is to erect a 2,000-seat theatre on the site. Mr. Woolfson owns the Coolidge Building adjoining, and will start at once on the demolition of the distillery and a wooden building on the property. The theatre will be located on the distillery site, but the lobby and main entrance will be located in the Coolidge Building, giving entrance to the theatre from Salem Street, Riverside Avenue and Medford Square. The lot contains 8,660 square feet exclusive of the amount to be taken for the lobby and main entrance in the Coolidge Building. Construction work will commence before the end of February.

Mr. Woolfson says that two large circuits have already approached him for a lease of the new theatre, but declines to name them.

Erection of this theatre will give Medford two new theatres in 1927, as James R. Grainger is to build a Memorial theatre there in the early spring.

Theatre and Apt. Building for Effingham, Ill.

Plans are under way for a theatre and apartment building on 5th Street, Effingham, Ill. The theatre will seat approximately 1,000 and the estimated cost is $100,000. A syndicate consisting of W. Kneedler, J. B. Freen and J. E. Spaulding of Mattoon and Taylorville are reported to be the purchasers of the site for the proposed structure.

Supreme Court Rules Against Theatre Builder of Somerville, Mass.

BY action of Judge Carroll of the Supreme Court of Massachusetts, former Mayor Zebedee E. Cliff, of Somerville, Mass., is permanently enjoined from constructing a theatre on Grove Street in that city. Work on the foundation for the proposed theatre had already commenced.

Permission to erect a theatre was refused by Building Commissioner George L. Dudley, of Somerville, under the zoning law, but Mr. Cliff appealed to the Somerville Board of Appeals, which set aside the action of the Commissioner and granted the permit.

Anthony Vianno, owner of property adjoining the proposed theatre, carried the fight to the Supreme Court, which has ruled against Mr. Cliff and the decision of the Board of Appeals.

Some of the foremost legal talent of the State was engaged by each side. The Supreme Court finds that Roscoe E. Estes, member of the Board of Appeals, is also a member of the firm of architects which drew the plans for Mr. Cliff.

Hallberg Lectures Publix Managers

Gives Interesting Address on Standardized Projection

On February 1st, 1927, J. F. Barry, director of Publix Theatres Manager's School, arranged for a lecture on Scientific Motion Picture Projection by J. H. Hallberg. In consequences thereof, Elmer Levine, assistant to Mr. Berry, escorted 25 Public managers to the office and Laboratory of Mr. Hallberg in Chickering Hall, 29 West 57th Street, New York.

Mr. Hallberg spoke on several interesting phases of the projection end of the motion picture industry, recalling the fact that less than fifteen years ago projection was considered an art, but that with the advent of standardized film and apparatus it was truly on a scientific basis at the present time.

Hallberg then went into details concerning efficient and restful projection, stating that with the facilities permitted in the large and modern theatres, there were many opportunities for the management to combine or modify this type of presentation. He stated further that restful projection can only be obtained when the resultant reflected image as impressed upon the retina of the eye is in direct relation or comparison to the normal light values to which the eye is normally accustomed; that it is not the brilliant picture which produces the best projection but that the relation of the projection surface must be considered with the interior decorations; that there has been a tendency of certain projectionists to outdo each other in the matter of brilliancy at the sacrifice of eye fatigue.

Continuing, Mr. Hallberg clearly demonstrated that it is the difference between the shadows and highlights which makes the picture just like reading a black and white sign.

A new reflector arc, which was recently introduced to the trade by J. H. Hallberg and Co., was used by Mr. Hallberg in several convincing demonstrations. He also gave a demonstration of his new lighting effects produced by a special projector.

The entire class extended their thanks to Mr. Hallberg at the conclusion of his address.

The following names are taken from Mr. Hallberg's register as being among those present:

Messrs. N. Prager, C. MacPike, C. B. Jeffrey, E. Adler, J. McKenna, G. W. Baker, G. M. Watsun, G. M. Broemler, F. Aldrich, L. Finske, E. S. C. Coppack, H. Howard, A. Chatkins, R. McHale, L. Goldberg, O. F. Knight, J. C. Wright, R. Helms, R. Wertman, R. Weigand, and L. Cowen.

Kresler to Build House at Rensselaer, Ind.

Frank G. Kresler, owner and manager of the Palace Theatre at Rensselaer, Indiana, will build a new modern theatre with a seating capacity of about 600 as soon as weather conditions are favorable this spring.

Albany Strand Installs Floods

Floodlights have been installed at the Mark Strand in Albany, N.Y., including eight in the front of the balcony, as a means of better illumination for the stage.

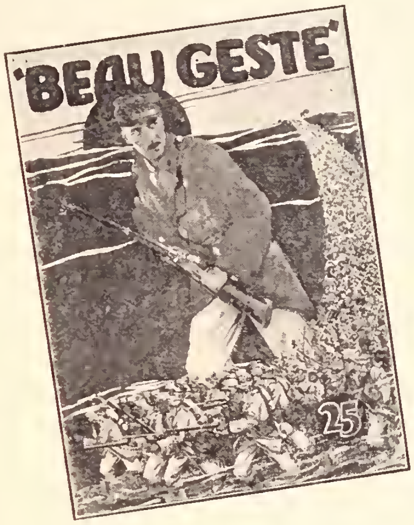
New Castle Amus. Corp. Granted Charter

A CHARTER was granted at the capitol in Harrisburg, Pa., to the M. & M. Amusement Company, of New Castle, Pa., organized "to own, operate, build, lease and manage theatres." The corporation is capitalized at $10,000, of which $1,000 had been paid in. The par value of the shares is $100. The incorporators are: J. F. Sonnanstine, treasurer, 375 Highland Avenue, Wadsworth, Ohio, owner of 25 shares; Paul Marakes, 928 Morton Street, New Castle, 50 shares, and Mark L. Rabinovitz, 202 East Moody Avenue, New Castle, one share.

Two Theatres Announced for Decatur, Ga.

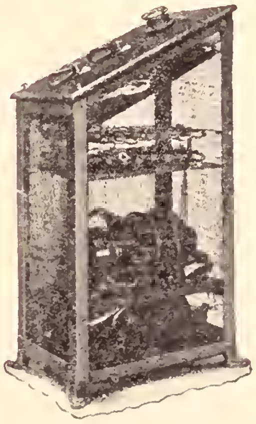
Two moving picture houses instead of the one previously announced will be erected in Decatur, Ga. Decatur is only six miles away from Atlanta, but a separate township. The second theatre will be built by O. R. Ledford, a Decatur business man, on the lot now occupied by Mr. Ledford's home on Atlanta Avenue, west of the old Masonic Temple Building, according to plans made public.

Previously Walter T. Candler had announced that he had awarded a contract to erect a theatre and a block of stores on the ground just west of the new proposed hotel location, on the north side of East Ponce de Leon Avenue.



11 "BEAU GESTE" ROAD SHOWS USE THE LIBERTY SYNCROVERTOR

THERE is a striking significance in the fact that the projection equipment of all 11 road shows of "Beau Geste" as promoted by Paramount-Famous Players are augmented by individual installations of the Liberty Syncrovertor.



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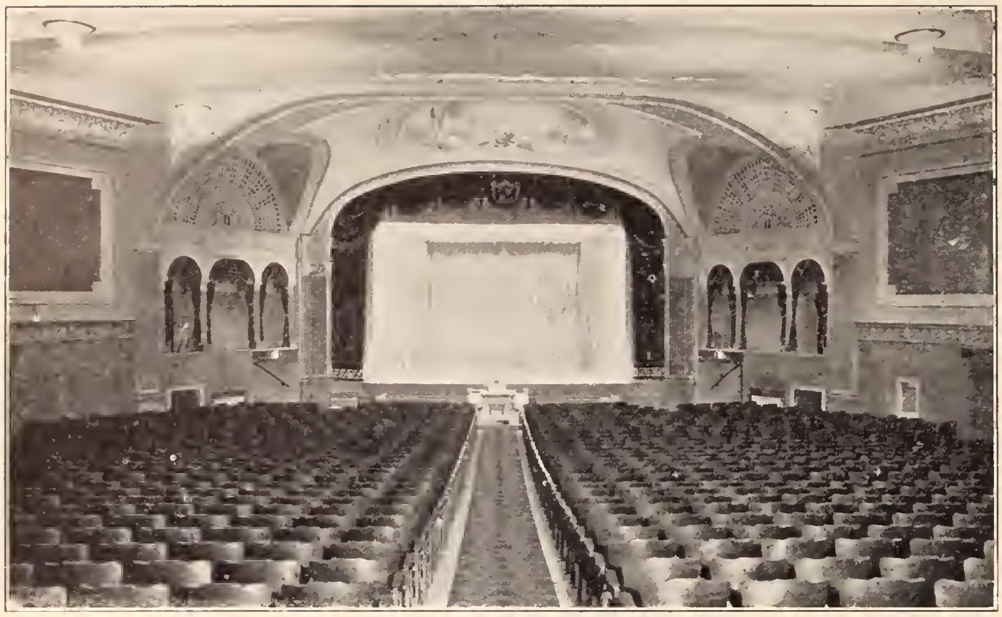

View of the auditorium of the Imperial Theatre, Cleveland, Ohio, part of the Universal-Brody (known as the "U-B") chain. The builders have followed the vogue for large and elaborate neighborhood houses

Cleveland Neighborhood House Follows Vogue

New Universal-Brody's Imperial an Elaborate Theatre; Sixth Link in Circuit

THE vogue for large and elaborate neighborhood motion picture theatres was followed in detail in the construction of the Imperial, a new 1,500-seat house located at Kinsman Road and East 143rd Street, Cleveland, O., completed early in December. This is the sixth link in what is locally known at the U-B chain, meaning the Universal-Brody circuit. Last summer a deal was effected between Dr. B. I. Brody and Universal whereby a combination of interests created the U-B chain. The Imperial was the first house built under this arrangement. Its approximate cost is $150,000, a sum which indicates the type of construction and the equipment furnished.

It is a brick structure, with a dignified and simple exterior. All elaborateness is preserved for the interior, which is ornate with walnut frescoes and red damask panels. Red and gold are the ground colors of the decorations. A gold frieze attractively tops the panels. The entire seating capacity is on one floor, with a clear unbroken vista from the back of the house to the stage. The stage is full size and completely equipped for acts. An allegorical painting over the proscenium arch is one of the attractive decorative features. The house is provided with everything to insure comfort. Steam heat keeps the patrons warm. Two exhaust fans are constantly in operation to keep the patrons cool. The newest type of indirect wall lighting is used to shed light without producing eye strain. No center lights are used at all. Motiograph projection machines were supplied by the Theatre Supply Company, and are admirably adjusted to the 150-ft. throw.

Every possible precaution has been taken against fire hazards and the building is as nearly fireproof as possible. Metal doors, concrete floor, a fire curtain for the stage, offer practically 100% insurance against accident.

Of special interest is the organ. It is a Kimball, and said to be the first unit Kimball installed in Cleveland. Edwin Paddock is the organist and has made the organ numbers among the big features of the program with his original novelties.

The Imperial has adopted a 3-change-a-week policy. One change for Sunday, another for Monday, Tuesday and Wednesday, and a third for the last three days of the week. Matinees are run on Sundays and holidays only, with admission prices fixed at 35c. House manager J. Price offers a mixed program of pictures, big specialty acts and vaudeville. Usually there are three specialty numbers in addition to the photoplay program.

Nicola Petti, who has planned many of the local theatres within the past few years, was the architect.

Other houses in the U-B chain are the Cedar-Lee, Detroit, Homstead, Kinsman and New Broadway. The East Ninth Street Theatre, a first-run downtown house, is now under construction and will be finished early in February.

New Safety Device Demonstrated

No More Projector Fires is Claim of Philadelphia Firm

Representatives of Philadelphia newspapers and of the motion picture trade journals recently attended a demonstration of the Sentry safety device at the Stanley Company's Colony Theatre. The device, which makes it utterly impossible for a fire to start in the projector, was invented by James Feeney and Humbert Godoy, operators at the Colony Theatre. The scheme was then turned over to Joseph C. Fewkes, an electrical engineer, who has brought it to perfection. The Sentry Safety Device Corporation was formed and upwards of $75,000 was spent in its perfection before the machine was able to function with precision and efficiency. Its principle is based on mechanical and electrical coordination. It has nine control stations at the various sprocket wheels, belts and an electrical system whereby a break in the film, buckling, blowing of a fuse, etc., will instantly throw a lamp-house dowser. In the event of the electric current failing to work the mechanical features of the invention function and the failure of the film to properly pursue its course instantly shuts off the power and throws the dowser.

The Director of Public Safety of Philadelphia has been so impressed with the invention that he will require every theatre in Philadelphia to be equipped with one. The Stanley Company has ordered the contrivance for every theatre on its circuit and they have also been installed in the Freihofer chain and the theatres of the Norris Amusement Company. Representatives of the Publix Theatres who have seen the demonstration of the machine have reported in favor of its installation in all Publix theatres. It will be sold on a royalty basis. Fire underwriters have agreed to give a substantial reduction in insurance rates to houses installing the device. It is considered the outstanding invention for the industry since the inception of the projector itself.

Booklet Now Ready on Brenkert F-3

Contains Full Instructions on Popular "Effect" Lighting

In response to many requests from the three thousand or so users of the Brenkert F-3 effect projector, the Brenkert Light Projection Company has published a new instruction booklet for the setting up and operation of this apparatus.

Coming to the trade at a time when a majority of exhibitors are conducting experiments with new lighting effects, the booklet should prove of more than ordinary interest. The Brenkert Company predicts that this is only a fore-runner of a much more elaborate "effect" lighting for motion picture theatres.

The booklet goes into detail on several subjects, such as projecting blending color effect on motion picture titles; projecting blending colors around border of motion pictures; waving flag on top of moving cloud effect; falling flowers effect over entire stage opening; rainbow prism effect across entire stage; snow effect; projecting special cut-out effects on titles; dissolving feature picture slide effects and sea scene of moving clouds and moving waves.

Brooklyn Project Under Way

A syndicate headed by I. Miller, builder, has assembled property on the north side of Empire Boulevard, between Brooklyn and Kingston avenues, Brooklyn, N.Y., on which will be erected a 2,500-seat theatre. The concern has already built several houses in the immediate neighborhood.

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Start Within 30 Days at Lima, O.

Work is expected to start within thirty days on the $500,000 motion picture theatre to be built at Lima, Ohio, according to F. C. Hocht, who was largely instrumental in getting plans under way. Focht was formerly interested in the Sigma and Faurot Theatres, Lima. The new house will seat 2,800 and will, in all probability, be leased to one of the larger theatre circuits.

Large Theatre Planned for Baldwin, L. I.

WEATHER permitting, Louis Frankel will break ground for a theatre and six-story apartment building on Grand Avenue, Baldwin, L.I., N.Y. The theatre will seat, according to report, 3,500, with full stage equipment, orchestra pit and organ. It will be so constructed that an additional balcony can be installed later to accommodate 1,250 seats. Land is being reserved in the rear of the house to take care of at least 500 automobiles. It is estimated that the entire operation will involve about $900,000. The architect is Herbert J. Krapp.

Arctic Nu-Air System for 2 Brooklyn Theatres

Sam Lesselbaum has contracted for Arctic Nu-Air Cooling and Ventilating System to be installed in his new beautiful Fortway Theatre, located at 68th Street and Fort Hamilton Parkway, Brooklyn, N.Y., the architect of which is Mr. Sandbom of 145 West 45th Street, New York City, who has drawn the plans for same.

Arctic Nu-Air Cooling and Ventilating System is also being installed in the new beautiful Roma Theatre, located at 70th Street and 13th Avenue, Brooklyn, N.Y. and the architect, W. M. DelGuido, of 160 W. 45th Street, has drawn the plans for same.

New Half-Million Theatre for Toledo, Ohio

After several weeks of negotiations, a deal was recently concluded that will give Toledo, Ohio, a new theatre with a seating capacity of 2,800 to 3,000 persons.

The lease, taken in the name of Albert J. Corey, includes 111½ feet of frontage on Summit Street, from Lynn toward Cherry, taking in what is known as the Messenger Building.

The theatre will occupy a space 100x200 with stage 90 x 50 feet with every convenience for motion pictures and the staging of vaudeville and legitimate attractions.

Estimated cost of the project is in the neighborhood of a half-million dollars. Work will probably start early in the spring of 1927. Plans are now being prepared by Stophlet and Stophlet, of Toledo.

Lobby Display Frame Corp. Remodels Quarters

The Lobby Display Frame Corporation has remodelled their offices and show rooms at 723 Seventh Avenue, New York City, and now have on display, samples of the latest types and designs of lobby display frames and ticket booths.

The display has won the unstinted praise of many of the leading exhibitors and Mr. Side reports that the Spanish type of frame has been adopted in several of the new theatres.

Among the recent sales are the Hillyard Theatre, Cleveland, O.; The Avone Theatre, Watertown, N.Y.; The Arcade Theatre, Brooklyn, N.Y.; The New Stevenson Theatre, Henderson, N.C., and the Rockhill Theatre, Kansas City, Mo.

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Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

H. O. WODLINGER, writing from the Famous-Lasky Film Exchange at Winnipeg, Man., has the following to say:

"Dear Sir:

"In one of your recent issues you had a question which was something of a brain-twister. The question was: A projectionist, using Mazda projection equipment, was experiencing trouble with his screen light; that is, one side of the picture was out of focus, while the other side was apparently in sharp focus.

"The writer, who is a projectionist in this city—and, might say, the only one in Western Canada handling a Mazda outfit—has made a careful study of the problem and has found out that the reason for this is due to the fact that the projectionist having the trouble, (R. G. Block of Philadelphia.—Ed.) has at some time removed the lens element and lens retainer ring, and in replacing these he has allowed the retainer ring to get started on the wrong thread and has continued to tighten this up. Therefore, instead of the light passing directly to the center of the screen, it is going on a slight angle, so that when he rotates the entire lens assembly it automatically transfers the light to the other side of the screen.

"I may be wrong and am willing to be corrected, but from the way I understand your question and from the description of the trouble, it is clear to me that this is actually what has happened.

"May I have the pleasure of hearing from you whether or not my diagnosis is correct.

"Yours very truly,
(Signed) "H. O. WODLINGER"

Misunderstood the Question

The only recent mention we can find in the projection department of any such trouble that Wodlinger refers to is the letter sent in by Robert G. Block, who wanted to know what was causing one of his lenses to project a round rim of light to the proscenium arch in his theatre.

Upon looking up the projection department article discussing Block's trouble and reading it through, we find no reference at all to his using the Mazda Lamp projector and, what is more to the point, his trouble, as described, had nothing to do with a poorly focussed picture. Instead, the particular thorn in his side was the projecting of stray light to the front of the house, other than that light which served a useful purpose in illuminating the picture.

So we sadly fear, Friend Wodlinger, that you read this article wrong and so started off reasoning at an angle to the true conditions instead of following a straight line direct to the screen.

Block's trouble, as we see it, was clearly due to stray light and if such were really the case, the remedy was quite simple. All this argument is really unnecessary, in a way, for if that reprobate named Block had shown the least sign of gratitude for the pains we had taken in trying to solve his trouble, by simply dropping us a line and saying we were either a "fibber" or had told the truth, then we would be in a position to settle this thing pretty definitely.

A Thankless Lot

Projectionists, as a whole, are a rather thankless lot, for of the many letters already answered in this department, probably not more than a dozen men have even taken the trouble to say, "Ai," "Aye," "Yes," or "No," in token of their appreciation. Instead, they usually wait until they get into another jam, and then wonder why they do not get an answer to their new grief by air-mail.

Here we are, Friend Wodlinger, both arguing about another person's trouble and the third party so far has not even said "Peep"—or "Pooh." And if I had two dollars, I would be willing to bet them that you, yourself, now that you have gotten this heavy correspondence off your chest, will not again emerge from your shell for the next five years. Where have you been all these years, anyway?

We may be doing you a gross injustice by speaking of you in this manner, and if we are then you have only the shades of past correspondents to thank.

Now, let's get back to the original subject. What were we talking about, anyway? Oh! Yes! Lenses.

Effect of Skewing Lens Element

If one of the elements of a projection lens, after removal from the barrel, is accidentally replaced so that it becomes skewed in the barrel and does not seat properly, it is quite likely that the one-sided out-of-focus effect you describe will result. If the lens is then rotated, the out-of-focus effect would naturally be shifted in the direction of rotation.

We do not know just what degree of skew is required to make the effect noticeable on the picture, and we are not prepared to say off-hand whether or not it is possible to reassemble the lens elements in such a manner that the improper seating of the elements would go entirely unnoticed, were the effects so bad as to be visible on the screen.

We do not have a projection lens readily at hand at this moment of writing, and so must do more or less guessing on this point.

Furthermore, if the threads of the lens retainer ring are not properly engaged with those on the inside of the lens barrel, isn't it possible to screw down the retainer ring completely, so as to lock the lens element in place?

If we recall correctly, these threads are fine and nicely matched so that if properly engaged there will be no trouble in screwing down the retainer ring, but if they are not properly engaged the ring will jam on a half turn or so, which should serve as a warning that the threads are not properly seated and they will certainly be stripped if force is used to screw down on the ring.

Now, mind you, this has nothing to do with whether you are right or wrong, as we believe that if the lens elements are skewed around, the picture definition will surely be affected. The thing we are trying to reason, in an abstract fashion, is whether or not it is at all possible to make such a mistake under the normal procedure of reassembling such a lens.

Try It Yourself

You say you have made a study of this problem and have arrived at certain conclusions based on this study. We assume, therefore, that you have already tried out this assembly business and have found that it is possible to make such a mistake. If you have done this, then there is nothing more to argue about, because the screen result would be as you claim.

If, however, you have not performed this simple test, we suggest that you do so in order to determine, for your own satisfaction, whether such a thing is possible. The next time we get a projection lens in our clutches, we shall do likewise.

There is one point we would like to bring out, however, in this connection. If a lens is rotated about any axis passing through the center of the lens, the beam of light formed by that lens will not be diverted off to one side or the other, but will continue to travel straight to the center of the screen, as you phrase it.

The principal results of such skewing of the lens are poor definition, and if bad enough, a distortion of the shape of the picture.

In order to shift the projected beam of light off to one side of the center line of the screen, it is necessary to move the lens bodily over to one side or the other. The same effect, of course, is also obtained by shifting the aperture off to one side or the other.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	Julanne Johnston	American Cinema	6769 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Pathe	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Pathe	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	5700 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6411 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast (Art Young)	Pathe	5673 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7181 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5632 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	5998 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno.	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur-D. Revier	Columbia Pictures	5330 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7300 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5726 feet	Dec. 11
Kentucky Handicap, The	Reed Howes.	Rayart	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6350 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5479 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Sin Cargo	S. Mason-R. Frazer	Tiffany	6147 feet	Jan. 7

Feature	Star	Distributed by	Length	Reviewed
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O.	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blind Man's Bluff	Buffalo Bill, Jr	Pathe	4441 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5200 feet	Nov. 6
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6454 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5278 feet	Jan. 7
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	Feb. 18
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros.	7031 feet	
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	Feb. 18
General, The	Buster Keaton	United Artists	7440 feet	
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
ce Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Magic Garden, The	M. Morris-R. Keane	F. B. O	6807 feet	
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6421 feet	
Oh, Babyl	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M.Davies-O.Moore	M-G-M	6337 feet	
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	M. Harris-G. Glass-M.Carr-R.McKim	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pic. (S.R.)	6712 feet	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The.	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Bachelor's Baby, The	H. Chadwick-H. Meyers	Columbia	5260 feet	
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Burnt Fingers	E.Percy-G.O'Hara	Pathe	5854 feet	Feb. 18
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany		
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal	5292 feet	
Don Mike	F. Thomson-R. Clifford	F. B O		
Easy Pickings	Nilsson-K. Harlan	First National	5250 feet	
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe	4524 feet	Feb. 27
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M.Prevost-C.Ray	Prod. Dist. Corp	6859 feet	Feb. 18
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures	5700 feet	
It	A. Moreno-C. Bow	Paramount	6452 feet	Feb. 18
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Long Pants	Harry Langdon	First National		
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
Macushla (tentative)		Fox		
Marriage	V. Valli-A. Durant-G. McConnell	Fox		
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	
Midnight Watch, The	R .Stewart-M. McAllister-D. Torrence	Rayart		

Feature	Star	Distributed by	Length	Reviewed
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	ColumbiaPictures		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows ofSatin, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce- E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4953 feet	Feb. 18
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Brides Will be Brides	Laura La Plante	Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers, The	L. Fazenda	Fox		
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Flaming Timber		Tiffany		
Fourth Commandment, The	Belle Bennett	Universal	6863 feet	Oct. 30
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	Leo Maloney	Pathe	5814 feet	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess of Hoboken, The		Tiffany		
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	5705 feet	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Somewhere in Sonora	Ken Maynard	First National		
Sonora Kid, The	Tom Tyler	F. B. O		
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	Feb. 18
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut-K. Thomson	Prod. Dist. Corp		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	Florence Vidor	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	N. Talmadge-A. B. Francis	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A.Menjou-L.Brooks	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held by the Law	M. De La Motte	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		

Feature	Star	Distributed by	Length	Reviewed
Ritzy	B. Bronson-J. Hall-G. Short	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	C. Bow-R. Howes- D. Gilmore	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Spuds	L. Semon-D. Dwan	Pathe	4930 feet	
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	Leatrice Joy	Prod. Dist. Corp		
Wild Geese		Tiffany		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Snowbound		Tiffany		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Soundings (tentative)	L. Moran-J. Hall- D. Gilmore	Paramount		
Squads Right		Tiffany		
Tale of a Vanishing People		Tiffanv	6500 feet	
Ten Modern Commandments	Esther Ralston	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
Ali Gazam	Neely Edwards	Univ	Mar. 21	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Aloma of the South Seas	"Mutt & Jeff"	Short Films	Nov. 15	1 reel	
Along Came Fido	"Cartoon"	Bray	Jan. 7	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec.. 4

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Jan.	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Mar. 23	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Blisters Under the Skin	Morris-Luden	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Mystery	Trimble and Dog	Univ	Mar. 7	2 reels	
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cash and Carry	Neal Burns	Educat	Mar. 27	2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series)	Gulliver-Lewis	Universal		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid me, Monk	"Mr. X" (Monkey)	Bray	Mar. 5	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks. A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	Feb. 18
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	Feb. 18
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Barnyards	"Sullivan Cartoon"	Educat	Mar. 20	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat in Pedigreedy	"Sullivan Cartoon"	Educat	Jan. 23	1 reel	
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Sees 'Em in Season	"Sullivan Cartoon"	Educat	Mar. 6	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 15	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O.	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
First Prize	Phil Dunham	Educat	Mar. 27	1 reel	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept. 11
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched		Bray Prod		2 reels	
Girl	"O. Henry"	Fox		2 reels	
Globe Trotters, The	"Mutt & Jeff"	Short Films	Dec. 1	1 reel	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C.		2 reels	Sept. 18
Grandpa's Boy	"Big Boy"	Educat	Mar. 6	2 reels	
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.		2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb.	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Here Comes Precious	Jimmie Adams	Educat	Mar. 13	2 reels	
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat	Mar. 6	2 reels	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
I'm the Sheriff	"The Gumps"	Univ	Mar. 7	2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Mar. 16	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in 1999	"Cartoon"	Red Seal	Mar. 10	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko Makes 'Em Laugh	"Cartoon"	Red Seal	Feb. 10	1 reel	
Ko-Ko the Convict	Cartoon'	Red Seal	Nov. 1	1 reel	
Ko-Ko the Kavalier	"Cartoon"	Red Seal	April 10	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O.	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	
Little Miss Bluffit	Morris-Luden	F. B. O.	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Local Talent	"Life Cartoon"	Educat	Mar. 13	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lunch Hound	"Cartoon"	Bray	Mar. 4	1 reel	
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov.	reels	Dec. 1828..2
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Rayart	Dec	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C.		2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Dec. 5	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov 14	2 reels	Nov. 6
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Sept. 5	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Not So Big (Wisecracker)	Eason-Hill-Cooke-Guard	F. B. O	May 8	2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougal Alley Kids"	Bray	Feb. 1	2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perfect Day, A	Davis-Dunham	Educat	Mar. 13	1 reel	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Petering Out	"Cartoon"	Bray	Feb. 4	1 reel	
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Pete's Pow Wow	"Cartoon"	Bray	Mar. 11	1 reel	
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Polo Bear	Sargent-Wiley	Bray	Mar. 20	2 reels	
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 1	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 15	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Jan. 21	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Roman Scandal, A	"Mutt & Jeff"	Short Films	Nov. 1	1 reel	
Rooms for Rent	"The Gumps"	Univ	Jan. 10	2 reels	
Roped In	Al St. John	Educat	Mar. 20	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F B. O	Mar. 28	1 reel	
Ruling the Rooster	"Life Cartoon"	Educat	Mar. 27	1 reel	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
Scent					
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Shoulder Arms (Re-issue)	Charlie Chaplin	Pathe		3 reels	Feb. 18
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
S'Matter Pete	"Cartoon"	Bray	Feb. 13	1 reel	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Somebody's Fault	Lloyd Hamilton	Educat	Mar. 13	2 reels	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	
Sophomore, The	G.O'Neil-L.Graydon	Hi-Mark			
Sorority Mix-Up, A	"Mr X" (Monkey)	Bray	Mar. 10	2 reels	
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur L'ake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoona'	Bray	Nov. 12	1 reel	
Taking the Air	"Aesop Fbles"	Pathe	Mar. 6	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard ,The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Do It	Sargent-Wiley	Bray	Feb. 20	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards or	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakla..nd-Boke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov. 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Wedding Yells	Johnny Arthur	Educat	Feb. 6	2 reels	Feb. 18
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	Wanda Wiley	Universal		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O.	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21

Title	Star	Dist'r	Rel. Date	Length	Reviewed
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 19	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	Roach Stars	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	Feb. 18
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charley Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S. O. S.	C. & C.		2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod		1 reel	Feb. 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Boy, The (Colorart Picture)	Tiffany	Jan. 15	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Beautiful Britain	C. & C.		1 reel	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Birds in the Treetops	C. & C.			
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	
Bruce Scenic Novelties, No. 8	Educat	Mar. 20	1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Climbing Into Cloudland (Hodge Podge)	Educat	Mar. 13	1 reel	
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany	Feb. 1	1 reel	
Cluster of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Creepy Things (Nature Special)	Bray Prod	Mar. 21	1 reel	
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Diary of Rob O'Day, The (Kelly Color Films)				
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog of Dogs (Fearless—Dog)	Chester. (S.R.)	Dec.	2 reels	
Dog Scouts (Fearless—Dog)	Chester. (S.R.)	Nov.	2 reels	
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Driven From Home (Twisted Tale)	Short Films	Dec. 1	1 reel	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educat	Feb. 13	1 reel	Feb. 18
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany	Dec. 1	1 reel	
Fishes in Love (Ufa short)				
Florida Pastel	C. & C.			
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Furry Tale, A (Nature Special)	Bray Prod	Feb. 21	1 reel	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Hair Cartoons, No. 23	Red Seal	Feb. 15	1 reel	
Hair Cartoons, No. 24	Red Seal	Mar. 15	1 reel	
Hair Cartoon, No. 25	Red Seal	April 15	1 reel	
Hair Cartoons, No. 26	Red Seal	May 15	1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films		1 reel	Feb. 11
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
How It Happened (Twisted Tale)	Short Films	Dec. 1	1 reel	
Hung Without Evidence (Twisted Tale)	Short Films	Jan. 5	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
In the Good Old Summertime (Song Car-Tune)	Red Seal	Mar. 1	1 reel	
Isle of June, The (Colorart Picture)	Tiffany	Dec. 15	1 reel	
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Jingle Bells (Song Car-Tune)	Red Seal	April 1	1 reel	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Feb. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Mar. 20	1 reel	
Keeping 'Em Guessing, Issue F	Red Seal	April 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films		1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Little Brother of the Wild (Nature Special)	Bray Prod	Jan. 24	1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
London Bridge (Song Car-Tune)	Red Seal	May 1	1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
Making of a King (Prince of Wales)	C. & C.		2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Oh You Beautiful Doll (Song Car-Tune)	Red Seal	Mar. 15	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany	Jan. 1	1 reel	
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Our Arctic Frontier (Novelty)	Bray Prod	Feb. 7	1 reel	
Out of the Inkwell (Series)	Red Seal		1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review. No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peace Deputy, The (Mustang—Fred Gilman)	Universal	Mar. 26	2 reels	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	Feb. 18
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	Feb. 18
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal		10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	
Robert E. Lee (Song Car-Tune)	Red Seal	April 15	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C			
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports. Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C & C		1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films		1 reel	Jan. 21
Short Shots, No. 9	Castle Films		1 reel	Feb. 11
Short Shots, No. 10	Castle Films		1 reel	
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	
Silent Trailer, The (Fearless—Dog)	Chester. (S.R.)	Oct.	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Sports on Lake Ontario (Novelty)	Bray Prod	Mar. 7	1 reel	
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners	Bray Prod		2 reels	
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Oscar Went Wild (Mustang)	Universal		2 reels	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whiriwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am. Cinema		1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E. Murphy	First National		
American Beauty	B. Dove	First National		
Anna Karennia	J. Eagels-V. Varconi	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	Gary Cooper	Paramount		
Arizona Whirlwind, The	Bill Cody	Pathe		
A. W. O. L	G.Cameron-S.Cohen	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Back to God's Country	R. Adoree-R. Frazer	Universal		

Feature	Star	Distributed by	Length	Reviewed
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beautiful Woman	R. Griffith-D. Hill	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky	S. O'Neil-O. Moore-G. Olmstead	M-G-M		
Bed and Board (tentative)	L. Stone-Nilsson	First National		
Behind the Lines	Sandow (Dog)	Pathe		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Universal		
Be Yourself	Raymond Griffith	Paramount		
Big Bertha	C. Murray-G. Sidney-N. Kingston	First National		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent-Nissen	Paramount		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-C. Nagel	M-G-M		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	J. Coogan-H. Rawlinson-C. Windsor	M-G-M		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Call of the Heart	Dynamite (Dog)-E. Cobb-J. Alden	Universal		
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation	L. Hanson-G. Fawcett	M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B. Compson-K. Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt-M. Nixon-H. Bosworth	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small (producers)		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confessions of a Bride	M. Harris-V.Varconi	Pathe		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K.Maynard-D.Dwan	First National		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Lee-Bradford	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Daughter of the Slums	Mary Pickford	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil Is Alive, The	F. Wray	Paramount		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamonds in the Rough	M. Sills	First National		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs.Valentino	F. B. O		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Empty Saddle, The	Fred Humes	Universal		

Feature	Star	Distributed by	Length	Reviewed
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Envy	L. Tellegen-H. Ferguson-M.Carr-M.Loy	Atama Prod		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Fury	Sandow (Dog)	Pathe		
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fares Please	G. Sidney-C. Murray	First National		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fate	T. Meighan	Paramount		
Fifth Horseman, The		Lee-Bradford		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S.R.)	5600 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Fireman Save My Child	Wallace Beery	Paramount		
Flag Maker, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flight	R. Keane	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict		
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller	Capital (S.R.)		
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Free Souls	Norma Shearer	M-G-M		
French Dressing		First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Girls of Today		Trem Carr (producers)		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Grey Hat, The	L. Cody-R. Adoree	M-G-M		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Heart of Salome	A. Rubens	Fox		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Hero on Horseback, A	Hoot Gibson	Universal		
Her Sacrifice	B. Tennant-B. Washburn-G. Brockwell	Sandford (S.R.)	6100 feet	
Hey, Hey, Cowboy	Hoot Gibson	Universal		
High Hat	Lyon-Brian	First National		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son	L. Stone	First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A		Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imperfect 36, The	M. Alden-M. Clayton-H. T. Morey			
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
Is That Nice?	George O'Hara	F. B. O		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The	George Jessel	Warner Bros		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		

Feature	Star	Distributed by	Length	Reviewed
King of Soho, The	Emil Jannings	Paramount		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies Night in a Turkish Bath	D. Kenyon	First National		
Ladies of Ease		Chadwick		
Lady Be Good	Mackaill-Mulhall	First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last House, The		Columbia Pictures		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Lea Lyon	M. Philbin	Universal		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of an Actress	B. Bedford	Chadwick		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Reporter, The	J. Walker-S. Breamer	Elbee Pict. (S.R.)	5415 feet	
Lightning Rider, The	J. Walker-S Breamer	Elbee Pict		
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Lee Bradford		
Looie the Fourteenth	Wallace Beery	Paramount		
Look Who's Here	Dick Talmadge	Universal		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	La Plante-T. Moore	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Lee-Bradford		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Mad Lover, The	R. Dix	Paramount		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover-B. Bennett	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Midnight Watch, The	R. Stewart			
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Miracle, The	Special Cast	First National		
Miracle, The	Special Cast	M-G-M		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Mob, The	J. Murray-E. Boardman	M-G-M		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Mountains of Manhattan		Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Age Handicap, The	G. Hughes-D. Devore-M. Carr-G. Glass	Pacific Pict		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
Open Book	Special Cast	M-G-M		
Ordeal ,The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Pedigree		F. B. O		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Love		Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The	E. O'Brien	Columbia Pictures		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The	L. Stone-M. Astor	First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Senorita	B. Daniels	Paramount		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Sky Call, The		F. B. O		
Sky High Saunders	A. Wilson-E. Tarron	Universal		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever	Wm. Haines	M-G-M		
Spurs and Sparkplugs	F. Humes	Universal		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The	M. Astor-L. Hughes	First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Thirteenth Hour, The	L. Barrymore	M-G-M		
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		

Feature	Star	Distributed by	Length	Reviewed
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trail of the Yukon, The		Universal		
	ford-N. Kerry	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford-N. Kerry	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
We're All Gamblers	Meighan-Nissen	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	Feb. 18
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wide Open	D. Grace-G. Darmond	Sunset (S.R.)	5000 feet	
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman on Trail, The	Negri-Cortez	Paramount		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yes-Man, The	Harry Langdon	First National		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		

Studio Briefs

Dorothy Hall, now playing the feminine lead opposite George Walsh in the latter's excellent picture, "The Broadway Drifter," is also starring in a stage production running at the Princess Theatre in New York City. Last year she was seen in "The Complex," "The Bridegroom" and "White Collars."

Paramount has chosen John Waters to direct "Arizona Bound," the first of a series of Gary Cooper starring vehicles, which mark the inauguration of a new type of photoplay to be released under the Paramount banner. Waters is familiar with Western productions, having to his credit the production of the Zane Grey stories, "Born to the West," "Forlorn River," "Man of the Forest" and "The Mysterious Rider."

The Duncan Sisters, Vivian and Rosetta, are eager to get started on "Topsy and Eva," their stage success which is destined to be screened as a United Artists special. Camera work will start within the next three weeks. Lois Weber, who will direct the sisters, has completed the adaptation.

Veora Daniels, whom Gotham Productions recently signed to a long term contract, will interpret one of the principal roles in "Quarantined Rivals," the forthcoming farce comedy which Sam Sax has now in work. Under the new contract Gotham has exclusive and first call on the screen services of the young lady who is not an amateur at screen work by any means. Her previous experience includes three years with Paramount and a year with Christie in featured roles.

Following "McFadden's Flats" on the Asher, Small and Rogers production schedule Ralph Spence's mystery drama, "The Gorilla," is destined to go into production sometime in March. Though the cast has not yet been announced the direction has been placed in the hands of Alfred Santell. While E. M. Asher is in New York to see that "McFadden's Flats" get off to a good start at the Strand, Edward Small is in Hollywood looking after the script and lining up the players for "The Gorilla."

Because Douglas MacLean is well pleased with Eddie Cline's directorial ability as exemplified in the Paramount comedian's new Paramount vehicle, "Let It Rain," now nearing completion, Cline has again been signed to direct MacLean's new picture tentatively titled "See You Later," on which production work will be started in March.

Because Ralph Forbes has been switched from "The Branding Iron" to "The Trail of '98" production unit, Metro-Goldwyn-Mayer has decided to fill his place in the latter production left vacant by substituting Conrad Nagel who will consequently appear as the Alpine hero of the novel by Katherine Newlin Burt. Nagel has been on a vacation since his work in "Tin Hats," M-G-M's war time story.

Ken Maynard's leading lady in "The Country Beyond Law," which is to be the next Charles T. Rogers production for First National, will be Dorothy Dwan, who will be the first new leading lady Maynard has had in four pictures. Kathleen Collins appeared opposite him in his last three. "The Country Beyond Law" is an original by Marion Jackson, author of "The Overland Stage."

The first player selected to play with Jackie Coogan in "The Bugle Call" is Claire Windsor, whose most recent appearances for Metro-Goldwyn-Mayer were in "Tin Hats" and "A Little Journey." Edward Sedgwick will start work soon on this picture.

Norman Kerry will play his third Metro-Goldwyn-Mayer role in "The Unknown," a new starring vehicle for Lon Chaney. Kerry recently completed the masculine lead in "Annie Laurie," the new film starring Lillian Gish.

Jack Warner has signed Bryan Foy, son of Eddie Foy and a well-known scenarist and "gag man," to a long term contract. His assignment will be with Charles F. Reisner, who will direct Syd Chaplin's "The New Boy." Two other assignments in the Warner Bros.' scenario ranks were Anthony Coldeway to do "Noah's Ark" and "The Black Diamond Express," to be adapted by Harvey Gates.

Following the completion of "Who Goes Where?" which he is producing for First National, Frank Griffith will turn his attention to a new picture entitled "Maid to Order," a light comedy written by himself as was "Who Goes Where?" This latter picture was originally known as "Bayo-Nuts," and has Charlie Murray and George Sidney in the featured roles. "Maid to Order" will have a cast of noted players.

Casting about for new talent for next season's line-up of Warner Bros. productions, Jack L. Warner has signed Leila Hyams, daughter of John and Leila Hyams, vaudeville and musical comedy team, known as Hyams and McIntyre. She will play opposite Monte Blue in "The Brute." Warners have secured an option on a long-term contract with Miss Hyams following this picture. Her last work was in "Summer Bachelors."

On May 1st, George Jessel will start work for Warner Bros. on his second starring vehicle to follow "The Jazz Singer." Following the completion of "The Jazz Singer," work will be started on still another Jessel vehicle. The Warners are searching for suitable material so that actual production may be started some time around June 15th. "The Jazz Singer" will have the Vitaphone in several sequences, especially at the musical rendition of Jessel in the synagogue, in which a choir from one of the leading synagogues in Los Angeles will be heard.

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—the second mile

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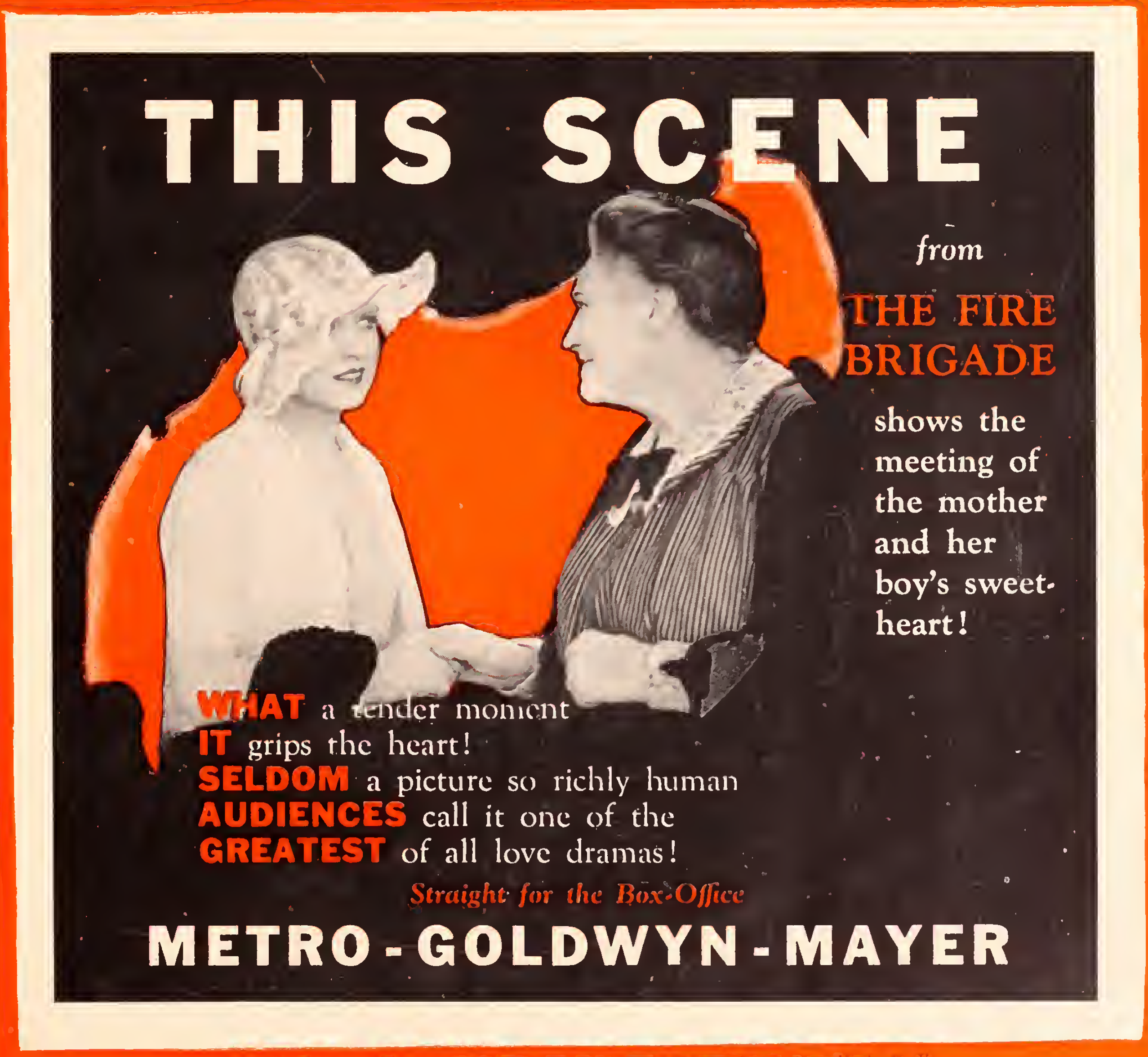

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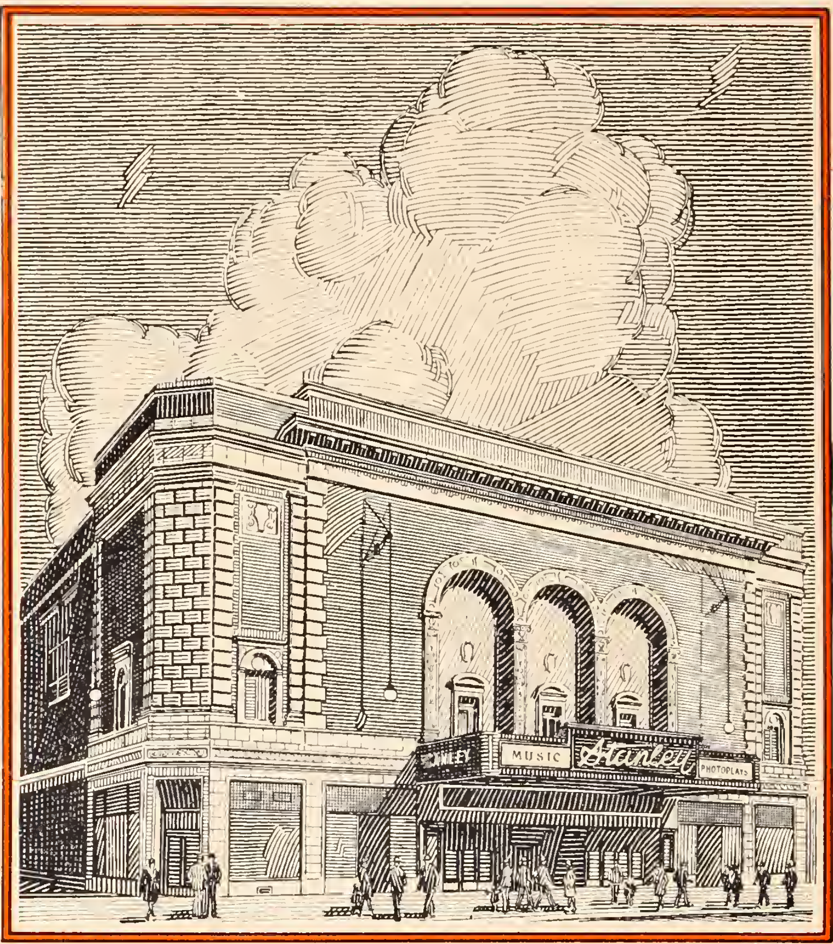

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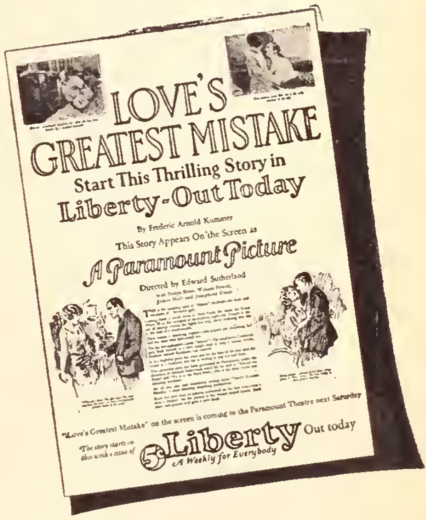
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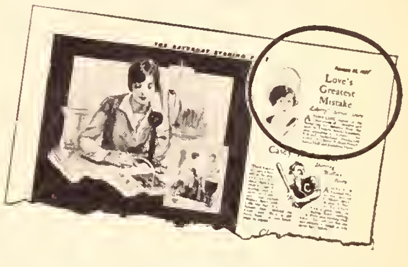

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Atlanta

SUCHMAN CIRCUIT
New York

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Philadelphia

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New Jersey

UNIVERSAL THEATRES CHAIN
New York

WEST COAST THEATRES
Los Angeles

WORLD REALTY CO.
Omaha

YOOST CIRCUIT, WM.
New York

RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President **RAYMOND PAWLEY**, Vice-President and Treasurer **JOHN C. FLINN**, Vice-President and General Manager

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, *President*

Foreign Distributors Producers International Corporation
130 W. 46th St. N. Y. WILLIAM M. VOGEL, *General Manager*

WARNING TO YOUNG GIRLS!

If a young man attempts to give you a pair of jewelled garters with his picture on them
-take him to see

MARIE
PREVOST
in
"Getting Gertie's Garter"

a show-man's delight

with
CHARLES RAY

DIRECTED BY
E. MASON HOPPER

ADAPTED BY F. McGREW WILLIS

PRODUCTION SUPERVISOR
F. McGREW WILLIS

FROM THE STAGE PLAY BY
WILLSON COLLISON AND
AVERY HOPWOOD

PRODUCED BY
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SHORT TALKS

ON

SHORT FEATURES

--*"Empties"*

The most expensive thing about running your theatre is the empty seats in the last few rows. And, when you fill them, they are the most profitable. After you have cleared all expenses every one of those "empties" in the rear that you fill is just so much velvet.

Filling these seats would seem to be one of your most important tasks. And it is. What are you doing about it?

It goes without saying that you are playing the best features you can get, and advertising them to the best of your ability. But you still have an added appeal that you can make to your patrons in your short features—provided, of course, that you are playing short features with a real box-office pull, with such popular stars as Lloyd Hamilton, Lupino Lane, Bobby Vernon, "Big Boy" and other "big names" for which *Educational Pictures* are famous.

The box-office appeal is the ruling factor in the production of *Educational Pictures* just as it is in your best long feature. It has been the guide through the seven years of *Educational's* remarkable progress, and it is the guide for *Educational's* biggest program, the program for 1927-1928 which will soon be announced.

Educational Pictures
"THE SPICE OF THE PROGRAM"

E. W. Hammons

EDUCATIONAL FILM EXCHANGES, INC. *President*

Member, Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

Burnt Fingers

with

Eileen Percy
George O'Hara
Edna Murphy

story by
Elizabeth York Miller
produced by
Maurice Campbell

Pathépicture
TRADE MARK

Sleek male siren of the dance floors, he preyed on silly women.

Once he got them in his clutches it was pay in dollars or in scandal.

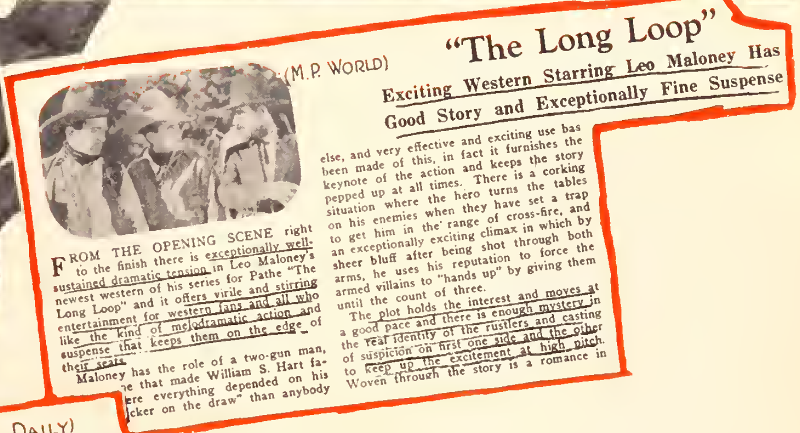
A murder mystery that will have you guessing. A picture that you can make money on, offered to you at prices you can afford to pay.

PATHÉ *presents*

Leo Maloney in

The Man From Hardpan

by Ford I. Beebe



(M.P. WORLD)

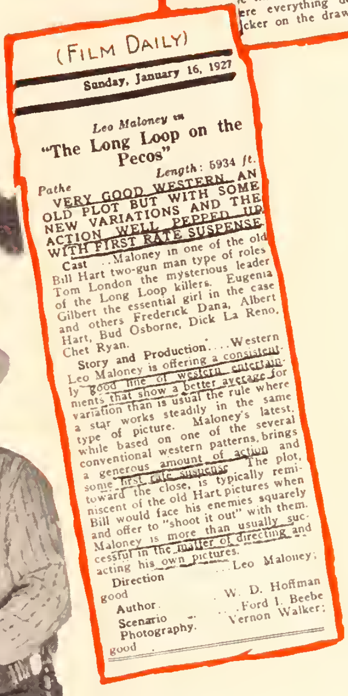
"The Long Loop"

Exciting Western Starring Leo Maloney Has Good Story and Exceptionally Fine Suspense

FROM THE OPENING SCENE right to the finish there is exceptionally well-sustained dramatic tension in Leo Maloney's newest western of his series for Pathe "The Long Loop" and it offers virile and stirring entertainment for western fans and all who like the kind of melodramatic action and suspense that keeps them on the edge of their seats.

Maloney has the role of a two-gun man, ...e that made William S. Hart fa-...ere everything depended on his ...cker on the draw" than anybody else, and very effective and exciting use bas been made of this, in fact it furnishes the keynote of the action and keeps the story pepped up at all times. There is a corking situation where the hero turns the tables on his enemies when they have set a trap to get him in the range of cross-fire, and an exceptionally exciting climax in which by sheer bluff after being shot through both arms, he uses his reputation to force the armed villains to "hands up" by giving them until the count of three.

The plot holds the interest and moves at a good pace and there is enough mystery in the real identity of the rustlers and casting of suspicion on first one side and the other to keep up the excitement at high pitch. Woven through the story is a romance in



(FILM DAILY)

Sunday, January 16, 1927

Leo Maloney in

"The Long Loop on the Pecos"

Pathe *Length: 5934 ft.*

VERY GOOD WESTERN. AN OLD PLOT BUT WITH SOME NEW VARIATIONS AND THE ACTION WELL PEPPED UP WITH FIRST RATE SUSPENSE.

Cast ...Maloney in one of the old Bill Hart two-gun man type of roles. Tom London the mysterious leader of the Long Loop killers. Eugenia Gilbert the essential girl in the case and others Frederick Dana, Albert Hart, Bud Osborne, Dick La Reno, Chet Ryan.

Story and Production....Western Leo Maloney is offering a consistently good line of western entertainments that show a better average for variation than is usual the rule where a star works steadily in the same type of picture. Maloney's latest, while based on one of the several conventional western patterns, brings a generous amount of action and some first rate suspense. The plot, toward the close, is typically reminiscent of the old Hart pictures when Bill would face his enemies squarely and offer to "shoot it out" with them. Maloney is more than usually successful in the matter of directing and acting his own pictures.

Direction ....Leo Maloney; good

Author ....W. D. Hoffman

Scenario ....Ford I. Beebe

Photography. Vernon Walker; good

Again Maloney "gets the drop."

For wallop, sustained interest and cleverness "The Man From Hardpan" is all to the plus.

Picture for picture this series is averaging higher than any "westerns" made.

See them, and be convinced.

Pathépicture

TRADE MARK

A Landslide from

Jules Verne's

Might

SRO

UNIVERSAL

SRO

Columbia

Theatre,

Seattle,

Wash.

Every theatre the Country over whic

Eleven weeks on Broadway and stil

the small towns—everywhere Might

A Word to the W

Coast to Coast

A UNIVERSAL FILM DE FRANCE TRIUMPH
Presented by Carl Laemmle
with IVAN MOSKINE — European Screen Idol

MICHAEL

ıas shown it has played to S R O—
ɡoing strong—in the big cities—in
ʌICHAEL STROGOFF is S R O
SE is sufficient

SRO
In Bridgeport
and Racine
In Phoenix
and Denver

Sweeping the

Mighty

SRO

UNIVERSAL

SRO

Cameo,
Pittsburgh,
Pa.

SRO

Princess,
Montreal,
Que.

SRO

Capitol,
Miami,
Fla.

SRO

Uptown,
Los Angeles,
Calif.

Country!

MICHAEL

SRO

Geo. M. Cohan,
New York
8 weeks' run

SRO

Publix Imperial,
San Francisco,
Calif.

SRO

Rialto,
Washington,
D. C.

SRO

Lafayette,
Buffalo,
N. Y.

Covers the

Chester Conklin
as
Jock McTavish
(Purely Scotch)

3 weeks New York Strand
Extended Run–Adams, Detroit–
Extended Run–Cameo, Cleveland–
2 weeks holdover–Pantheon, Toledo–
Broke Records–Garrick, Duluth–

The greatest comedy

First National Pictures

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays *President*

Nation

Sensational—Colorado, Denver
Phenomenal—Rialto, Omaha-
Breaking Records—Mosque, Newark
Beat Everything—Empress,
Oklahoma City-

special of any season

Charlie Murray
as
Dan McFadden
(Strictly Irish)

Presented by
Asher, Small and Rogers
with **Charlie Murray**
and **Chester Conklin**
Story by **Jack Wagner** and **Rex Taylor**
Produced Under Management
Edward Small
A Richard Wallace Production

A FIRST NATIONAL *SPECIAL*

NEW YORK CRITICS GO CRAZY OVER-- "THE LUNATIC AT LARGE"

N.Y. Graphic

Errol Riotously Funny as "Lunatic at Large"

The Hippodrome this week has outdone all previous efforts in the cinema slice of its entertainment bill. Compared to the mediocre films which have served as time-killers in weeks past, "The Lunatic at Large" is hilarious, riotous clever comedy.

In fact, compared to any pro- ype which gram pictures of have broad

N.Y. Herald

"The Lunatic at Large," Leon Errol's screen play at the Hippodrome, is a fast-moving, but always coherent eo edy with a most ingenious plot.

advice o not miss it, is our

N.Y. Times

Leon Errol gives a performance that could hardly be improved upon

GREAT

N.Y. American

you undoubtedly will find much in it to amuse you.

N.Y. Daily News

'LUNATIC AT LARGE' IS MAD FILM TO MAKE FANS GLAD

By ROSCOE McGOWEN

SENSATIONAL

N.Y. Telegraph

"A Lunatic at Large" will leave you weak in the knees from laughter.

HILARIOUS

HURRAY

N.Y. World

a role beautifully idiotic, extremely laughable, entirely without a serious moment.

WOW

-AND YOU WILL TOO -- BECAUSE YOU'LL PILE UP THE SWEETEST GROSS IN MANY A DAY WITH THIS ACE COMEDY SENSATION •

LEON ERROL
in THE LUNATIC AT LARGE
with DOROTHY MACKAILL

Presented by First National Pictures, Inc. . . . With Kenneth MacKenna . . . Adapted from J. Storer Clouston's Stories . . . . . Directed by FRED NEWMEYER

FIRST NATIONAL *FIRST!*

First National Pictures

Members of Motion Picture Producers and Distributors of America Inc.—Will Hays President

Motion Picture News

Volume XXXV NW YORK CITY, MARCH 4, 1927 No. 9

A Statement

AFTER a brief trip abroad, I return to find the same old film business going on in New York. As heretofore, ninety-nine per cent. of the New York trade is spending most of its time talking about what the other one per cent. is doing.

* * *

The rumors that touch upon my private affairs I am not concerned over except to say that like all idle gossip they are silly fabrications. But those that concern MOTION PICTURE NEWS I am privileged and forced to speak about.

* * *

It is stated that an attempt has been made to effect a trade paper merger. That is true. It is stated that I was a prime mover in the negotiation. That is not true. After being approached I did all I could to bring about what I regarded as a sound and beneficial step. That is all.

* * *

This paper began preaching concentration in advertising ten years ago. We believed then, as now, that two weekly papers will effectively and economically cover the field. I believe that this feeling is pretty general today.

* * *

Early last fall I had one conference with another paper with this end in view. The matter seemed hopeless and I went no further.

THIS issue contains an important innovation in trade paper journalism, a complete section devoted to the picture theatre in all its many phases.

Each month hereafter, this section entitled

"The Showman"

will appear in Motion Picture News. We include it within the covers of The News because we want it to be of the greatest permanent value. New ideas—practical ideas—anything that will help along the cause of good showmanship, that's the mission of "The Showman."

Later I was approached with a similar proposition, instigated, I was informed, by still another paper. I helped in the matter all I could, furnishing statistics and assisting in the formation of a plan. The negotiations were on when I left. In Europe I was advised that the whole matter was held up till my return.

* * *

Now, upon returning, I find little except confusion and mis-statements and self-seeking exploitation.

* * *

As a consequence of this situation, MOTION PICTURE NEWS herewith withdraws from all negotiations whatsoever. We have behind us fourteen years of hard work, success, and constructive faith in the practical ideals of this industry. We have before us many plans, the execution of which we can best achieve by sticking strictly to our own business. That we propose, enthusiastically, to do.

* * *

If at any time in the future a sound merger plan is evolved, in the interest of the reader and the trade at large, we are for that plan and will play our full part in it, if necessary, at a sacrifice.

The Week in Review

Comment on Passing Affairs

SOME of our Broadway box-office predictions for last week proved a little high, owing to stormy weather at the end of the week which cut into receipts everywhere. The Paramount, for instance, failed by a small sum to reach $80,000. The two dollar attractions were hit particularly, all of them taking a drop on the week.

Australian Comment

AN interesting group of opinions from men prominent in Australian public and political life has come to hand, and a number of them will bear quoting as evidence of the interest of high figures in the life of that commonwealth in the screen. Here are brief quotations from a few:

E. J. Carroll, E.N.: "Of one thing I am sure, and that is the people in the United States are putting forth an honest endeavor to make better and more decent pictures. . . . In Australia, sane legislation may be needed, but any extreme measures along the lines of embargoes or confiscation will ruin the industry, as it did in Germany. After all, the amusement going public cannot be brought to theatres by Acts of Parliament or the production of inferior pictures."

Rt. Hon. W. M. Hughes, P.C., K.C., M.H.R., ex-prime minister: "The cinema is the greatest educational and entertainment factor. It gets hold of people while they are plastic and forms their character."

Mr. A. Green, M.P. for Kalgoorlie (W.A.): "To a great extent, the sentiment of the people of the United States is the sentiment of the people of Australia. There films appeal to our sense of right and our manliness quite as much as those produced in Great Britain."

Rev. Watts Grimmett, before the Council of Churches at Melbourne: "Since I have been a member of the Council of Churches, I have attended more picture shows than before. I advise my brother ministers to break away occasionally from their pastoral duties and attend a picture show. Very many persons who criticized picture shows did not know what they were talking about."

Archbishop Lees of Melbourne: "The critic who discovered objectionable features in a film often left himself open to the charge that what was objectionable was that which was in his own mind and not that which was in the picture."

Hon. T. J. Ley, M. H. R., former N. S. W. minister for justice: "An attempt to exclude foreign pictures in order to force upon picture patrons films that they did not wish to see, would not bring about a development of the industry in Australia, and would be an act of tyranny."

Senator Green (N.S.W.), former minister for customs: "American companies specialize in picture production and so far have led the world in that respect. For some extraordinary reason they have been able to produce better pictures than have producers in other parts of the world. That is the whole secret of the matter. After all is said and done, if the American picture people are making what the public wants the showman must buy from them, because he must give the public what it wants."

Well Insured

OF the 15 most heavily insured individuals in the world, one-third are motion picture executives, figures published in The National Underwriter show. The five are William Fox, Jesse L. Lasky, Marcus Loew, Joseph M. Schenck and Adolph Zukor, and the policies range from $4,250,000 to $6,000,000.

Twelve other individuals are insured for one million dollars or more: John Barrymore, Cecil B. De Mille, Buster Keaton, Charles Chaplin, Douglas Fairbanks, June Mathis, Mary Pickford, Eric von Stroheim, Gloria Swanson, Constance Talmadge, Norma Talmadge and Richard Thomas.

Talking Film or Record?

WITH talking and musical film devices springing up on every side, of all types and descriptions, some little confusion is bound to result and it is important to note that they fall sharply into two classifications. The first type, such as Vitaphone, uses some form of disc phonograph record, the sounds

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March 4, 1927 *Motion Picture News* *Vol. XXXV, No. 9*

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EUROPE

First of A Series of Articles Based on Personal Survey

By William A. Johnston

AFTER a brief survey of the film situation in western Europe—altogether too brief to cover so critically important a field—I am brave enough to submit, first, some general conclusions.

The first is this and it is in the way of a suggestion to both sides of the Atlantic: that we discuss our international trade problems in the straightforward language of our trade. In other words, let us talk as showmen to showmen. If we are candid enough and practical enough in this respect, we can readily understand each other, however much we differ in other ways and however much difference exists among the various peoples to whom we dispense entertainment.

It is quite apparent that too much American hot air has been spilled abroad: with characteristic amiability, especially the ready amiability of a much more prosperous division of the world industry, we have made nice speeches and said nothing. It doesn't do to slap a man's back soothingly when his digestion is radically wrong, much less to deal out happy platitudes to him. We have also made tactical blunders, well meaning but thoughtless.

On the other hand, there still exists abroad a woeful lack of understanding of the American trade, its past history, its present status and its future objectives. Someone, I believe it was President Wilson, said that if a million people from each country could visit each other country, war would be impossible. If there was enough visiting back and forth in our international trade circles, we would have less trade misunderstandings. Great Britain is not to be criticized so much in this respect, but the Continent, except for a very few persons, is rather sadly in the dark to-day as to what it is all about.

Conclusion number two may sound rather trite, and in some ways it has been voiced before. But certainly it is a large practicality. It is this: in every country important enough to support production, distribution and exhibition, the film industry proceeds along exactly the same economic lines. Wherever I went abroad and whatever film problem was broached, I could readily reply: "Why, yes, that very same situation exists"—or more generally—"has existed in the United States." To me, this experience was illuminating.

Let us say that the film industry in each important country of the world started on a common scratch line, and let us admit, as we must, that the American industry, partly because of the war and for other important reasons, is somewhat advanced along the way. I find in each European country that the trade is going through exactly the same childhood diseases and periods of recuperation that the American industry has encountered.

The lesson to be drawn, it seems to me, is twofold. Europe, which is now progressing fast, will go faster and more securely if her film people will only study our own economic career more intimately and so take advantage of our mistakes. And we, on our part, should not duplicate our past errors abroad; and, if we feel that certain trade objectives must be had in a certain way—like the building, for instance, of key theatres—that at least we come candidly forward and with full trade publicity state just why we are doing what we are doing. There has been a sad lack of this straightforward talk over here within the American industry. That lack will be less countenanced abroad. As I say, we can readily talk in an international way in good practical showman's language.

And finally this:

The film business is a stern practicality—in itself. It has nothing to do with sentiment. It is a business. So much for that.

But it is more than an ordinary industry. It involves other industries, because it is a vast publicity agent. So it may promote a country's manufactures and its domestic and export commerce along most every line.

But it is still more. It is a nationalistic mat-

(Continued on next page)

British Trade Press Comments on Mr. Johnston's Visit to Europe

COMMENTS on the recent visit of William A. Johnston to England and the Continent were made by British trade papers as follows:

THE BIOSCOPE—An interesting visitor to London during the week was William A. Johnston, the well-known and widely-respected Editor of the "Motion Picture News," who was on his way home from a tour of France and Holland. Mr. Johnston contemplates an important excursion into the exhibiting business; but, at the moment, he assures me, the scheme has not reached a point where reliable details can be expected.

His European trip having been cut unexpectedly short by a business call, Mr. Johnston was unable to stay in London as long as he had hoped, not to see any British films, of which he has often proved himself a friend in his paper. To the proposed Quota he sees no serious objection from the American point of view. Though he is guardedly non-committal on this, as on other subjects, he expressed the opinion that the Quota would "work out all right." Next time I hope that Mr. Johnston will pay London a longer visit. He is one of the men who really count in the American industry in respect of personality as well as of achievement, and London would like to see more of him.

KINEMATOGRAPH WEEKLY — It is pleasant to meet a man from another land who has to plough a paralleled furrow to one's own, but William A. Johnston, editor of the "Motion Picture News," has a personality which makes him doubly welcome here, quite apart from the community of interests.

Like other publicists, he shrinks from publicity himself, but an intimate chat with him revealed how very similar are conditions in the New York and London film trade centres. One of his companions on the trip is George Kleine, best known, perhaps, to the older members of the trade. They have been keenly interested in the theatre position on the Continent.

Europe: *By William A. Johnston*

(Continued from preceding page)

ter, and so a thing of nationalistic pride and welfare. It publicizes a nation's social order and ideals, internally and externally. And that is its greatest mission.

So we of the film business—we international film folk—had best get together as much as possible and think things over with the utmost sobriety and intelligence. We have got to hold fast to practicality; but also we have got to realize our vast, our international responsibility.

Of one main fact we may be certain:

The big countries of Europe will produce and distribute and exhibit their own pictures. They are already fast on the way; nothing can stop them.

They have, or they will have, their own sufficient market. They only need the American market in order to make better pictures, just as we also need the European market in order to continue to make better pictures.

So it would seem that reciprocity is inevitable—straightforward business reciprocity, based strictly upon such universal trade requisites as quality, price and service.

In succeeding articles, the film situation in western Europe will be discussed in detail.

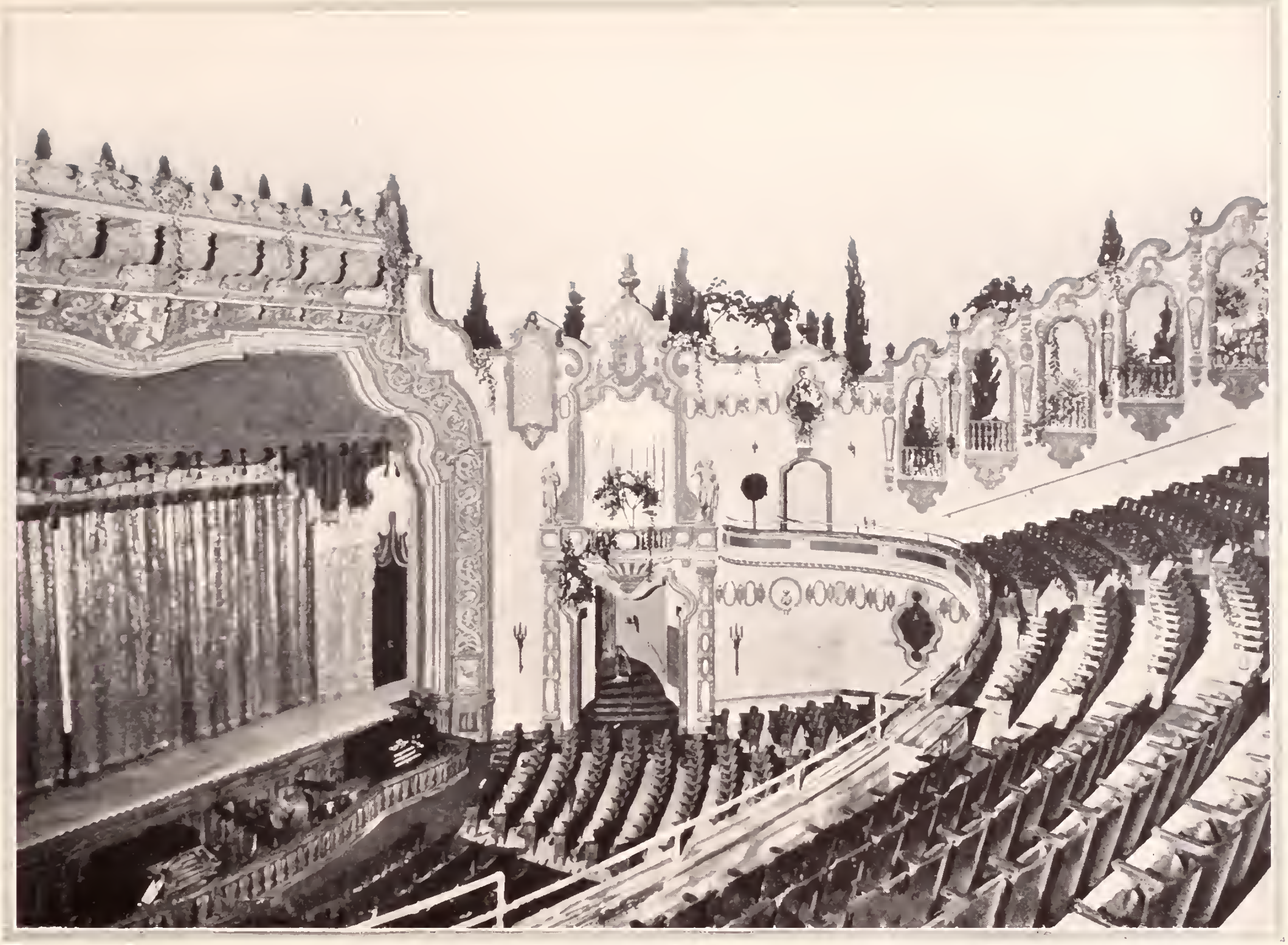
The Week in Review

(Continued from page 736)

from which are amplified and synchronized with the film. The second, such as the phonofilm, the Photophone and the Movietone, photographs the sound vibrations on the edge of the film and converts these light vibrations back into sound in the projector. Both can use the same amplifying and loud speaker units.

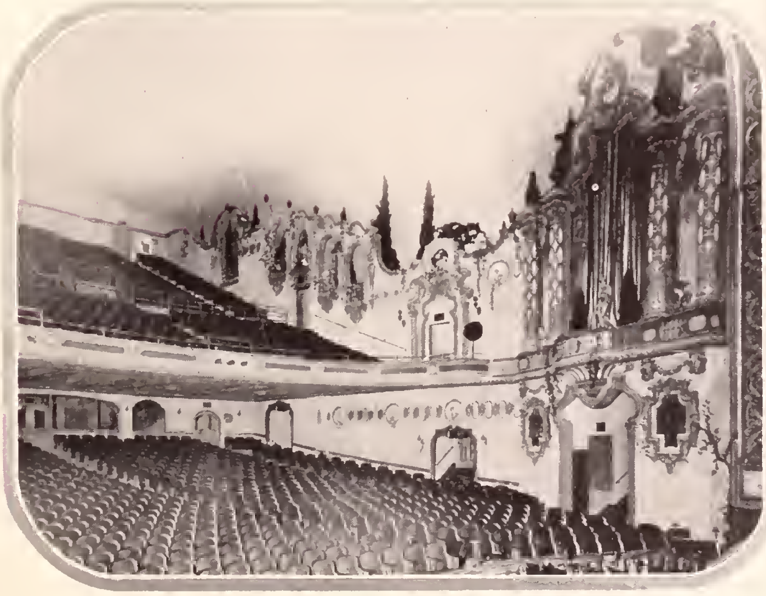
The Vitaphone engineers claim that the wax record reproduced in shellac is capable of better sound reproduction than the photographic method, while Lee De Forest claims for the latter systems greater simplicity, less expensive apparatus and permanent, automatic synchronization regardless of shortage in the length of a print.

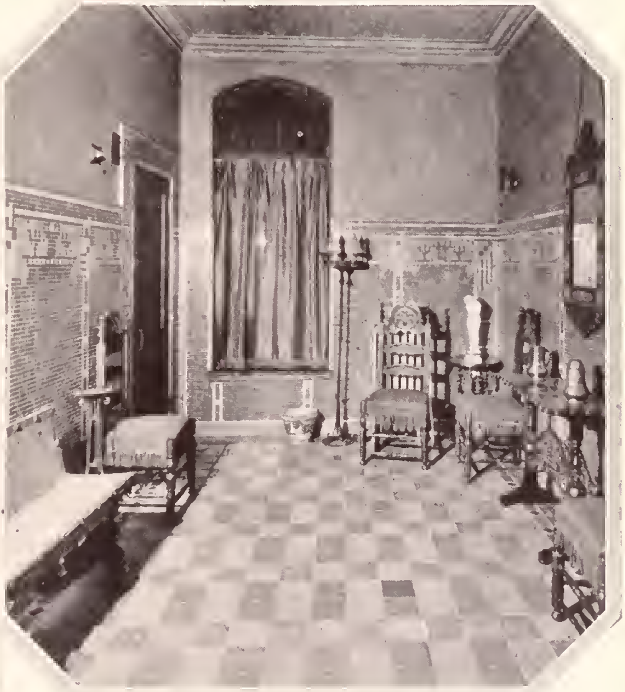
Elsewhere in this issue is the announcement by five major companies of the appointment of a committee to pass on these devices with a view of bringing the industry to the use of one standard method, so that an exhibitor having such equipment installed may play the releases of all companies putting out synchronized films. There is merit in this suggestion, but it would seem a pity to take any hasty action while both are somewhat in the experimental stage and neither has had a chance to develop its full potentialities.



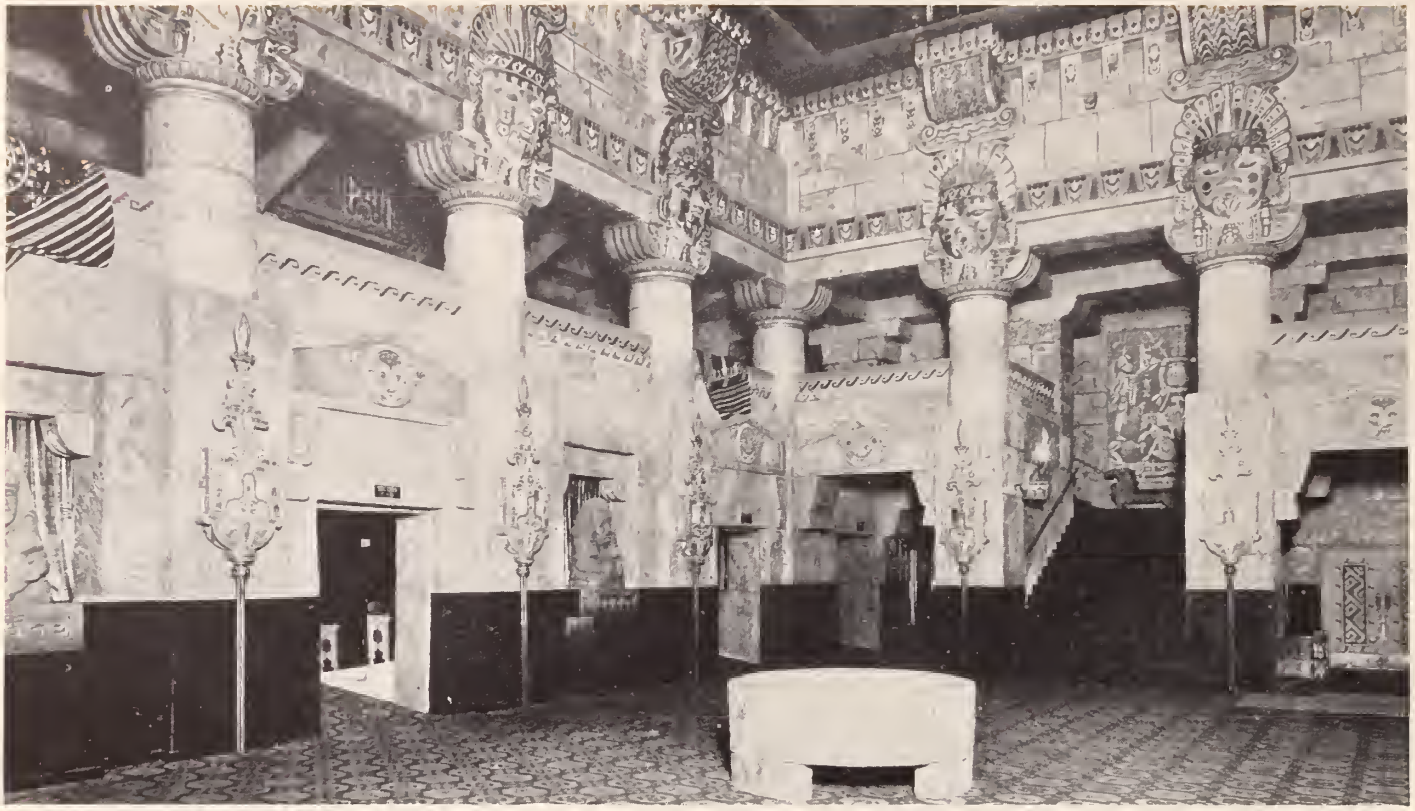
(Above)—Looking toward the stage and side wall of the Palace. Note the "atmospheric" effect carried out in Spanish design which has been closely followed throughout the entire theatre.

(Below)—A long-shot from the stage giving a good idea of the seating arrangement of the Palace and the atmospheric treatment of the opposite side wall.





(Above)—A view of the artistically furnished rest-room showing additional evidence of the architect's strict adherence to Spanish design.



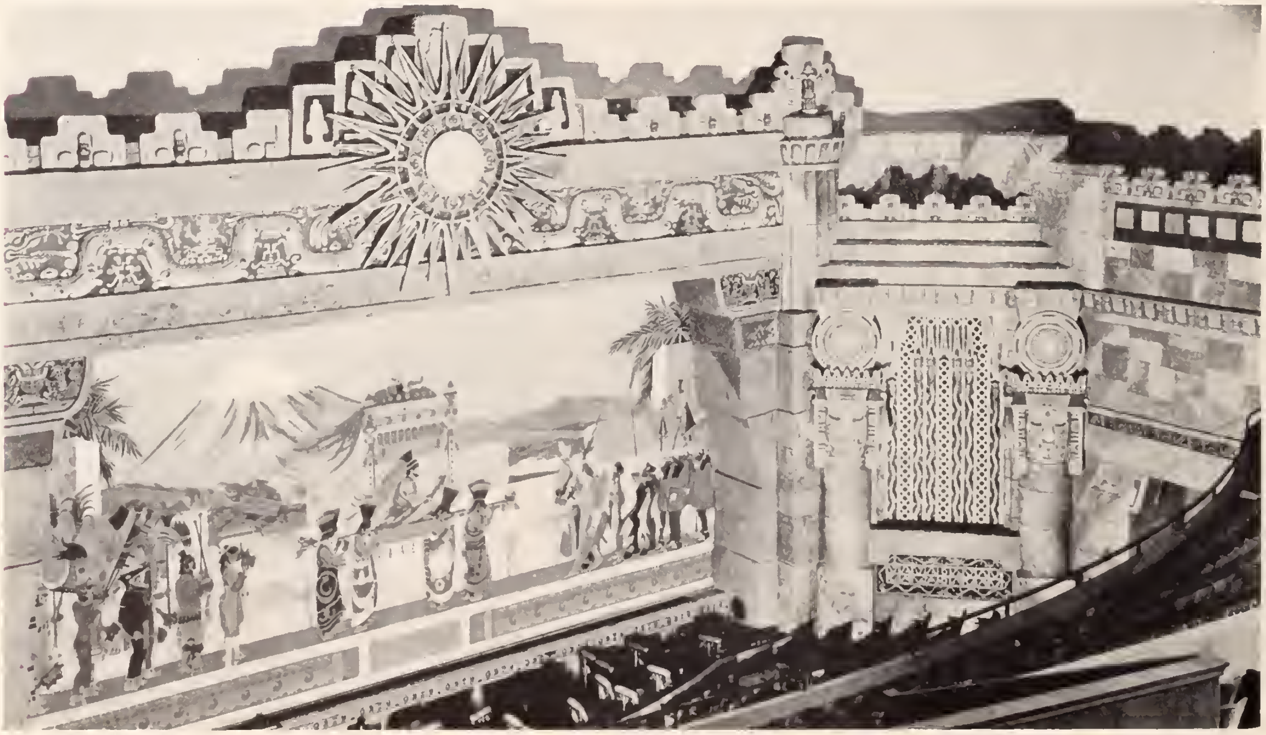
ART OF THE AZTECS

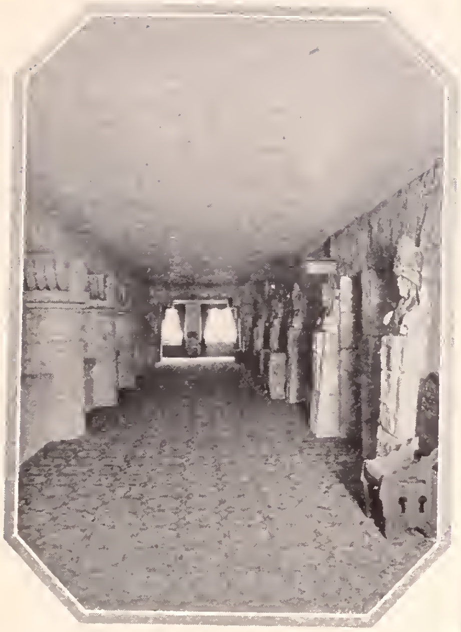
HONORED IN

ATMOSPHERIC THEATRE

Above is shown the impressive foyer of the Aztec, its massive walls and huge columns, topped with Aztec idols, expressing the atmospheric note which predominates. Below—the auditorium, striking in its ornamentation and color.

Recreating in a luxurious modern amusement palace the ancient Mayan style of architecture and sculpture, the Aztec Theatre in San Antonio is one of the most interesting innovations in theatre design and decoration.



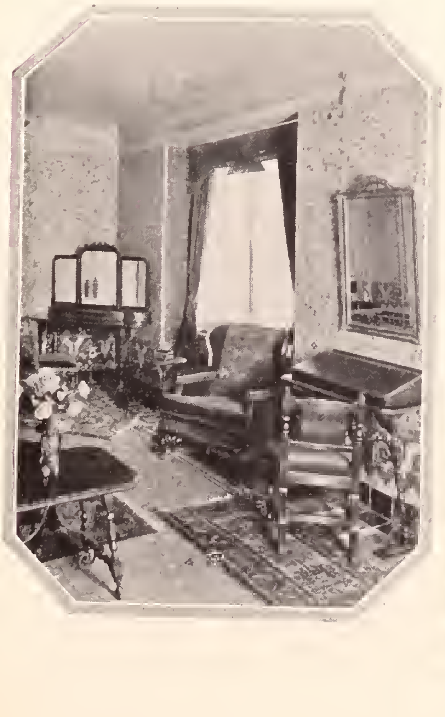


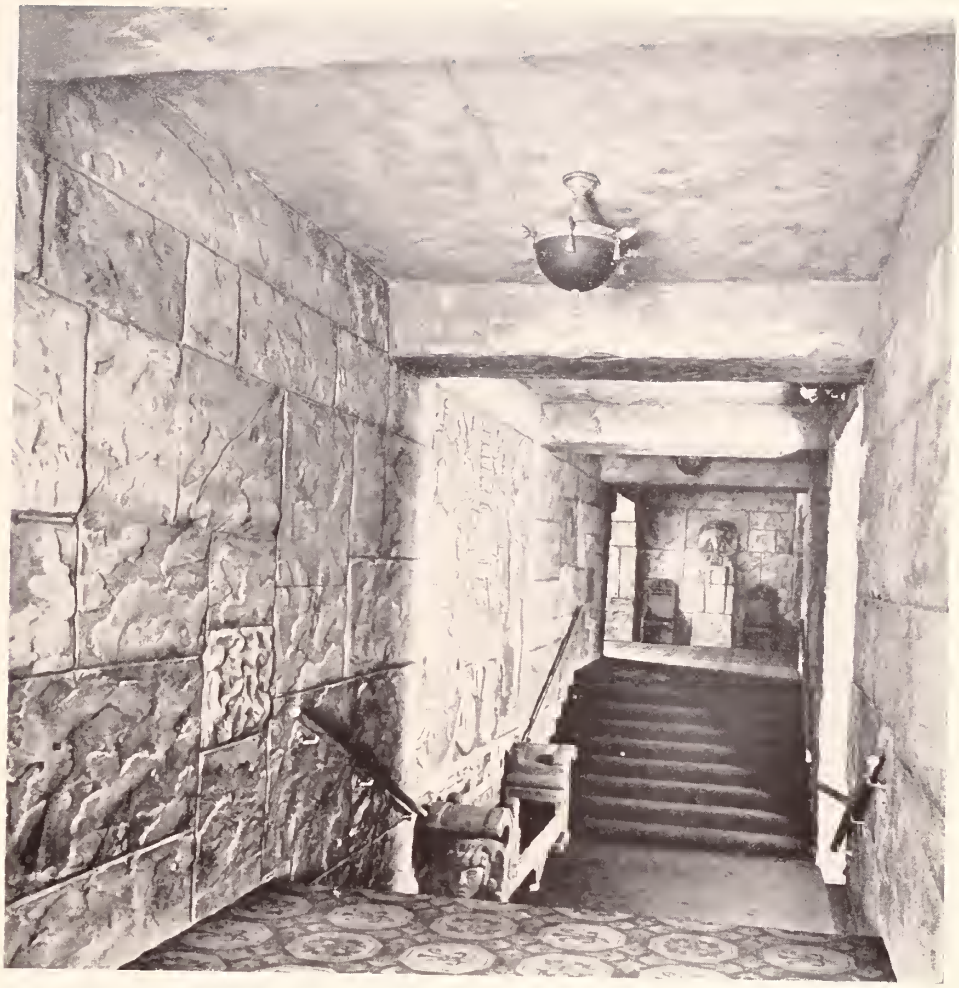
Modern luxurious appointments are combined with ancient art. Above, the mezzanine of the Aztec

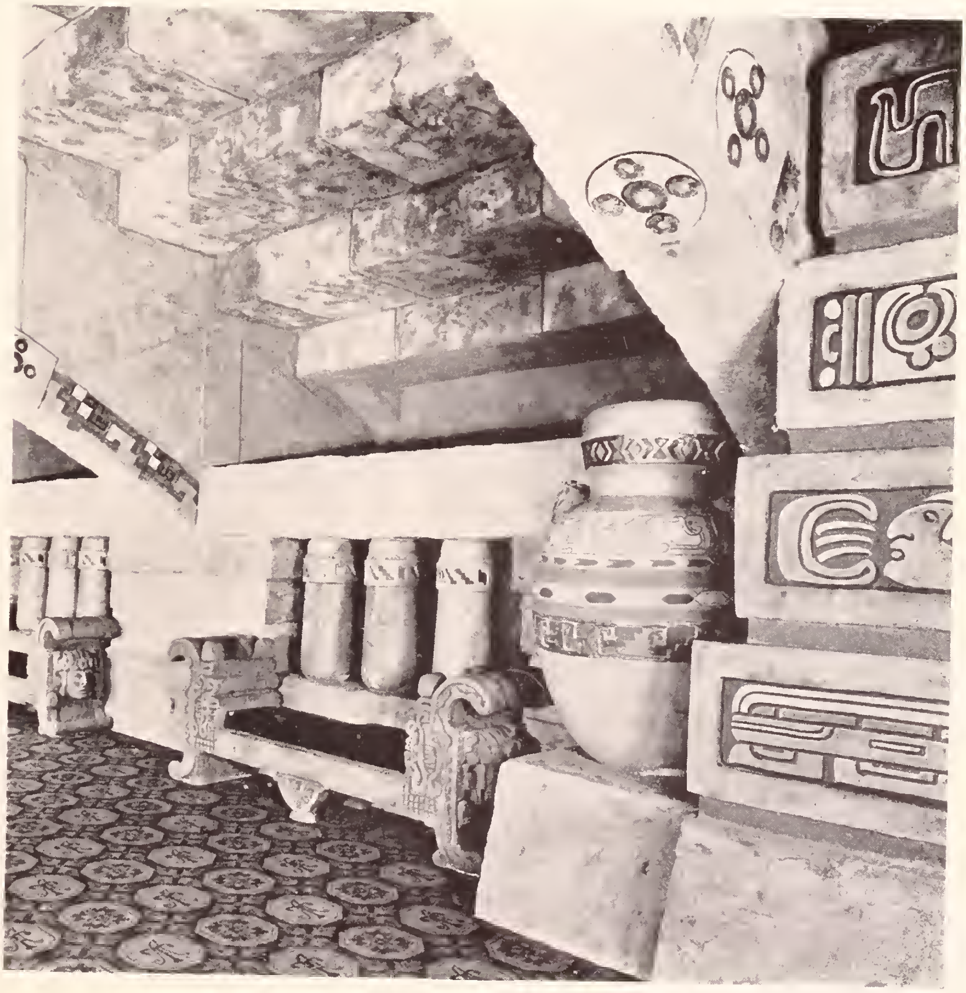
Spacious halls and stairways add to the note of richness of the theatre, as indicated by the mezzanine landing

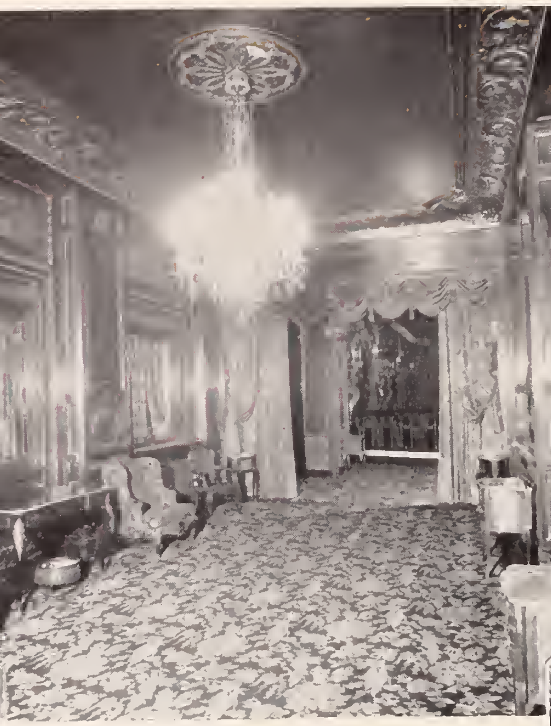
Aztec designs are carried into all furnishings, even to the comfortable lounges provided in the foyer and mezzanine

Modern furniture in a setting featuring a modified Aztec treatment is used in the retiring rooms



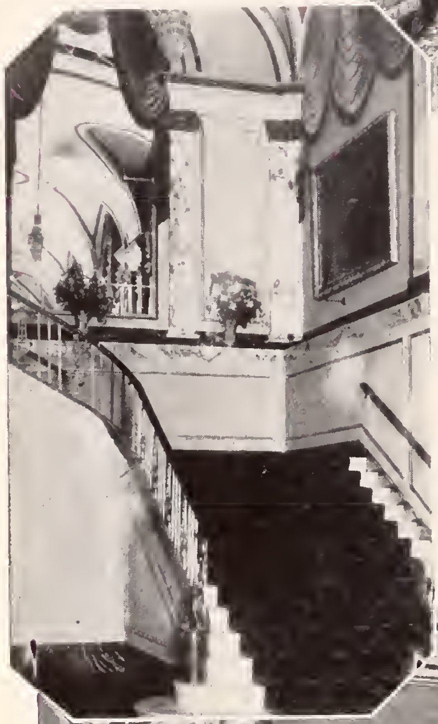






Left—the comfortable note is not lost in the luxurious appointments of the lounge of the Embassy Theatre, New York

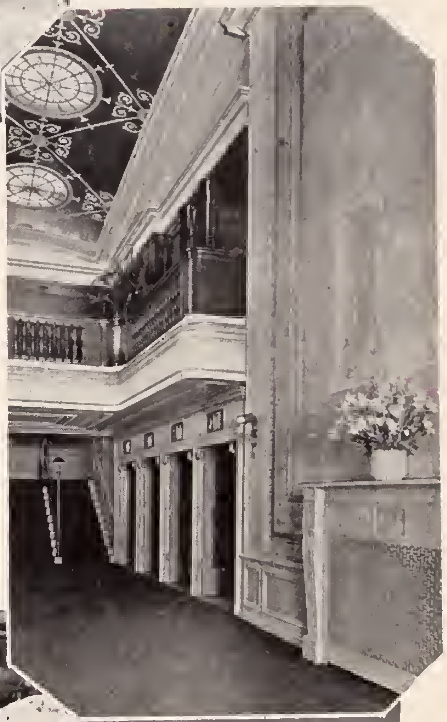
Below—stairway landing in Loew's State Theatre, New Orleans. Showing decorative objects.

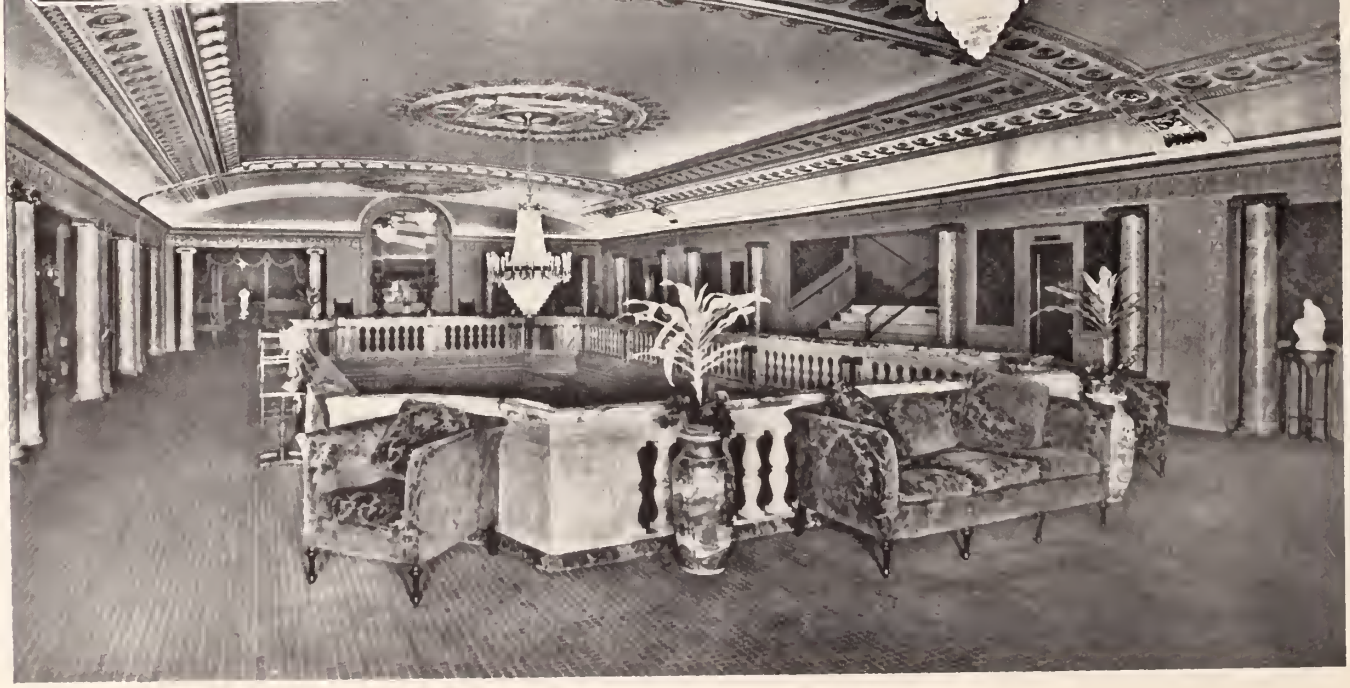


FURNISHINGS AND DECORATIONS FOR THE THEATRE

How the homelike, comfortable atmosphere is gained in the lounges and foyers of the Loew theatres. Below, the mezzanine lounge at the State Theatre, New York.

Below—entrance doors and a portion of the foyer at Loew's Metropolitan Theatre, Brooklyn, N.Y.



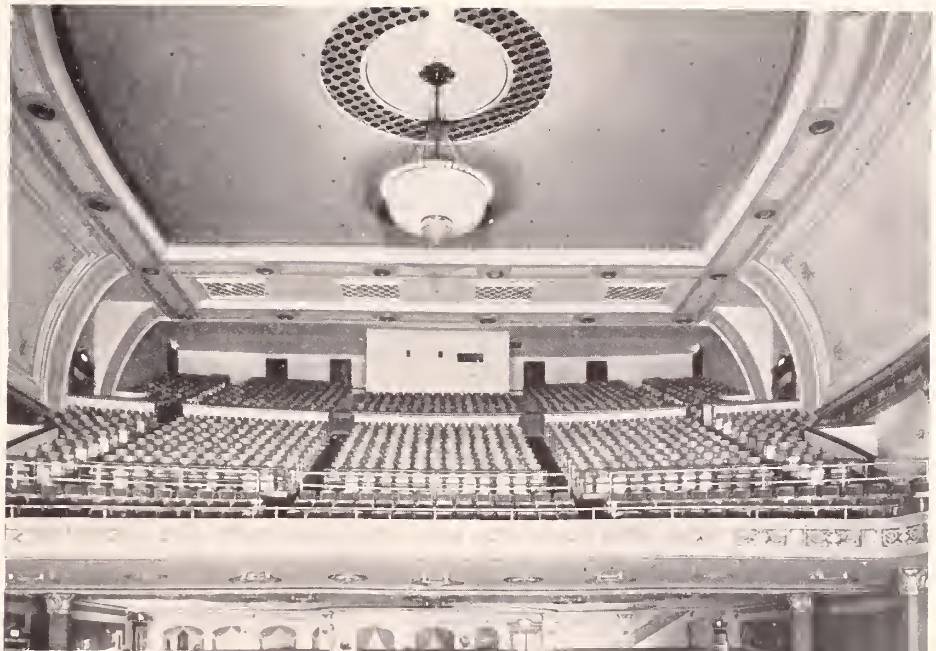


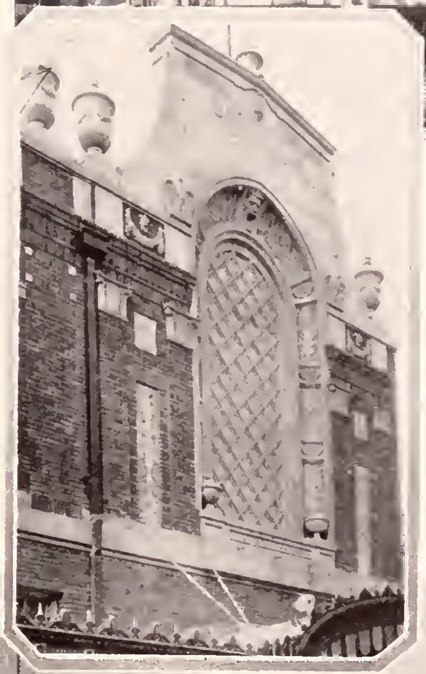
A NEW DE LUXE THEATRE FOR THE SOUTH

THE de luxe motion picture theatres, providing an environment of beauty and comfort for patrons of the photoplay and music and enriching the locality in which they are located, continue to spring up with marked rapidity in the South. One of the newest cinema palaces of this type is Saenger's Theatre in Mobile, an adaptation of the French Renaissance style of architecture, and having a seating capacity of 2,500.

The entrance to the house is from a spacious and elaborately decorated arcade, seventy-five feet long and running off Joachim Street. Ornamental plastering, rich furnishings, and the most modern equipment combine to make the Saenger one of the South's finest theatres.

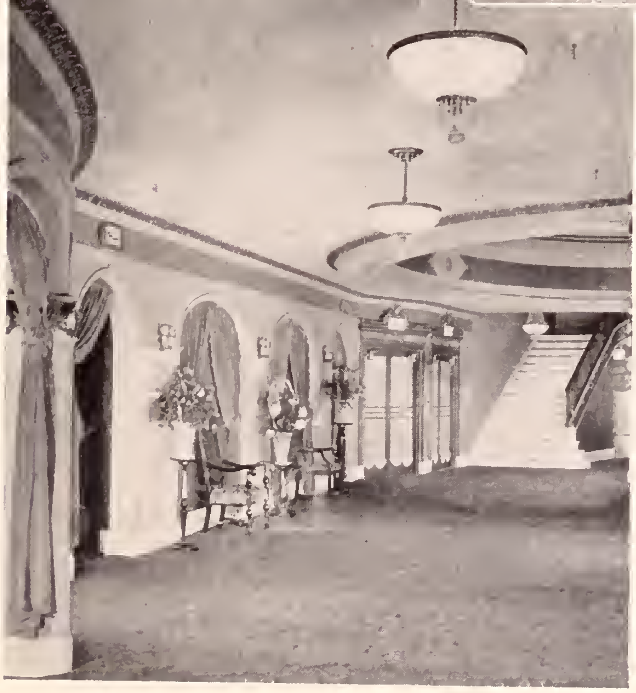
It is one of the recent additions to this large circuit of theatres and ranks with the best houses operated by the organization.



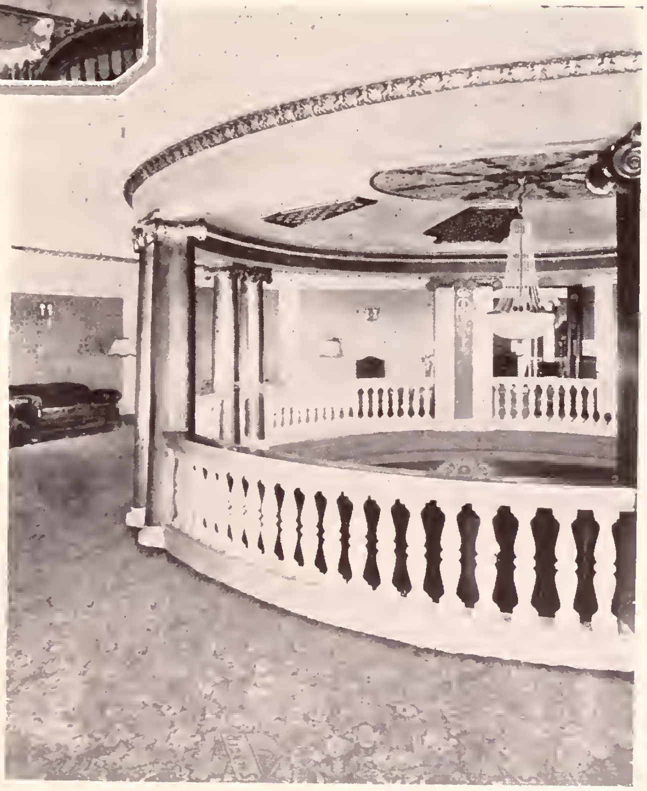


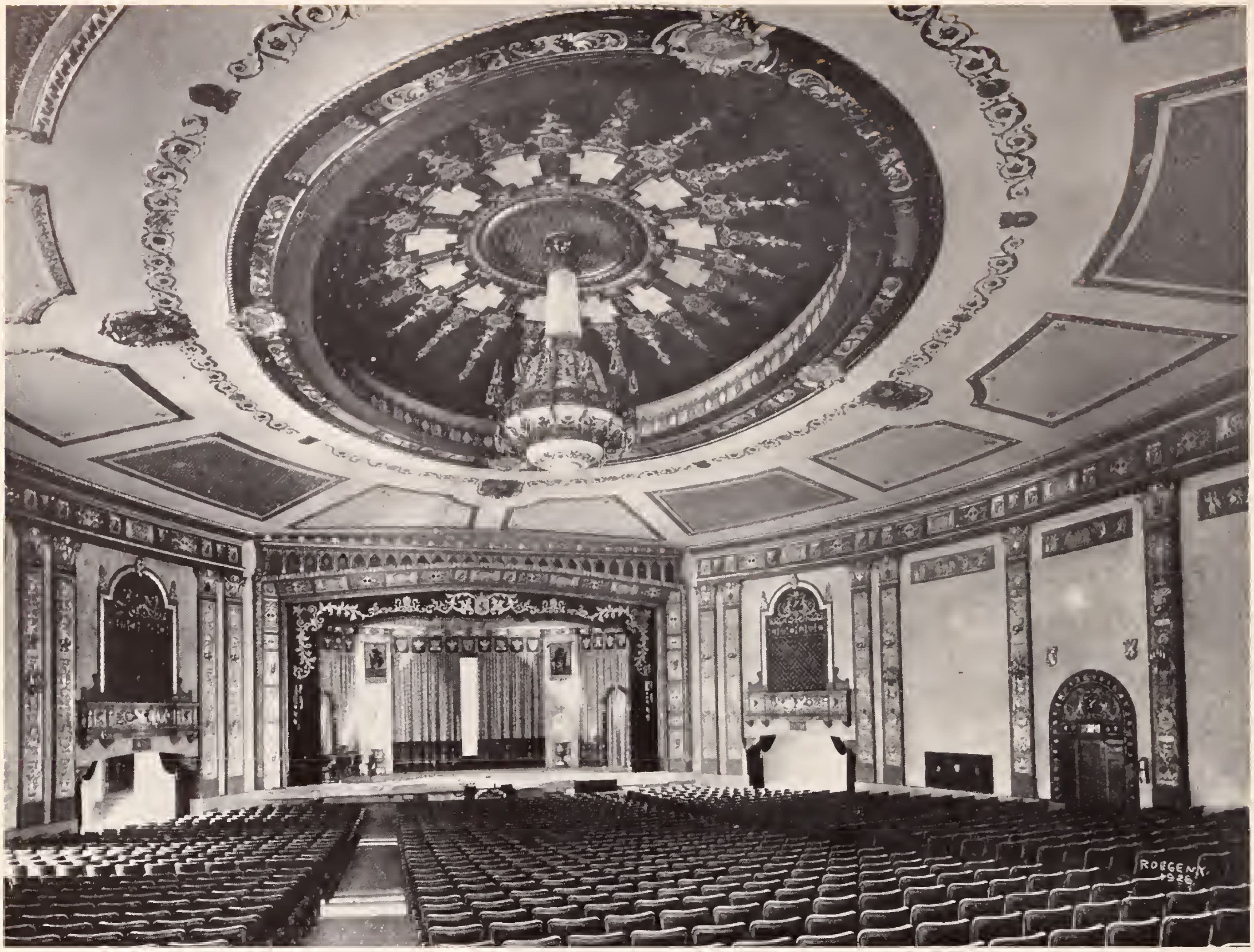
Above—a view of the auditorium from the stage, showing seating arrangement and general design. On the left is the front of the Saenger, finished in brick and ornamental stone

Below—the orchestra floor foyer, a restful, roomy and artistically decorated reception hall that welcomes the patron



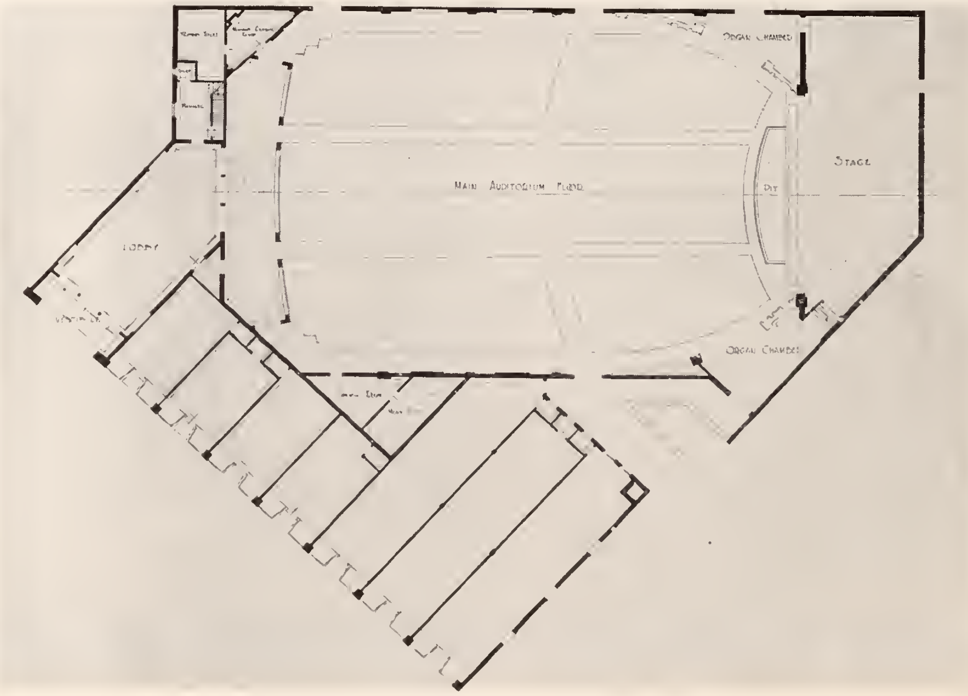
Below—the mezzanine foyer, another resting place where furnishings and decoration promote the atmosphere of restfulness and charm which distinguishes the Saenger in Mobile





AN INTERPRETATION OF SPANISH ARCHITECTURE

The Sanford Theatre in Irvington, N.J., with a capacity of 1,800 seats, was designed by Wm. E. LeMan. It is of Spanish design, with walls and roofs of cast stucco. The interior features stuccoed walls, relieved by ornamental pilasters of Circassian walnut. The high lighting of gold ornamentation enlivens the decorative scheme of the auditorium. The Sanford is operated by the Stanley-Fabian Corporation.



FLOOR PLAN

Here's the answer to all the problems in theatre lighting, prepared by one of the foremost lighting engineers—a series written with a minimum of what is deemed "scientific," and practical in the extreme.

ONE of the most important elements of theatre management is the provision of correct illumination for the various parts of the theatre and for various phases of the performance. The art of lighting, although in a sense as old as the human race, has undergone a most remarkable advance in the last decade due to the development of new light sources and equipment. As a result it might be said that in its modern concept the art and science of illumination is very new.

When the writer was approached for a series of articles on the different phases of lighting, he was indeed very glad to undertake the task and try to provide for these columns material of a fundamental nature which would be useful as a guide to the theatre manager.

The attempt will be made to include from month to month really useful data. With the idea that the various issues in which the material appears will be kept for reference, the endeavor will be made to take up the subjects in a logical order. It seems expedient, therefore, to discuss in this first installment the thing which makes the lighting effect possible—the thing without which all our analysis would be useless, that is, the lamp itself.

In the article which follows by Mr. R. G. Morison are pointed out the principal different types of lamps, where these should be used, the theory behind their operation, practical hints on operation and fundamental data on light output, etc.

Future articles in this series will cover the following subjects, although not necessarily in the order given:

Fundamental Terms of Light and Illumination; Methods of Controlling Light; Light Measurement; Types of Reflectors and Their Application; The Psychology of Light; Color: Its Production and Effects; History of Theatre and Stage Lighting; Stage Lighting Equipment; Stage Lighting Design; Lighting for Prologues; Lighting of Theatre Auditoriums; Lighting of Other Parts of the Theatre; Lighting of Signs, Lobby, Marquees, etc.; Floodlighting the Building; Street Lighting as Related to the Theatre; Lighting Economy—Cleaning and Relamping, etc.; Incandescent Lamp Projection; Light and Music.

A. L. POWELL
Lamp Works of General Electric Company
Manager, Engineering Department Edison

Incandescent Lamps for Theatre Use

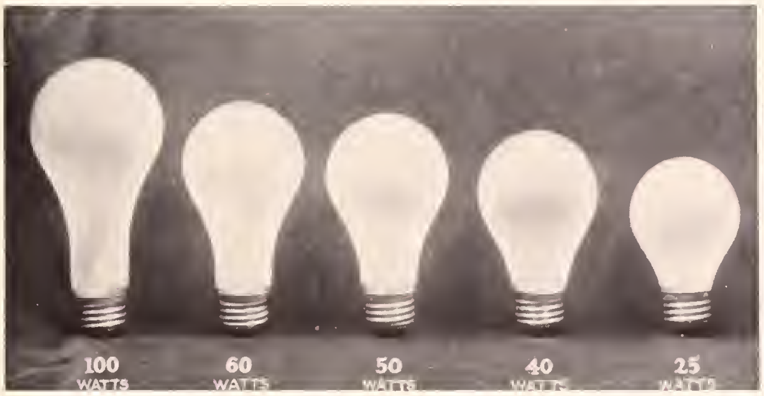
By R. G. Morrison

Engineering Dept., Edison Lamp Works, of G. E. Co.

INCANDESCENT lamps are usually designated by wattage, voltage, bulb shape, such as G for globular, PS for pear shape, A for inside frost, etc., and the diameter of the bulb in eighths of an inch.

Vacuum lamps are usually designated as Type B lamps and gas filled lamps as type C lamps.

In the following paragraphs an attempt has been made to state briefly some of the important characteristics of incandescent lamps, and to acquaint the users with the latest types of lamps, as well as some of the important points to be remembered in their application and use in the theatre.



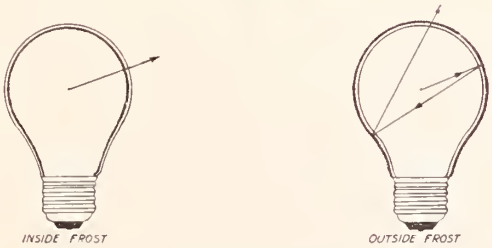
Above—the five new inside frosted lamps

During the past year a new type of lamp has been available for general lighting service, which differs in many respects from the old types.

These lamps are made in five different wattage sizes from 25 watts to 100 watts. A new and attractive bulb shape has been used which is a compromise between the round bulb shape and the pear shape bulb heretofore used. The lamps have a light frosting on the inside of the bulb which results in good light diffusion with low light loss, and which permits easy cleaning of the outer smooth surface of the lamp. The frosting cuts down the intrinsic brilliancy of the filament, thus reducing objectionable glare and sharp shadows so noticeable with the clear bulb lamp. The coiled filament commonly used on higher wattage lamps has been used throughout the new lamps, permitting a very rugged construction.

The light output of the new lamps even though frosted compares very favorably with the light output of clear lamps of the same wattage, since the loss of light due to the frosting is only 1 to 1½% initially and throughout life. Outside frosted lamps have a light loss of 6% when the lamps are new and increases to 12 % at the end of life.

A comparison showing better diffusion gained by inside frosting of lamps



Due to less internal cross reflection, inside frosting lets more light come through than outside frosting

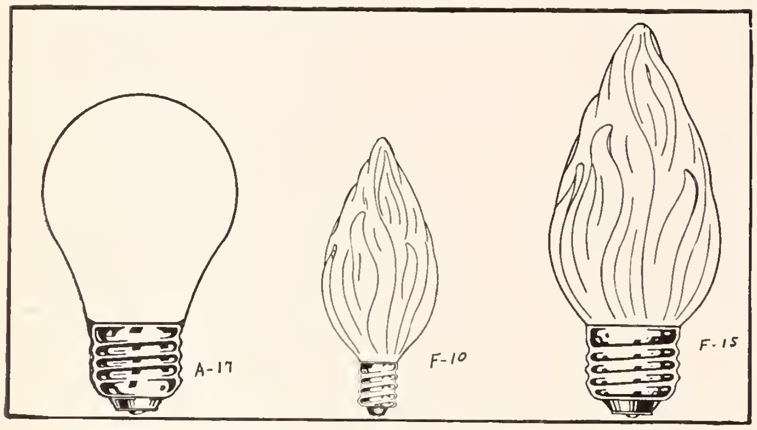
The absorption due to frosting is considerably less with inside frosting than with outside frosting. If the frosting is on the outside the light from the filament goes through the glass wall of the bulb where some of the light is diffused by the irregular frosted surface. The remainder of the light is reflected back through the glass to the opposite glass wall of the bulb. This process is repeated again and again until all the light gets out. Some light, however, is absorbed each time it passes through the glass.

When a high intensity is required for general illumination there are available clear bulb type C lamps from 150 to 1000 watts. The 150 and 200 watt lamps are equipped with medium screw bases, and the 300, 500, 750, and 1000 watt lamps are equipped with mogul screw bases. White bowl lamps are furnished in all of the above sizes, at a slight addition cost, for use in open mouthed reflectors where the hanging height is low enough for the lamp to be in the ordinary range of vision.

Round Bulb vs. Inside Frosted Lamps

Inside frosted lamps have to a large extent superseded the round bulb frosted lamps because of the higher lumens per watt, better candlepower maintenance and the lower cost of inside frosted lamps. There are some installations, however, where round bulb lamps may, from the standpoint of physical shape, appear to better advantage than the new lamps. This is true where fixtures have been specially designed for round bulb lamp use. Unless the observer is very close to the fixture a substitution of the new "A" bulb lamps for round bulb lamps can be made without detriment to physical appearance, and with the advantages of better illumination.

The practice of using frosted round bulb lamps in marquees, in chandeliers and for local light such as floor lamps, torchieres, wall brackets, etc., is quite common. In such cases the inside frosted lamps will be found to give more light and to be more economical.



Above are illustrated three types of decorative lighting lamps

Lamps for Decorative Lighting Service

The practice of using light for decoration and effects has increased very rapidly during the past few years. Recognizing the need of suitable lamps for such service, the lamp manufacturers have just recently designed two lamps which lend themselves to this type of lighting, a 15 watt F-10 and a 25 watt, F-15 with a twisted flame shaped bulb as illustrated. Both lamps are furnished in an all frost or in a flame tint finish. A third lamp a 15 watt, A-17 bulb lamp is inside frosted and may be obtained in coated colors if desired.

TABLE I—Lamps for General Lighting Service

Watts	Volts	Bulb	Bulb Dia. Inches	Type B or C	Screw Base	Light Center Inches
25	115	A-19	2⅜	B	Medium	2½
40	115	A-21	2⅝	B	Medium	2⅞
50	115	A-21	2⅝	C	Medium	3¾
60	115	A-21	2⅝	C	Medium	3¾
100	115	A-23	2⅞	C	Medium	4⅜
150	115	PS-25	3⅛	C	Medium	5¼
200	115	PS-30	3¾	C	Medium	6
300	115	PS-35	C	C	Mogul	7
500	115	PS-40	5	C	Mogul	7
750	115	PS-52	6½	C	Mogul	9½
1000	115	PS-52	6½	C	Mogul	9½

The above lamps burn in any position.

The theatre sign should be adequately and artistically lighted, it should have character and distinction. There is a wide variation in the types of signs now used, but they may be classified in three distinct groups:

Direct Light Signs
Transmitted Light Signs
Indirect Light Signs.

TABLE II—Round Bulb Lamps

Watts	Volts	Bulb	Bulb Dia. Inches	Type B or C	Screw Base
15	115	G-18½ Frosted	2¼	B	Medium
25	115	G-18½ Frosted	2¼	B	Medium
25	115	G-25 Frosted	3⅛	B	Medium
40	115	G-25 Frosted	3⅛	B	Medium

All of the above lamps burn in any position.

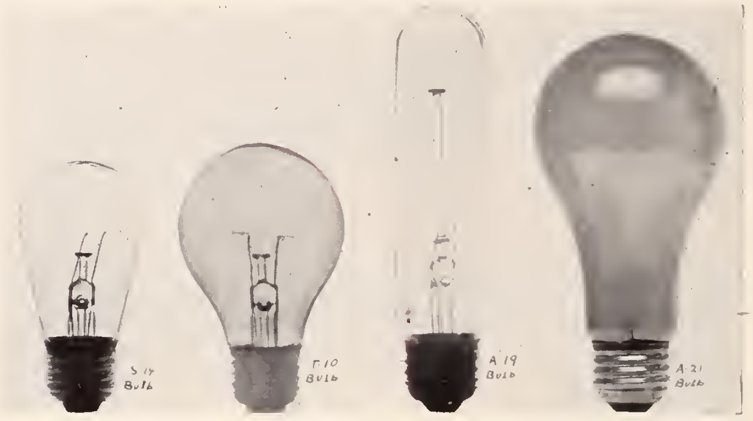
For direct and indirect light signs the following lamps are adapted:

10 Watt, S-14 Clear
15 Watt, S-14 blue
25 Watt, A-19 Clear blue
50 Watt, A-19 Clear blue.

The bulb of lamps designated as blue is of special blue glass which gives a whiter light than the ordinary clear bulb lamp. Due to the absorption of the blue glass a 15 watt lamp is necessary to give approximately the same illumination as the clear 10 watt lamp. Gas filled lamps should never be used in any type of sign where the lamp is exposed to the weather as the bulb becomes very hot and is apt to fail immediately upon contact with rain or snow.

For transmitted light signs, which are generally of the enclosed type, any of the above lamps may be used, but usually lamps under 25 watts are seldom desirable for these signs outdoors, because they give insufficient light. For the transmitted light sign which usually consists of raised or flat opal letters, or art glass letters and backgrounds, the 60 watt, A-21 daylight and the 100 watt, A-23 daylight type C lamps are especially suitable, giving a very good intensity and an excellent blue-white quality of illumination. In this type of sign, however, one caution should be observed. The wiring should be provided with proper ventilation because the lamps burn at a very high temperature, and useless ventilation is provided, wiring difficulty may be experienced. Sometimes a high intensity colored illumination, where considerable sparkle is desired, can be obtained by means of color hoods. The 50 watt, P-19 clear bulb lamp is especially adapted to this service. For small interior signs the 25 watt, T-10 type B lamp should have special consideration on account of the tubular shape and small diameter which permits the provision of good illumination within a very small confined space.

Below — four types of lamps for sign lighting. The A-21 is of daylight glass



Lamps for Colored and Tinted Lighting

The demand for colored and tinted lighting has rapidly increased during the last few years. The great white ways of our cities have gradually lost much of their sparkling brilliant whiteness and have become avenues of color and myriads of flashing tints and floods of rainbow hues. Individual tastes and efforts have brought about a competition in variety and intensity of color which is amazingly beautiful and unique. The demand for color is still growing, with the demand for contrast, for new and more striking color combinations. There are still unlimited opportunities in the field and ingenuity and experiments will lead to greater results.

Colored lamps may be classified as follows:

Natural Colored Glass Lamps
Spray Coated Lamps and
Dipped Lamps.

Due to the improvement in the weather resisting qualities of spray coated lamps and lacquers, as well as their ease of availability and economy, superficially coated lamps have to a large extent superseded the use of natural colored glass lamps. Natural colored lamps are expensive to manufacture due to the requirement of special glass, consequently their cost exceeds that of coated lamps.

There are four types of natural colored lamps available as follows:

10 Watt, S-14
25 Watt, A-19
40 Watt, A-21
60 Watt, S-21.

In Ruby, Green, Blue and Amber Colors. Most any colored lighting effect which demands the use of natural colored lamps can be fulfilled with the application of one or more of these types.

TABLE III—Lamps for Decorative Lighting

Watts	Volts	Bulb	Bulb Dia Inches	Type B or C	Screw Base	Light Center Inches
15	115	A-17	2⅛	B	Medium	2⅜
15	115	F-10	1¼	B	Medium	
25	115	F-15 Frosted	1⅞	B	Medium	

All of the above lamps burn in any position.

While it is true that high wattage Mazda C lamps can be obtained in natural glass bulbs and are sometimes employed for stage lighting, the effects secured may not be just what were anticipated. The glass of the bulb is thin and does not give the same relatively purity of color as the low wattage natural glass lamps. Instead of a pure blue or green resulting, it is likely to be a blue or green tint, or as one might say, a deluded color. In general, better results may be obtained by the employment of clear or inside frosted lamps and colored accessories.

Although superficially coated lamps may be used for many and varied applications, their chief uses may be classified under two distinct services, Sign Illumination and Interior Decorative Lighting. The number of standard colors and tints as furnished by the lamp manufacturers is sufficient to give a wide range of color combination and changes, so that an unlimited number of shades and tints can be obtained for any color scheme desired by the combination of colors. The types of coated colored lamps available are as follows:

10 Watt, S-14

25 Watt, A-19 in red, but, green, yellow, amber-orange, flame tint and ivory.

Flame tint lamps are also available in 25 watts.

A-19 and 50 watt, A-21 types.

In the auditorium, the foyer, the entrance and sign of the theatre superficially coated lamps can be used to a very good advantage. If the direct type of lighting is used the coated lamps give off a warm soft glow due to the diffusing qualities of the coating, which is impossible to produce with the natural colored lamps. The heavy coating obscures the filament and gives good diffusion which is always desirable for good decorative lighting. In indirect lighting, such as luminaires, coves, translucent panels, domes, etc., coated lamps can be used to good advantage.

TABLE IV—Lamps for Sign and Limited Lighting Service

Watts	Volts	Bulb	Bulb Dia. Inches	Type B or C	Screw Base	Light Center Inches
10	115	S-14 Clear	$1\frac{3}{4}$	B	Medium	$2\frac{1}{2}$
15	115	S-14 Blue	$1\frac{3}{4}$	B	Medium	$2\frac{1}{2}$
25	115	A-19 C1-Blue	$2\frac{3}{8}$	B	Medium	$2\frac{1}{2}$
50	115	A-19 C1-Blue	$2\frac{3}{8}$	B	Medium	$2\frac{1}{2}$
60	115	A-21 Daylight	$2\frac{5}{8}$	C	Medium	$3\frac{3}{4}$
100	115	A-23 Daylight	$2\frac{7}{8}$	C	Medium	$4\frac{3}{8}$
25	115	T-10	$1\frac{1}{4}$	B	Medium	
40	115	T- 8	1	B	Medium	
50	115	P-19	$2\frac{3}{8}$	B	Medium	$2\frac{1}{2}$

All of the above lamps burn in any position.

Amber-orange has recently found much favor for sign, foyer and auditorium lighting, as it produces a restful and homelike appearance. Everyone is familiar with the unexcelled combination of old rose and blue and the blue and cream used by the orientals in producing rugs and carpets. Theatres have followed out this color contrast scheme during the summer months and have been very successful in producing a pleasing atmosphere. Green is also used during the summer months to provide a welcome atmosphere of coolness and serenity.

Coated lamps individually have different characteristics and react differently when subjected to outdoor conditions. From experience gathered from special scientific tests and actual performance of lamps in service, certain recommendations are hereby given for the guidance of those who use superficially coated lamps.

Red. This is one of the most satisfactory, all-around colors for indoor lighting. In signs and other service where the lamps are exposed to sun and rain, the color has a tendency to fade, and should be used only when a color effect is desired for a comparatively short length of time.

Blue. Blue coated lamps are more satisfactory than red lamps for outdoor service, and if the lamps are in service six or eight hours a day the color probably will prove satisfactory for the life of the lamp.

TABLE V—Lamps for Colored Lighting Service

Watts	Volts	Bulbs	Bulb Dia Inches	Type B or C
10	115	S-14	$1\frac{3}{4}$	B
25	115	A-19	$2\frac{3}{8}$	B

The above lamps are furnished in Red, Blue, Green' Amber, Orange and Yellow.

Watts	Volts	Bulbs	Bulb Dia Inches	Type B or C
25	115	A-19	$2\frac{3}{8}$	B
50	115	A-21	$2\frac{5}{8}$	C

The above lamps are furnished in Flame Tint

Natural Colored Lamps.

Watts	Volts	Bulbs	Bulb Dia Inches	Type B or C
10	115	S-14	$1\frac{3}{4}$	B
25	115	A-19	$2\frac{3}{8}$	B
40	115	A-21	$2\frac{5}{8}$	B
60	115	S-21	$2\frac{5}{8}$	B

The above lamps are finished in Ruby, Green, Blue and Amber

Green, Amber-Orange and Yellow. These colors are satisfactory for all service, indoors or out. For sign illumination amber-orange is one of the most satisfactory colors, from the standpoint of fastness of color, permanency, power of visibility and attractiveness. Signs combining blue and amber-orange are especially attractive.

The Care of Coated Lamps

Very often coated lamps are stored by users in boxes and barrels, the bare lamps piled on top of each other. This is very bad practice, as the metallic bases mar the surface, and the enamel becomes scratched.

A common practice of many consumers at the present time is the use of too many types. Experience has shown that it is more economical and just as pleasing lighting effects can be obtained with the use of one or two types, rather than a number of types.

Due to the perfection of high grade lacquers for automobile painting the quality of lacquer available for dipping lamps is very much better than formerly. Two kinds of lacquer are now available on the market, a clear transparent lacquer and a satin finish lacquer, which resembles the diffusing coating of a spray coated lamp. However, lamp dips are very difficult to apply so that a uniform coating is obtained, and at best are not very permanent when used outdoors. Low wattage lamps must always be used for lacquer dipping for none of the lacquers which are now on the market will withstand the high temperature of the gasfilled or Mazda C lamp.

Lamps for Spotlight Service

When incandescent lamps first became available their advantages for stage lighting were at once recognized. As soon as they became practical they came into universal use. Their introduction marked the birth of a new art in stage lighting, due to the ease of control, ability to obtain much more light for a given space, the remarkable safety and their adaptability to color modifications. Later, high wattage lamps and lamps using concentrated filaments were introduced and together supplanted the arc spotlights and floodlights.

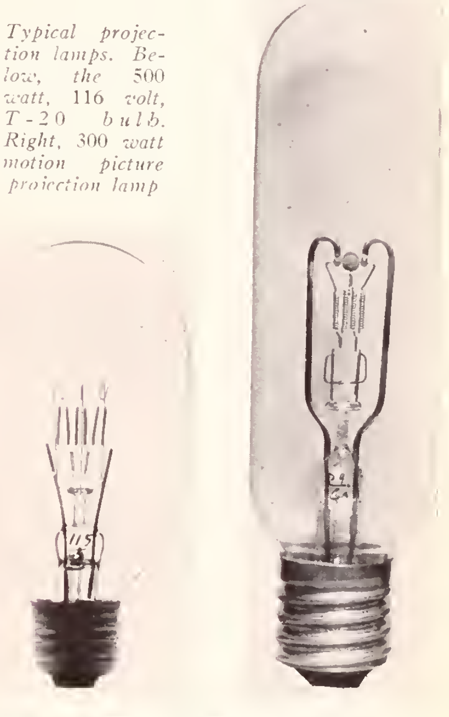
TABLE VI—Lamp for Spotlight Service

Watts	Volts	Bulb	Bulb Dia. Inches	Type B or C	Screw Base	Light Center Inches
100	115	P-25	$3\frac{1}{8}$	C	Medium	3
250	115	G-30	$3\frac{3}{4}$	C	Medium	3
400	115	G-30	$3\frac{3}{4}$	C	Medium	3
500	115	G-40	5	C	Mogul	$4\frac{1}{4}$
1000	115	G-40	5	C	Mogul	$4\frac{1}{4}$
1000	115	G-40	5	C	Mogul	$5\frac{3}{16}$
1500	115	G-40	5	C	Mogul	$5\frac{3}{16}$
2000	115	G-48	6	C	Mogul	$5\frac{1}{4}$

The above lamps can be operated in any position save within 45 of vertically, base up

At the present day Mazda lamps are in universal use for stage-lighting with the exception of high powered arcs for long distance spotlights. Even these are gradually being displaced as high wattage spotlight lamps are being developed.

Spotlight lamps are designed to have an approximate average life of 200 hours. The concentrated filament lamps for spotlight service **cannot be burned with the base up,** for the hot filament is so close to the supporting glass stem that the latter is soon softened by the heated gas. The filament collapses and the lamp fails. Spotlight lamps can be burned in any position except within 45 degrees of vertical; base up.



Typical projection lamps. Below, the 500 watt, 116 volt, T-20 bulb. Right, 300 watt motion picture projection lamp

TABLE VII—Lamps for Projection Lighting Service

Watts	Volts	Bulb	Bulb Dia Inches	Type B or C	Screw Base	Light Center Inches
250	115	T-14	$1\frac{3}{4}$	C	Medium	3
500	115	T-20	$2\frac{1}{2}$	C	Medium	3
1000	115	T-20	$2\frac{1}{2}$	C	Mogul	$4\frac{3}{4}$
1000	115	G-40	5		Mogul	$4\frac{1}{4}$
1000	115	G-40	5		Mogul	$5\frac{3}{16}$
600	30	T-20		C	Mogul	$4\frac{3}{4}$
900	30	T-20		C	Mogul	$4\frac{3}{4}$

The above lamps are designed for base-down burning.

Lamps for Projection Lighting Service

Motion picture and stereopticon projection with incandescent lamps is satisfactory and efficient, considering color, definition, intensity and freedom of eyestrain, as well as economy in electrical energy. The following lamps are available in tubular (T Bulbs) bulbs, which permit the lamps to be placed close to the lens and reflector equipment.

General Hints On Lamp Operation

Probably one of the most common causes of unsatisfactory lamp life is the use of lamps of the wrong voltage. It is important that lamps of the same voltage as the circuit be employed. If a 115 volt lamp is burned on a 120 volt circuit, the lamp life will be reduced about one-third, and if a 120 volt lamp is burned on a 115 volt circuit, the light output of the lamp will be very much reduced, and unsatisfactory illumination will result.

The Follow-through in Advertising

What Campaign Book Material Will Do for Your Theatre

By Russell Holman

Advertising Director, Paramount Pictures Corporation

WHEN you buy a vacuum cleaner or similar mechanical contrivance, you receive from the company which has made the product instructions and suggestions as to how to get the best use out of it.

These suggestions have been evolved by men supposed to be very good in their line, after a careful study of the vacuum cleaner, extensive experimenting with it and years of experience in dealing with a machine similar to the one they have just sold you. Of course, you are free to disregard their suggestions completely and operate the machine just as you please. The chances are that you will not operate it as efficiently as if you had followed out the suggestions and you may possibly wreck your electric equipment and set your house on fire.

Admittedly, there is an outside chance that you may, by yourself, evolve a way of using the cleaner that will be much better than the way suggested by the producer of it.

At the same time, the percentage is all in favor of your getting the best possible results out of your purchase by carefully following the suggestions offered you by the makers of the cleaner.

It seems to me that the above is analogous to the exhibitor buying a picture and receiving from the producer a campaign book offering suggestions as to how best to use the picture and the advertising accessories available on it. For there is a very important connection between the various advertising mediums, because it is only when newspaper ads, posters, heralds, and other materials used in a campaign, are identified one with the other by means of similar ideas, that the advertising drive observes the principles of "follow through" gained by concentration on the main selling points of the attraction.

Picture Analysis

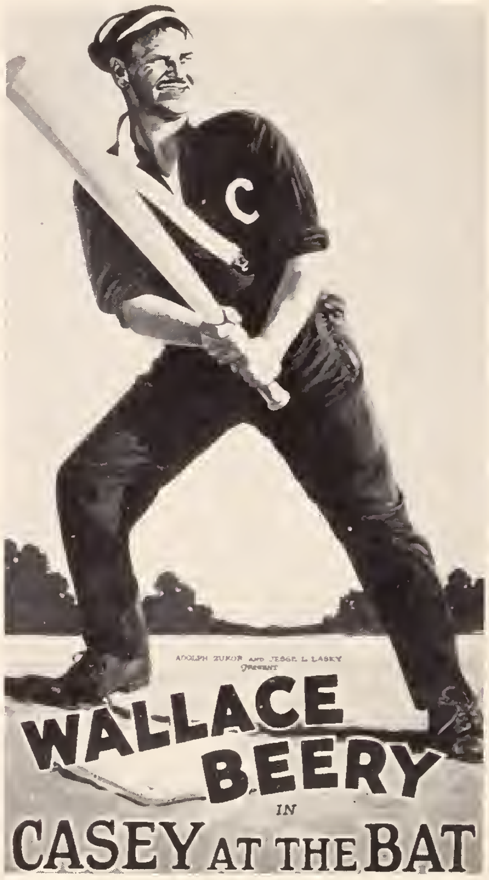
The advertisements and the accessories are prepared by men who presumably know the show business and know all there is to know about the particular picture on which the campaign material is issued. They have carefully studied the selling points of the picture, they have probably seen their ideas tried out in a few pre-release runs and they have had long experience with similar pictures.

Now let us consider what this analysis means to the achievement of continuity or "follow-through," which manifests itself in an association of ideas executed in all of the advertising mediums, and which is a cardinal principle of good advertising.

At Paramount we carefully analyze the picture and decide what is its great selling point before we do a line of advertising on it. Specialists in newspaper art work, copy writing and layout, poster artists and exploitation men are instructed to develop, each in his particular medium, the concrete idea which has been selected as the most effective selling point of the picture. Thus, there is certain to result a tie-up, usually based on an illustration and a catch-line conforming to it, which becomes the focal point of the newspaper ads, the posters, rotogravures, etc., prepared as exhibitor aids on the production. And thus, the prospective patron is sold through an association of ideas which links up all of the advertising mediums.

To illustrate:

Paramount has a coming special production called "Casey at the Bat," starring Wallace Beery. Analyzing this picture shows that the two chief selling points are Wallace Beery, who has scored such a remarkable success in "Behind the Front" and "We're in the Navy Now" and the title of the picture. There are many other things in the picture, such as the other players, the Floradora Sextette, and so forth. But Beery and the title are the main things. In all the advertising, Beery should be identified with the title. He should be shown "at the bat."


ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
C
WALLACE BEERY
IN
CASEY AT THE BAT

Paramount poster featuring the selling point in "Casey at the Bat"—the star, Wallace Beery, at bat—an illustration used in national advertising, campaign book ads, window cards and other accessories, the surest guarantee of "follow-through" in advertising

All of Paramount's advertising on this production has thus been centered around the figure of Wallace Beery with a baseball bat in his hand. Through the national advertising, the campaign book advertising and all the other mediums, this picture of Beery and his baseball bat persists. Thus the effort is made to build up a vast public interest in "Casey at the Bat" with the figure of Beery at the bat as a symbol and identification mark for the picture.

An exhibitor who uses the campaign book ads which feature this picture of Beery instantly identifies his showing with the desire that has been built up in the public mind to see the picture. If he disregards the campaign book ads and goes in for figures of Floradora girls or anything off the main track, he has to do a selling job entirely by himself. The job becomes both an extensive and expensive one if he wants to "follow-through" with all his advertising material, for it means not only specially prepared newspaper ads, featuring Floradora girls or some other element, but posters, lobby display material and all the rest of the items which are combined in a campaign as a whole.

Launching the Drive

Then there is another important consideration. This is the "follow-through" from the national advertising done by the distributing company and the local campaign of the theatre. If you use the advertisments, for instance, offered for your use in the campaign book, you are travelling with a tide of popular interest worked up for the picture. If you try methods of your own you fail to cash in on this publicity. Here is what I mean:

When, after analysis of the picture, we select a definite selling point as the most effective advertising line on a certain production, we start every engine of advertising in motion, concentrated along the line of the picture's big selling point. "Saturday Evening Post" ads and the rest of the national advertising, reaching 16,650,000 each month, campaign book advertising for the exhibitor's use, trade advertising, direct mail advertising, Showman's Manual Bulletins, all the ad sales material, such as posters, heralds, rotogravure sections and novelties—all this vast stream of popularization of a particular picture is hooked-up around the same central idea and often around the same piece of art work.

By disregarding the press sheet and carrying out entirely your own ideas, you may put a picture over for a clean-up. But the great majority of exhibitors get their best results by using the suggestions in the campaign book.

An exhibitor who does not use the campaign book ad and thus says that he disagrees with Paramount on the way to advertise the picture and gets out advertising of his own, fails to identify his showing in the public mind with the desire to see the picture already planted there by Paramount through other channels.

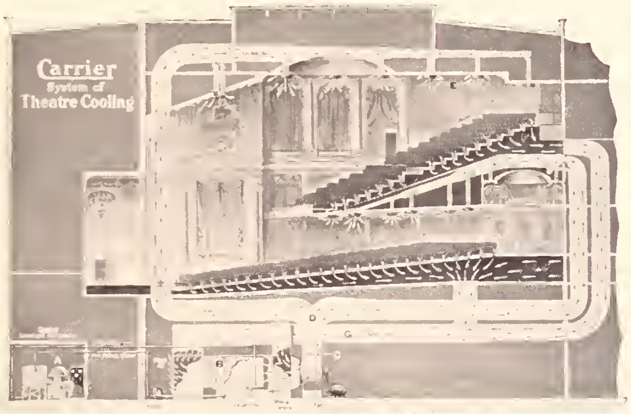
Responsibility

THERE'S a word of particular significance when you consider an air conditioning system for your theatre. You can't split the contract without splitting **Responsibility.** You can't expect a satisfactory system by purchasing separate pieces of equipment. The Carrier contract is not a sale of equipment, it is a **"Contract for Results,"** a guarantee to design and instal equipment to make "Every day a *good* day" in your Theatres. ℂ Twenty-five years of specialized air conditioning experience, the invention and ownership of the basic ideas and devices of air conditioning and a responsible corporation assure the success of

Carrier Conditioned Theatres

There is yet time before Summer to make your theatres Carrier Conditioned Theatres. Our engineers are ready to consult with owners and architects. Ask for a visit. Write for the book, "Theatre Cooling and Conditioning."

A typical Carrier Conditioned Theatre. Equipped to cool and dehumidify the air in Summer, to warm and humidify in Winter.

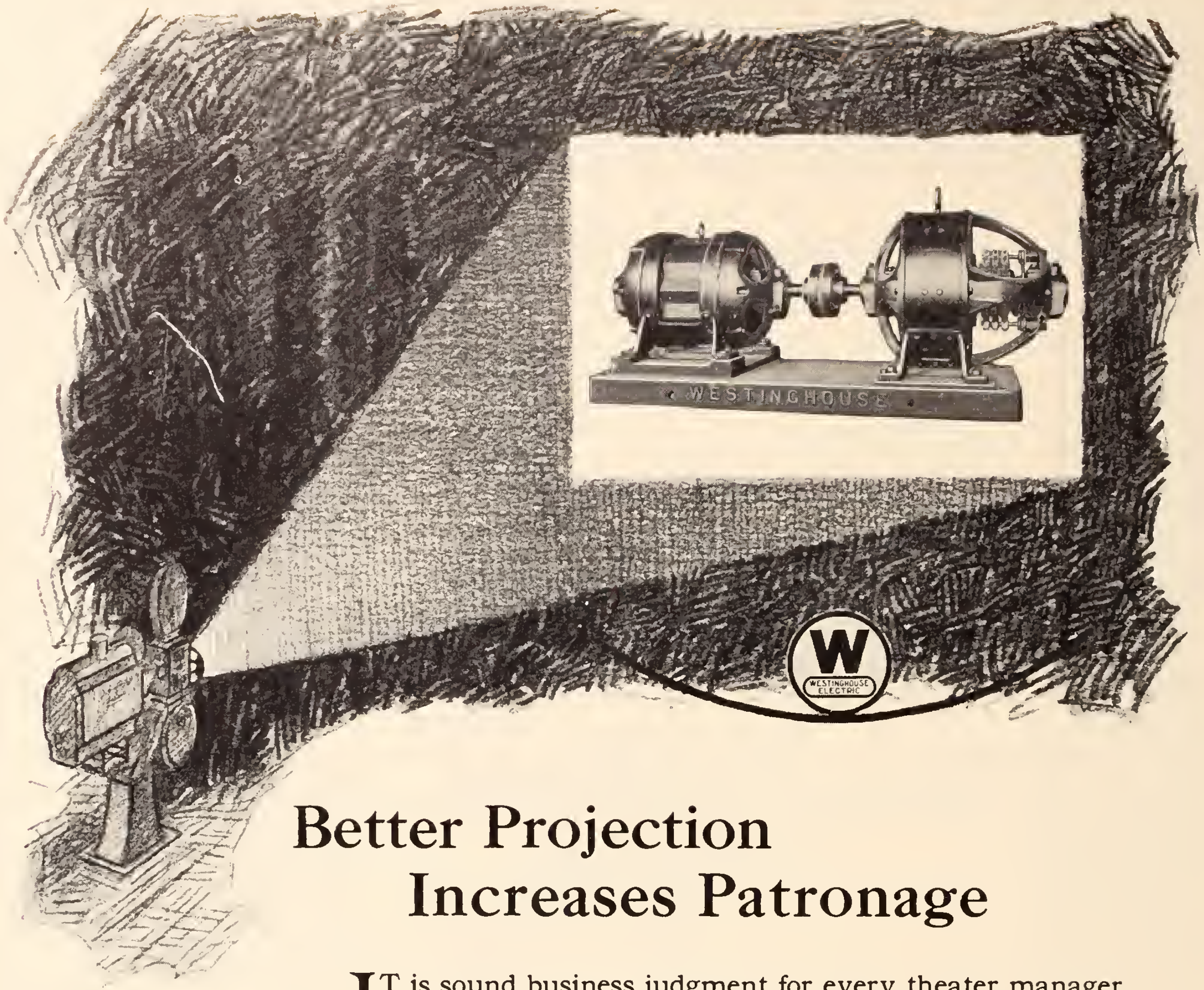


Carrier Engineering Corporation

Offices and Laboratories

NEWARK, NEW JERSEY

New York
Chicago
Boston
Cleveland
Philadelphia
Kansas City
Los Angeles
Washington



Better Projection Increases Patronage

IT is sound business judgment for every theater manager to secure the best projection possible. It forms an indispensable part in the entertainment value of pictures and is an added appeal for patronage.

The theater-going public appreciate good projection and will not patronize a house where the evening's entertainment is turned into a nightmare of dizzy flickers. Remember, lost patronage is not easily regained.

Good projection depends upon a reliable source of direct current. In other words, the power behind the arcs must be steady.

Westinghouse motion picture generators deliver a constant flow of power—assuring a clear, steady light on the screen. The projectionist may change from one machine to another without that objectionable flicker. There is no annoying variation in the intensity of light.

Westinghouse Electric & Manufacturing Company
East Pittsburgh Pennsylvania
Sales Offices in All Principal Cities of
the United States and Foreign Countries

Westinghouse

X91100

MOTOR GENERATORS

Just What Does *Exploitation* Mean Anyway?

Being both a query and an explanation of one of the most used—is it one of the most abused also?—terms in show business today. Here is the first of a series of three articles covering Exploitation, advertising and publicity, by a man who qualifies as an expert in all three.

By Vic Gauntlett

Advertising Manager John Hamrick Theatres

With Cartoon Illustration by the Author

Vic Gauntlett

THE editors of "The Showman" have requested me to write them three articles covering exploitation, theatrical advertising and publicity. This is indeed no small assignment they have tacked onto me for when you cover these three subjects you just about cover the show game. However, I promised them that I would, so if you bear with me for a few minutes, I will try, minus the glowing adjectives of my profession, to drive home to you a few pointers on "Exploitation" as they were driven home to me by "Old Man Experience" himself.

I think beyond a doubt that "Exploitation" is the most abused word in the show business today. Just its exact meaning I never have as yet been able to find out. The film companies claim that it's a means to sell the merits of the picture to the public in order to assist the exhibitor in getting bigger returns into the box office. The exhibitor on the other hand claims that it's a means used by the film companies to exploit the picture with the sole purpose in mind of making the attraction appear so big that the film company can boost the purchase price on the other exhibitors, with the first exhibitor paying for the sales campaign of the film company. However, no matter what are the various views and definitions, when you come right down to brass tacks, exploitation is merely advertising the merits of the picture to the public in an unusual and convincing manner.

Originally the film companies, in order to supply the exhibitor with an extra service in putting over some big attraction, for which the exhibitor had spent a young fortune, hired the services of a publicity man to assist the manager in handling in a big way a sales campaign on the picture. In those days the film companies secured the best men on the market for these positions. They were men as a rule who not only knew, from practical experience, the publicity and advertising game from the inside out, but oft-times knew the show business backwards. Their services naturally came high—for they were experts in their line. However, in very few exceptions they got big results for the exhibitor as well as the film companies. A few of the bigger film concerns still have such men on the pay rolls of their various exchanges. However, the majority of them, in order to cut the overhead expenses of their exchanges, let their high priced publicity men go and in place of them installed poor salesmen or young fellows who were endeavoring to break into the motion picture game, by any route. In spite of the fact that they had no experience whatsoever, they tacked upon them the title of "Exploitation Men," and sent them forth to ride many a good picture to a "flop," with the exhibitor footing the bills for these young budding aspirants' education. You can't blame the exhibitor for getting sore—he's running a theatre and not a correspondence school. He would have been a great deal better off if these so-called "Exploitation Men" had stayed miles away from his town.

Where the Exploiteer Fits In

I found out early in the game that an exploitation man can either be a great help to his exchange in the selling of pictures or the opposite. Usually if they endeavor to cooperate with the exhibitor instead of with the exchange in putting the picture over, they increase the value of their concern's products and get into the good graces of the exhibitors. I have had many exchange managers take exceptions to this point of view, but nevertheless they know that it's true.

The feeling of the various exhibitors throughout the country on exploitation is easily illustrated in an incident that happened to me in a small town in Oregon, when I was exploiting Mrs. Wallace Reid's "Human Wreckage."

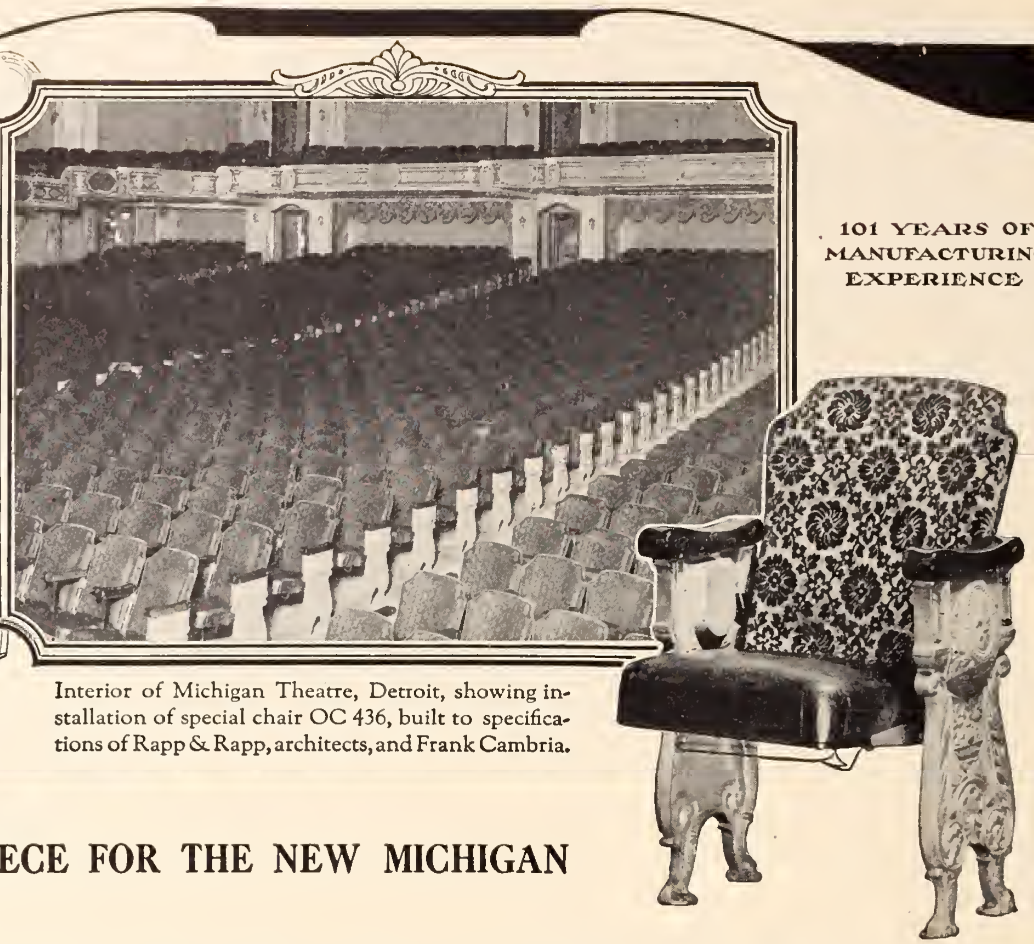
I received my orders to go to this town and exploit the picture for one of three theatres owned by the same man. When I arrived there he informed me to pack up and get out of town as far as he was concerned and what he had to say about exploitation men in general would be too hot to repeat in this article. When he saw, however, that I refused to leave the town, he began to argue with me and showed me advertising bills that did not only include one, but many full-page ads that were run in the local newspapers by one of these so-called exploitation men from another film concern and who had just left town a few weeks before. All this fellow evidently did was to spend plenty of the exhibitor's money without any apparent reason whether it would get value received or not. In other words, he just wanted to make a big "show" and send a lot of full-page clippings back to the boss in order to collect his salary and expenses for the week. The picture financially was a big loss to the exhibitor.

However, I finally convinced the exhibitor that if he would let me go ahead and exploit the picture I would guarantee to spend less money than he usually spent on one of his regular attractions and still get him big results. This appealed to him, of course, and he told me to go ahead. By small but convincing advertising with a punch to it; by creating news articles so that the newspapers were forced to run them; by the backing of city and state officials and many other stunts that did not cost him one ex-

(*Continued on page 774*)

NEVER MIND THE FLOAT-BUT BE SURE AND GET A GOOD CLOSE UP OF ME!
WORLD'S GREAT
Vic '27

The handsome tuxedoed manager who spends the boss' money for an elaborate float and poses for a close-up in front of it.



101 YEARS OF MANUFACTURING EXPERIENCE

Interior of Michigan Theatre, Detroit, showing installation of special chair OC 436, built to specifications of Rapp & Rapp, architects, and Frank Cambria.

A MASTERPIECE FOR THE NEW MICHIGAN

THE latest Rapp & Rapp theatre, the new Michigan in Detroit, was seated by Heywood-Wakefield. This 4,000 seat house is easily one of the finest in the entire Publix chain. Such a beautiful theatre naturally required an unusual seat — a masterpiece — correct in every detail and in perfect harmony with the interior. That Heywood-Wakefield succeeded in furnishing such a seat is evidenced by the pleasure and compliments of all those concerned in the building of this magnificent showhouse.

Our seating experts will be glad to help you successfully solve your problems too. Their wealth of experience is yours for the asking. Just write to the nearest H-W warehouse.

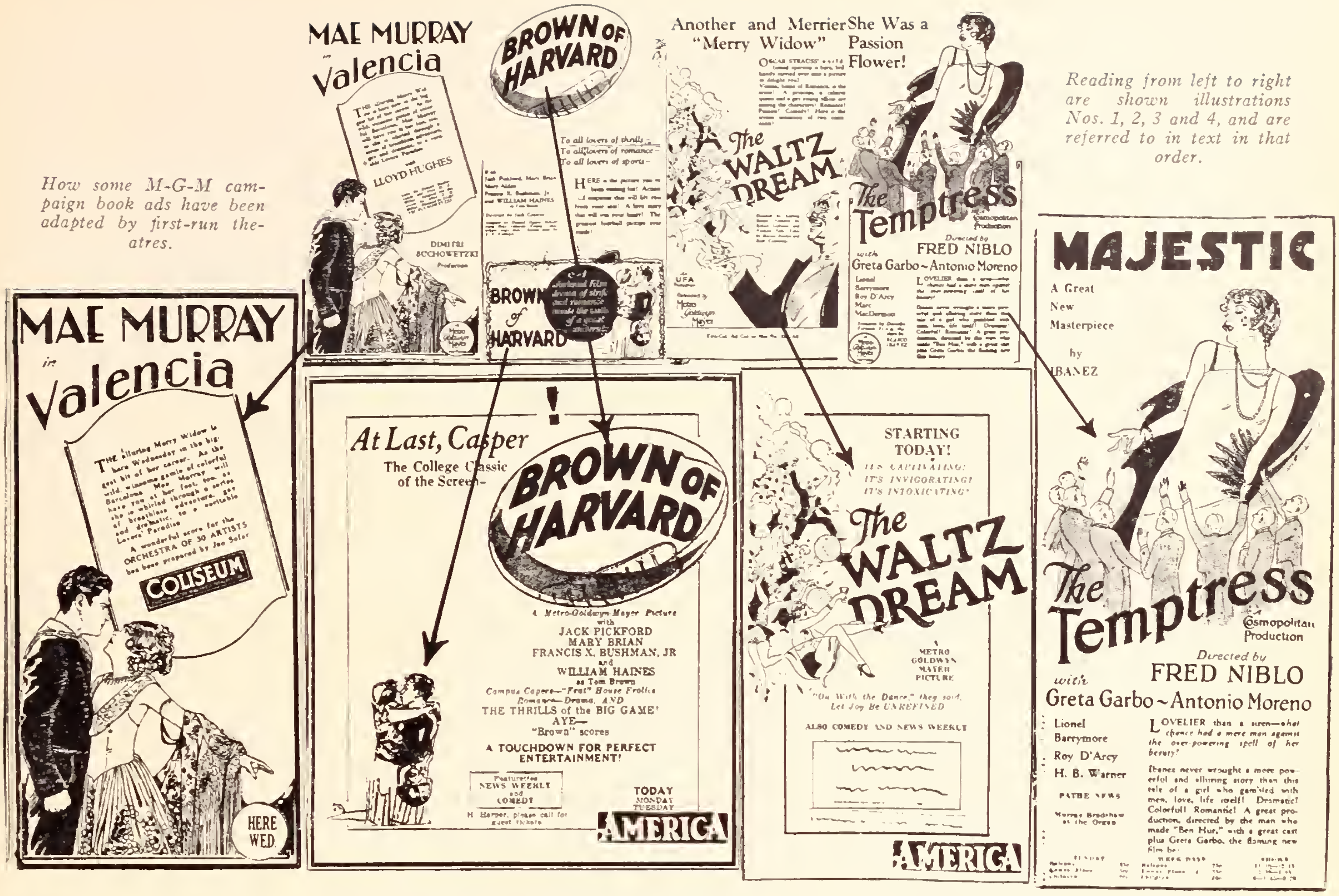
If you have not yet received a copy of our Theatre Seating Catalogue, write for it.

Heywood-Wakefield

REG. U.S. PAT. OFF.

Baltimore, Maryland 113 West Conway St.
Boston 45, Massachusetts Winter Hill
Display Floor, 174 Portland St.
Buffalo, New York Wells and Carroll Sts.
Chicago, Illinois 2653 Arthington St.
Display Floor, 439 Railway Exchange Bldg.
Kansas City, Missouri 1310 West 8th St.

Los Angeles, California 801 East 7th St.
New York, New York 516 West 34th St.
Philadelphia, Pennsylvania 244 South 5th St.
Portland, Oregon 148 North 10th St.
San Francisco, California 737 Howard St.
St. Louis, Missouri 6th and O'Fallon Sts.



How some M-G-M campaign book ads have been adapted by first-run theatres.

Reading from left to right are shown illustrations Nos. 1, 2, 3 and 4, and are referred to in text in that order.

MAE MURRAY in Valencia

The alluring Merry Widow is here Wednesday in the biggest bit of her career. As the wild, winsome gamin of colorful Barcelona Mae Murray will have you at her feet too, as she is whirled through a series of breathless adventures—gay and dramatic—in a veritable Lovers' Paradise.

A wonderful score for the ORCHESTRA OF 30 ARTISTS has been prepared by Joe Soler

COLISEUM

HERE WED.

At Last, Casper

The College Classic of the Screen—

BROWN OF HARVARD

A Metro-Goldwyn-Mayer Picture with JACK PICKFORD MARY BRIAN FRANCIS X. BUSHMAN, JR and WILLIAM HAINES as Tom Brown

Campus Capers—"Frat" House Frolics Romance—Drama, AND THE THRILLS of the BIG GAME! AYE—"Brown" scores A TOUCHDOWN FOR PERFECT ENTERTAINMENT!

Featurettes NEWS WEEKLY and COMEDY

TODAY MONDAY TUESDAY

AMERICA

STARTING TODAY! IT'S CAPTIVATING! IT'S INVIGORATING! IT'S INTOXICATING!

The WALTZ DREAM

METRO GOLDWYN MAYER PICTURE

"On With the Dance," they said. Let Joy Be UNREFINED

ALSO COMEDY AND NEWS WEEKLY

AMERICA

MAJESTIC

A Great New Masterpiece by IBANEZ

The Temptress

Cosmopolitan Production

Directed by FRED NIBLO

with Greta Garbo ~ Antonio Moreno

Lionel Barrymore

Roy D'Arcy

H. B. Warner

PATHE NEWS

LOVELIER than a siren—what chance had a mere man against the over-powering spell of her beauty!

Ibanez never wrought a more powerful and alluring story than this tale of a girl who gambled with men, love, life itself! Dramatic! Colorful! Romantic! A great production, directed by the man who made "Ben Hur," with a great cast plus Greta Garbo, the flaming new film be...

The *Easiest Way* to Get Good Ads

By Howard Dietz

Director of Advertising and Publicity, Metro-Goldwyn-Mayer

THOSE who have studied the course of motion picture theatre advertising are well aware that in this department of the business a progress and improvement which matches stride for stride, the advances made in the production of the pictures themselves has taken place in the past few years. Any reader not conversant with the subject and desirous of checking-up on the situation, may come to a full appreciation of the truth of the statement by going back into the newspaper files and comparing the exhibitor's ads of a few years back with those of today.

Two fundamental causes suggest themselves as the sources to which this advance in theatre advertising may be traced.

First: the improved technic in designing ad layouts so elastic that they readily may be adapted to the local uses of the theatre, and the application of this principle by the larger distributing companies in making up their campaign material.

Second: the growing practice among theatre ad men of getting the maximum display and selling value of this prepared material in layouts arranged in accordance with the local conditions peculiar to their theatres—size, general style, billing of supplemental features, etc.

The latter development is finding a wider application as time goes on—and it may be added that it is a development in harmony with a sound business principle, for the prepared campaign material puts at the disposal of the individual showman the advertising talent, experience and skill of organizations maintained by the larger distributing companies at a cost of hundreds of thousands of dollars.

While the practice of adapting this prepared campaign material is steadily increasing, there is still room for improvement along this line. We still see examples where theatre managers, offered the services of national distributors, through campaign book advertisements, turn their backs on the material and make up their own—with results which in the vast majority of cases, fall far below the standard of their fellow exhibitors who adapt the campaign book ads to their own local uses.

Either these managers fail to recognize the real value of campaign book material, which puts within their reach the work of noted artists and of an advertising staff of experts that no single theatre could afford to maintain, or they have not developed a working knowledge of how to adapt the prepared material to their local uses. Metro-Goldwyn-Mayer, for instance, attaches supreme importance to this service in behalf of exhibitors and employs the best available talents to prepare its service material.

Of course, no one believes that all campaign book ads should be used entirely as suggested in the sample lay-outs. But the range of material is so great—in most instances—that a manager can pick and choose, blend the elements of several ads and thus adapt the material furnished to his own locality and special clientele. Since this condition obtains, it seems uneconomic to go to the trouble and expense of re-drawing and hand-lettering, to get an effect, in nine cases out of ten, inferior to the original lay-outs.

Several of the examples illustrated here show how campaign book material actually had been adapted for local use. For instance, in illustration No. 3, the lettered title and part of the illustration was cut away, and a wide border or rules used to box in type. In No. 2, the title lettered on the football was taken from a two-column ad, the scene from another two-column, to make a three-column lay-out.

Rules for Making Good Ads

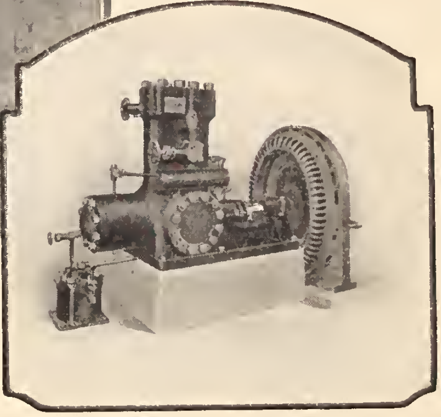
Here are a few general principles to be observed in adapting campaign book ads that managers and their advertising men should keep in mind:

There should be plenty of white space. Cramming the ad from column-rule to column-rule with type, lettering and illustration is confusing and wearying to the eye.

Examples 1, 2, and 3 show how this fault can be avoided. The use of two rules, with the illustration alone breaking through the border, as in No. 1, is one successful and

(*Continued on page 769*)

YORK
Air Cooling & Purifying Systems *for* Theatres



In Baltimore

A hot time this summer? Well, let 'er come. The Stanley Company of America, builders and owners of the new and palatial Stanley Theatre in Baltimore, will be well prepared.

Their new playhouse, the largest in the city, is being equipt with YORK REFRIGERATION, capable of producing clean, cool and invigorating atmospheric conditions regardless of the street temperature.

They realize that theatre comfort pays dividends.

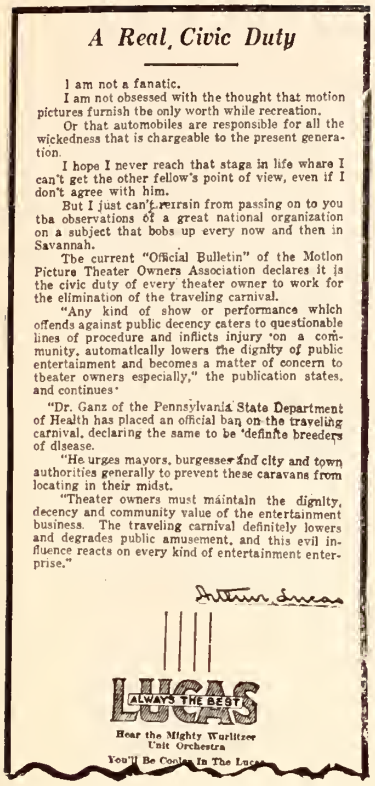
The "YORK"
Carbon Dioxide
Refrigerating Machine.
Direct connected to
Synchronous motor.

YORK Manufacturing Company
York, Penna.

Good Will Is Year Round Box Office

By ARTHUR LUCAS

Lucas Theatre, Savannah, Ga.



A Real, Civic Duty

I am not a fanatic.

I am not obsessed with the thought that motion pictures furnish tbe only worth while recreation.

Or that automobiles are responsible for all the wickedness that is chargeable to the present generation.

I hope I never reach that staga in life whare I can't get the other fellow's point of view, even if I don't agree with him.

But I just can't refrain from passing on to you tba observations of a great national organization on a subject that bobs up every now and then in Savannah.

Tbe current "Official Bulletin" of the Motion Picture Theater Owners Association declares it is the civic duty of every theater owner to work for the elimination of the traveling carnival.

"Any kind of show or performance which offends against public decency caters to questionable lines of procedure and inflicts injury on a community, automatically lowers the dignity of public entertainment and becomes a matter of concern to tbeater owners especially," the publication states, and continues:

"Dr. Ganz of the Pennsylvania State Department of Health has placed an official ban on the traveling carnival, declaring the same to be 'definite breeders of disease.

"He urges mayors, burgesses and city and town authorities generally to prevent these caravans from locating in their midst.

"Theater owners must maintain the dignity, decency and community value of the entertainment business. The traveling carnival definitely lowers and degrades public amusement, and this evil influence reacts on every kind of entertainment enterprise."

Arthur Lucas

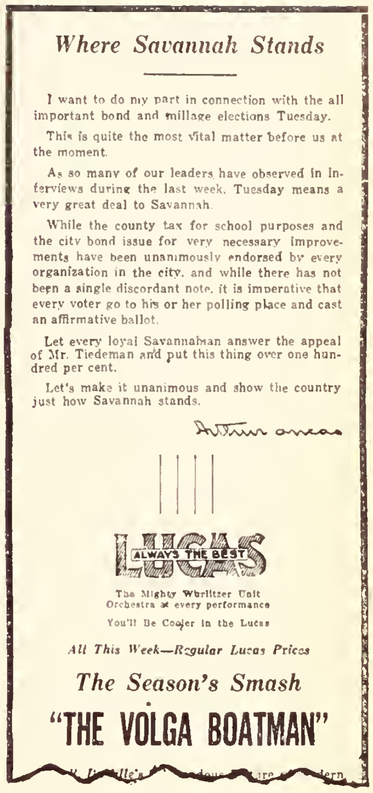
LUCAS

ALWAYS THE BEST

Hear the Mighty Wurlitzer Unit Orchestra

You'll Be Cooler In The Luc

Left—One of the Lucas "personal observations" used as a lead to the Sunday ads for his theatres—a straightforward and sincere statement of the case against the traveling carnival shows.



Where Savannah Stands

I want to do my part in connection with the all important bond and millage elections Tuesday.

This is quite the most vital matter before us at the moment.

As so many of our leaders have observed in interviews during the last week, Tuesday means a very great deal to Savannah.

While the county tax for school purposes and the city bond issue for very necessary improvements have been unanimously endorsed by every organization in the city, and while there has not been a single discordant note, it is imperative that every voter go to his or her polling place and cast an affirmative ballot.

Let every loyal Savannahian answer the appeal of Mr. Tiedeman and put this thing over one hundred per cent.

Let's make it unanimous and show the country just how Savannah stands.

Arthur Lucas

LUCAS

ALWAYS THE BEST

The Mighty Wurlitzer Unit Orchestra at every performance

You'll Be Cooler in the Lucas

All This Week—Regular Lucas Prices

The Season's Smash

"THE VOLGA BOATMAN"

Right—A typical message from the head of a Savannah community institution—the Lucas Theatre—to his fellow citizens on a vital matter submitted to the voters.

WHEN I built the Lucas Theatre on a side street more than a block from the main retail street of the city—in other words on a site "around the corner"—it was, nevertheless, my intention right from the start, to "sell" the Lucas to the people of Savanah; to make it an institution and not simply a place where motion pictures were shown. I wanted to get people to feel that the Lucas was their plant—to be visited with the same regularity that they went to their clubs or their churches.

With this thought in mind all my energies were employed in exploiting the theatre and its service to the people, the picture program being but an incident of the Lucas service.

As a beginning along the line based on that idea, the slogan "always the best" was adopted as the motto of the Lucas. Next I established the "good will department" which consistently since that time has functioned as the point of contact between the Lucas and the public of Savannah, and adopted the "good will" form of advertising for newspaper as well as direct-by-mail messages.

Applying the Good-Will Idea

The application of the "good will" idea to theatre advertising in the case of the Lucas takes the form of signed observations that appear each Sunday morning as a lead to the advertisements of the week's attractions. This, however, is only a part of the general campaign that was followed in establishing the Lucas Theatre as a civic institution. No reference is made in these leads to the theatres or what they are offering. They deal with leading topics affecting the community—social, civic, religious, and even personalities are included.

These signed messages—occupying advertising space paid for by the theatre, yet entirely unselfish and devoted to affairs of interest to the entire community, served by the Lucas—attracted early attention and resulted in a great deal of favorable comment. Their interest for the public and the influence they exert has consistently grown, until today every reader of the "Sunday News" is a reader of the several civic welfare paragraphs that appear over my signature. I know this because I hear from these weekly observations as they are made.

How many continue and read what the theatres offer for the week I have no way of knowing. But I do know that the people of Savannah have become thoroughly sold to the fact that my chief interest and concern is in the upbuilding of the city. I believe the six or seven-inch Sunday lead, in which there is no suggestion of theatres or motion pictures, is worth more to our houses than ten times as much space devoted to display advertising printed in a Sunday issue of the newspapers of the city.

Arthur Lucas

We have taken as much space as a page in the daily newspapers calling on people to go to church; telling big corporations of the fairness of the people of the community to corporate interests and exploiting things apart from the theatre.

The effect of this good will form of advertising soon proved the efficacy of what had been but a theory when the plan was put into operation. The results have been wonderful and profitable.

Of course, we use a liberal amount of space for display advertising on the attractions in papers printed during the week.

Many exhibitors expect an advertising expenditure today to manifest itself at the box office tomorrow. That plan did not appeal to me when I started the Lucas Theatre, and it doesn't appeal to me now. I prefer to work on the plan that I will be in business the day after tomorrow as well as today and tomorrow.

The good will form of advertising is not the sort of campaign that will bring you immediate results. You start today, but the box office doesn't show results tomorrow or the next day. The good will plan will not do that. It is like any other constructive work, from which each day's effort, though not spectacular in its immediate results, has a permanency and shows continued growth. And when it does begin to show on the daily receipts, you just can't stop it. The growth is certain and steady, month in and month out.

No Longer an Experiment

I have proved this beyond the shadow of a doubt. Good will advertising is no longer an experiment so far as the Lucas is concerned. After three years we are "sitting on the top of the world," as it were, because of this policy of selling the "house" rather than the particular attraction.

As I stated above, the newspaper advertising is only a part of the general good will campaign upon which the Lucas was established as a civic institution. For example:

Each year through the good offices of the Board of Trade and the luncheon clubs of Savannah, we present a loving cup, called the Lucas Trophy, to the person who has done the most worthwhile thing for Savannah during the year. Three of these cups have been given, the presentations being

(Continued on page 769)

Beautify Your Theatre With "SOL" Fabrics

IN THE outstanding Broadway theatres known the country over—and in the largest of first-run houses—you will find the fabrics of S. M. Hexter & Co. providing the beauty and the charm that always please and attract the spectator.

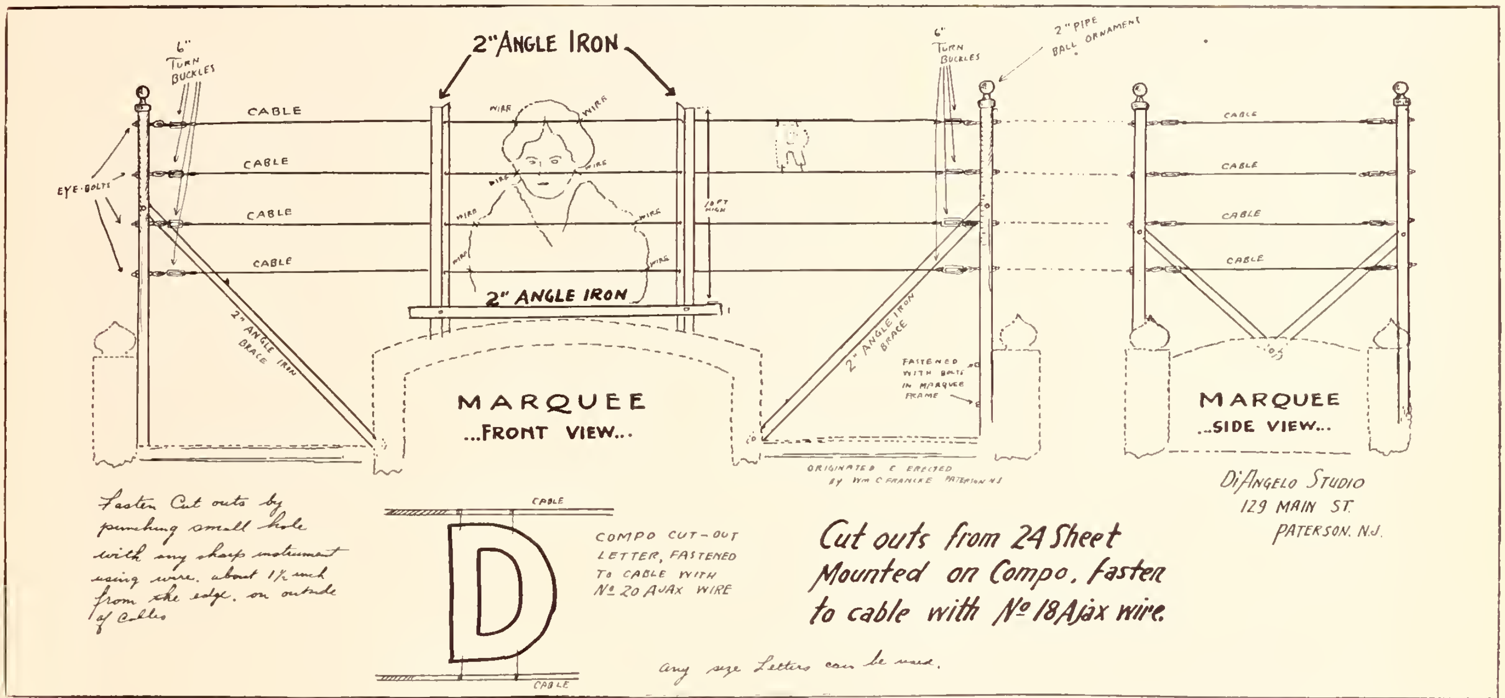
Beautiful Glazed Chintzes, and Silk Taffetas—a large range of extremely attractive Velvets and Mohairs—serviceable Satines—and our famous imported "Sol" Fabrics of extraordinary durability, are representative of a line to meet all the interior decoration needs of the progressive manager.

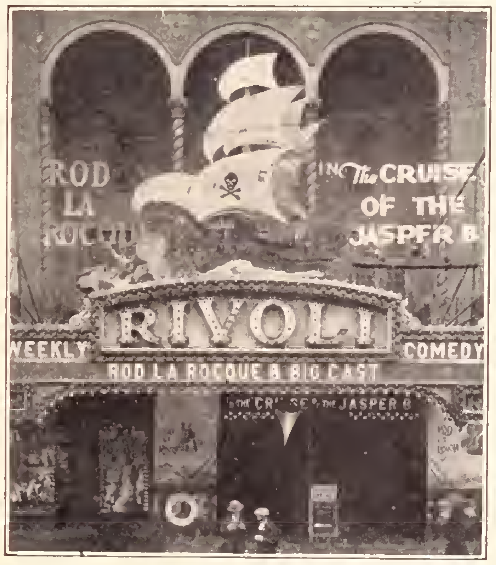
Free samples and color charts will be sent on request, and you will find that our fabrics can combine with any color scheme you may have.

S. M. HEXTER & CO.
SOLE OWNERS
Cleveland, Ohio

New York Office: 381 Fourth Avenue
Chicago Office: 189 West Madison Street

This Marquee Rigging Cuts Display Costs


2" ANGLE IRON
6" TURN BUCKLES
CABLE
CABLE
CABLE
CABLE
EYE-BOLTS
WIRE
WIRE
WIRE
WIRE
WIRE
WIRE
WIRE
WIRE
10 FT HIGH
2" ANGLE IRON
2" ANGLE BRACE IRON
MARQUEE
...FRONT VIEW...
6" TURN BUCKLES
2" PIPE BALL ORNAMENT
2" ANGLE IRON BRACE
FASTENED WITH BOLTS IN MARQUEE FRAME
ORIGINATED & ERECTED BY WM C FRANCKE PATERSON NJ
CABLE
CABLE
CABLE
CABLE
MARQUEE
..SIDE VIEW...
DiAngelo Studio
129 MAIN ST.
PATERSON, N.J.
Fasten Cut outs by punching small hole with any sharp instrument using wire. about 1½ inch from the edge. on outside of Cables
CABLE
D
CABLE
COMPO CUT-OUT LETTER, FASTENED TO CABLE WITH Nº 20 AJAX WIRE
Cut outs from 24 Sheet Mounted on Compo. fasten to cable with Nº 18 Ajax wire.
any size Letters can be used.



Explanatory diagram of construction of marquee rigging, and below a photo showing display for "Cruise of the Jasper B" (P.D.C.)

THE diagram above shows the marquee rigging—a permanent affair sturdy enough to withstand the rigors of storm and winds—designed by William Francke and erected on the canopy of the Rivoli Theatre, Paterson, N.J., of which Mr. Francke is the manager.

The chief advantages of this rigging are: labor saving—displays combining cut-out figures and letters are fixed in place quickly, the fastenings consisting of light wire wrapped about the cable strung around the metal uprights; security—the rigging itself and the displays fastened to it are capable of withstanding heavy weather.

The erection of this permanent rigging at the Rivoli suggested itself to Mr. Francke as the sensible course for a theatre manager whose location is such that frontal displays offer the greatest single advertising medium. The Rivoli is situated in the heart of the shopping district of Paterson, and according to figures obtained by a chain tobacco store adjacent to the theatre, an average of 50,000 people pass the location daily.

Making a new supporting structure for each separate display proved a costly and laborious job, so Francke set about to eliminate the waste effort and materials used for this purpose.

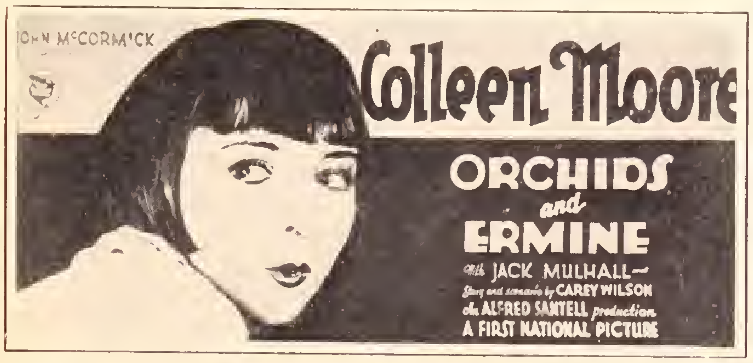
His permanent rigging paid for itself in a short time, and it eliminated the danger of having the big cut-out effects dashed from their moorings by wind and rain.

The piping and angle which constitutes the major portion of the structure is painted a color to match the facade of the theatre, thus it is inconspicuous even when no displays are in place. The placement of the cables, on which the cut-outs are fastened with wire, permits the use of figures and letters of very small or very large size, as the occasion demands.

The Rivoli's displays are designed by Mr. Francke and the work is executed by D. A. DiAngelo of the DiAngelo studio.

The cut-outs are preserved by a coating of shellac—which prevents water seeping into the compo board at the trimmed edges.

As an example of economies made possible by a display rigging such as this one at the Rivoli, a recent instance may be cited. The Rivoli played "Faust," and owing to a flashy display drew into the theatre a patronage that ordinarily would not be attracted to a picture of this class. A huge figure of Satan was the feature of the display, with the lettering F-A-U-S-T strung under the figure. The following week Francke played "Flesh and the Devil." He made some minor changes in the figure, and cut three letters, L, E and H to match the "Faust" spelling, substituting these for the A, U and T in the latter title. "Flesh and the Devil," the full title of the new attraction, was filled out by showing the last three words in a double line of letters half the size of the first word.

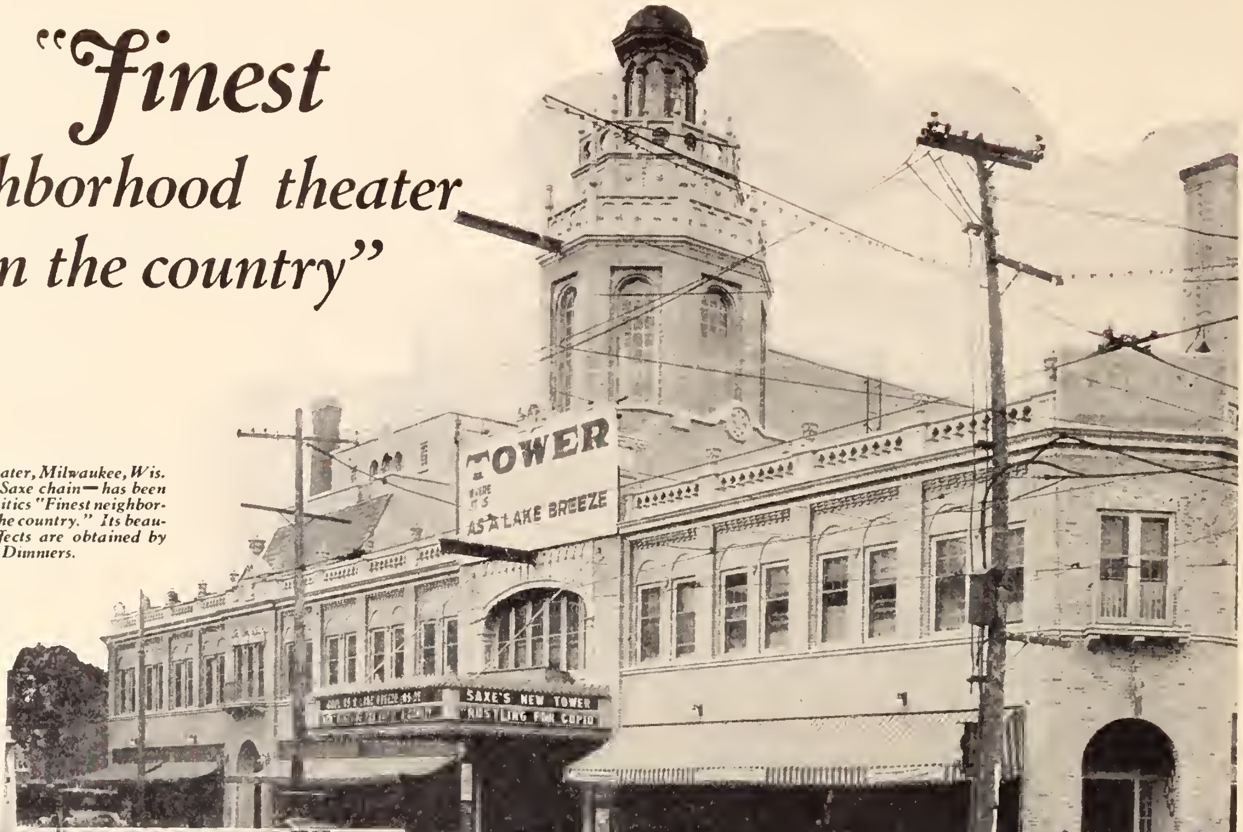


Average posters supply materials for flash frontal displays.

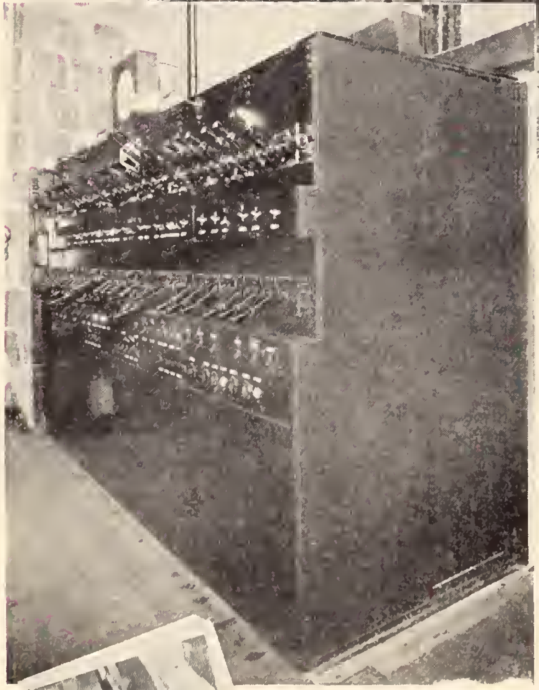
CARL LAEMMLE PRESENTS
LAURA LA PLANTE
with ZASU PITTS - NAT CARR
JOHN ROCHE - EINAR HANSON
in
BASED ON THE MAGAZINE STORY DOUBLING FOR LORA by PEGGY GADDIS
A Melville Brown Production
HER BIG NIGHT

Above, First National 24-sheet for "Orchids and Ermine." Right—24-sheet for "Her Big Night" (Universal)

"Finest neighborhood theater in the country"



The Tower Theater, Milwaukee, Wis. —newest of the Saxe chain— has been called by some critics "Finest neighborhood theater in the country." Its beautiful lighting effects are obtained by C-H Dimmers.



C-H Dimmers in the Tower Theater, Milwaukee, Wis. Architects: Dick & Bauer. Switch Board F-A Major.

Flickerless fading and crescendo of light—easy production of every desired color blend—long service without burn-outs—adaptability to any theater—these and other superiorities of C-H "Simplicity" Dimmers explain their almost universal selection.

—A name maintained with C-H Simplicity Dimmers

IN film selection, all theaters have an equal chance to please the public. But beautiful lighting effects, easily produced with C-H Simplicity Dimmers, add an atmosphere to good pictures, which will carry your patrons away to the land of make-believe. Such restful, satisfying entertainment will make them steady visitors to your theater.

There is a fitting combination of C-H Dimmers for your theater regardless of its location, size or scheme of decoration. Consult your architect or electrical contractor. See how easily this profit-making improvement can be installed.

In the meantime, let us mail you a copy of the new booklet "Illumination Control for the Modern Theater" giving the complete story of C-H Simplicity Dimmers and forms for securing cost estimates.

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1268 St. Paul Avenue MILWAUKEE, WISCONSIN

CUTLER C-H HAMMER

Perfect Illumination Control for the Modern Theater

How a Loser Was *Serviced* to Success

Herb Jennings Blended Ideas and Ideals in a Formula That Has Made Keith's Palace an Indianapolis Institution

By S. ROLAND DUVAL

SPENDING a full day in fifteen different houses in Chicago—including the Chicago, Oriental, State Lake and McVickers—I came away with two ideas in theatre managing. I was seeking ideas that would build patronage or conserve more money for the profit each year. Next day I saw Keith's Palace Theatre at Indianapolis, Ind. It is the ideally managed house, both from a showman's viewpoint and sound business principles.

Six years ago, I happen to know, the house had been operated a year and was one of the outstanding "flops" in show business. It had every advantage by playing the only real combination policy in the city; it had good location; it was new and had many up-to-date advantages that were absent in other amusement structures. Today it is clipping off a profit that puts it on a par with the most successful houses in the city. Herb Jennings is the man who turned the trick. His ace in the hole has been a complete knowledge of the theatre that was applied with sound business principles. These facts are not apparent to the observer on first entering the theatre. Instead he is impressed with the cleanliness and comfort of the house; courtesy of the attendants from the cashier to the usher. Everyone seems to be busily engaged doing something, without the air of forced application; and the entertainment program runs rapidly and smoothly like a well-oiled machine.

When I purchased my ticket the cashier said, "Thank you." Not a staccato, parrot spoken "thank you," but said with seeming sincerity. Since I had stood in line to buy my admission, I heard the cashier say to others, "How many please?" "Your change—thank you." I later learned the cashiers must have but two qualifications to work for the Palace—personality and honesty. This combination is a hard one to get consistently. Recently the theatre had occasion to hire a new girl for the position. Out of sixty-eight applicants only two girls were considered. But I have noticed by four years of observation that once a girl is secured, she usually stays a long time.

> This is the first installment of an article describing the ideas—and how they were employed—used by a manager to put his theatre over to success; an article which may be said to constitute a SHOWMAN'S GUIDE in itself.

This same evidence of interested courtesy is shown all through the theatre, wherever the patron makes a personal flesh and blood contact. The doorman without any great show of attention thanks you quietly when returning your torn seat stub. He is kept well advised of comforts and courtesies offered by the theatre, and gives such information. I have even heard him suggest, "We will be glad to check your bundle on the right aisle," "I believe you will find better seats on the extreme left."

Even the ushers have an important part to play in selling the theatre to the individual. Every Sunday morning they are schooled collectively and individually. These girls are trained to always be alert to please and assist. "Please" and "Thank You" are again very much in use when handling crowds. Mothers with restless babies are made happy by an attentive usher offering the baby an attractive candy novelty. I have seen old ladies assisted upstairs by ushers. I have seen crippled patrons singled out of crowds and given seats in preference to other standing patrons.

The marvelous thing is that these attentions never seem to be routined or forced.

The shows are a combination of five acts of vaudeville with big first-run feature pictures. These pictures usually carry the heavy end of the advertising, some interesting and effective exploitation having been done on Producers Distributing Corporation pictures, and a few big specials.

As a newspaper reviewer, it was my job to catch the weekly programs at the Palace. Never has there been any swearing or suggestive filth permitted on the stage. After the first matinee "cuts" are sent backstage. But that is not the end. The stage manager, the orchestra leader and the superintendent are watchful thereafter to see that all objectionable material is kept out of the show. I can back up with facts where "bits" that were a "wow" at the first matinee have been taken out to conform with a well defined policy of cleanliness, which has been widely advertised.

Also I have never found the house anything but clean and comfortable. A system of triple checking on temperature and cleanliness assures this.

A talk with "the man behind the scene"

The Palace Theatre paved the way for the Police band to complete uniform fund by engaging their quartette for one week. By way of gratitude, the band helped the theatre put over a special attraction by giving nightly concerts in front of the house.

CHARITY AND GOODWILL

Crowds watching Herb Jennings' efforts in putting over $10,000 relief campaign for destitute family of Rid McAlister. And there was good-will in much individual cooperation. Jennings is shown in left foreground of photo above.

reveals how the transformation from a "white elephant" to a popular community center has been accomplished. Mr. Jennings is small in stature and the possessor of personality. He seems to have the ability to enthuse. He has enthused the individuals of his house staff. He has enthused the worthwhile people and the rank-and-file of the town. The answer has been co-operation.

The Palace is distinctly a one-man organization, with all department heads functioning perfectly under his supervision. The town people (and Indianapolis is a town of more than 350,000 inhabitants) bring him their civic and entertainment problems. About the city Mr. Jennings is known as the man who always can do something "a little different." I was in his office when the Mayor called him and asked his aid on raising funds for sufferers in Florida. The Mayor later told me, "Herb Jennings mapped out the whole campaign in one afternoon... I always like to have him on my citizen committees because he has ideas."

Works With Employees

The same is true of the employees in the house. They are always seeking his assistance in solving personal problems. And to each he gives attention.

When he first came to Indianapolis, the newspaper boys—of which I was one—congratulated him with, "Glad to know you Mr. Jennings, but you won't stay very long with this house." But he did stay. And he broke down every prediction.

An advertising solicitor predicted the theatre would never be a success unless he took half and quarter page ads in the Saturday and Sunday papers. All other theatres were doing it. Mr. Jennings said it was poppycock and proved it by taking the smallest space. Other theatres are today following his policy.

Building Up Location

The street upon which his theatre was located was geographically a good location. Only the street as a business street was dead. Merchants shook their heads and refused to spend money trying to bring business to their street. Past efforts had been fruitless. Some of the stores even failed to light their windows at night. Only two electric display signs were seen on the street. Both of them were theatre signs. Mr. Jennings organized a Business Association, raised the money by pep talks in door to door solicitation and by installing showmanship, brought 10,000 people to two squares of the street on a single night. It was the greatest demonstration of interested shoppers ever seen in Indianapolis. That was the fuel which turned every merchant into a booster. Now additional street cars are being routed over the street, all windows are lighted with attractive displays at night, and nine big electric signs are evident in two squares. A dead thoroughfare has been changed to an extremely popular one.

With this association of business men Mr. Jennings has followed a far-sighted policy. He has increased the number of people that pass his door twenty-one times —according to a recent check. He has given lights to the street which attract at night and every person there becomes a shopper for entertainment. On another occasion he secured the co-operation of his business association in putting over his show. With their co-operation, he wove a newspaper campaign that secured fifty-three advance notices in three weeks.

When Mr. Jennings cut his advertising, dramatic critics sadly informed him that he could not expect as much free copy as the theatres who advertised in larger space. But the check of a year's free space showed that by lines obtained the Palace out numbered any other theatre in town. This was accomplished by selling the newspapers real news of a local nature instead of press agent's bunk. We boys used to make almost daily calls at the Palace to see if Herb Jennings had any human interest news. And the newspaper boys of the three local papers are still doing that today.

Crashes Newspapers

Twice in a year Herb Jennings sold the managing editor of one paper a newsy idea that landed him on the front page for twenty-three days. And Indianapolis newspapers are known the world over for being "hard-boiled" to show publicity.

Mr. Jennings is a keen student of events in the show world. Four years ago he predicted many of the things that are actually happening now in show business. Among them were presentations as a popular entertainment for picture houses.

New And Improved Equipment

A Review of the Latest Developments in Theatre Engineering

A Change-over Device that is Simple in Operation and Positive in Action

THE problem of effecting satisfactory change-overs from one picture projector to another so as to avoid even minor interruptions in the presentation, has troubled projectionist and exhibitor alike for a considerable time.

In the endeavor to evolve a suitable device, which would be at once simple of operation and positive in action, quite a number of mechanical contrivances were offered to theatres, along with their respective inventors' beliefs, that at last a satisfactory means had been found for obtaining the much desired and much talked about, smooth change-over from picture to picture.

Of the many devices which have at one time or another made a bod for popular favor, but one has succeeded in enjoying a national distribution; which can be taken as a pretty good indication that it has satisfactorily ironed out the troublesome points in this particular problem.

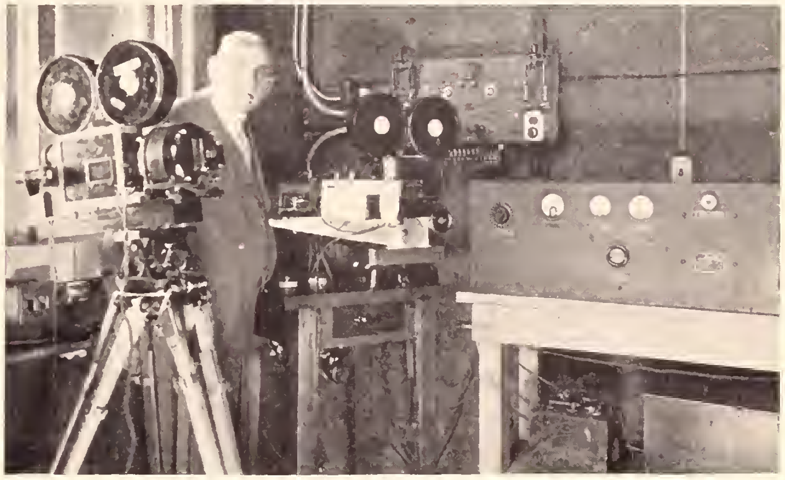
The successful contender for the change-over field is the one popularly known as the Strong Change-over. It consists of a magnetically operated pair of light metal shutters which derive their actuating impulse from a thin wire plunger working up and down through the core of a solenoid.

These shutters are hinged so that the plunger opens and closes them, scissors fashion. The entire mechanism is enclosed by a housing, part sheet metal and part aluminum, measuring about 6 x 8 inches, a porthole 2½ inches in diameter being provided for the passage of the light beam when the shutters are opened.

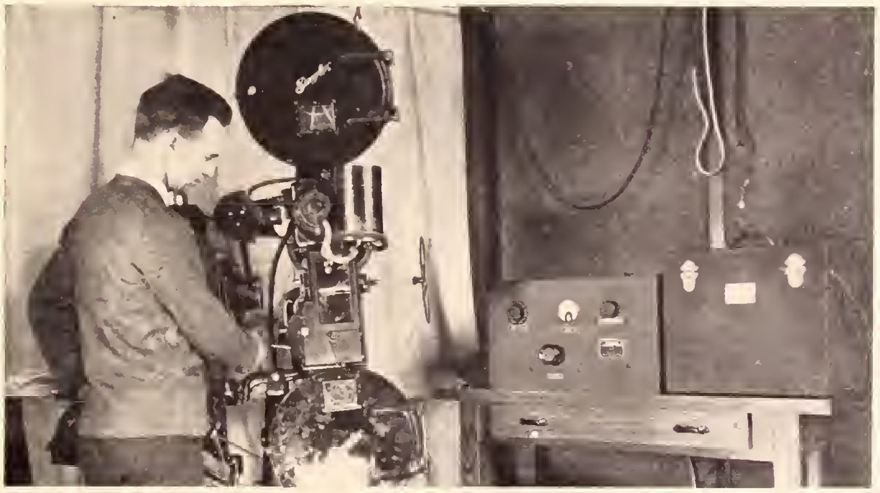
As commonly used, a change-over unit is mounted on the front wall of this projection room so as to be directly before each motion picture projection lens in order to intercept the light beam beyond the shutter of the projector. In the case of either double dissolving stereopticons, or effect lighting projectors, one change-over is

(*Continued on page 776*)

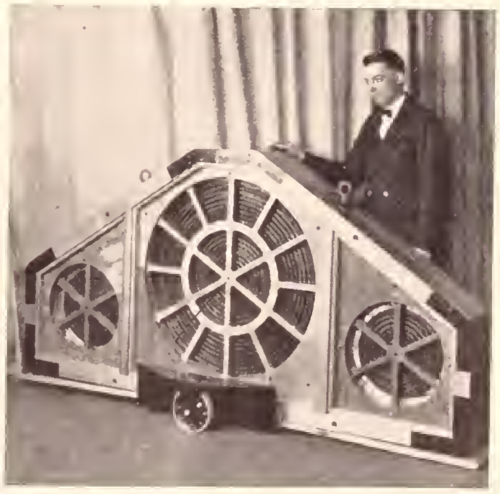
The microphone carries sound waves to recording unit in adjoining room.



The two recording instruments. Left—standard motion picture camera with synchronous motor drive; right—sound recorder.



Combination sound and picture projector. A standard projector is used, the sound-reproducing element is mounted directly below upper drum which holds the film



The Hewlett loud speaker, used in connection with the talking pictures in large auditoriums

PHOTOPHONE THE NEWEST TALKING PICTURE

A dancing beam of light, trained onto the edge of motion picture film, is the basis of the newest talking picture, the Photophone, invented by Charles A. Hoxie of the General Electric laboratories. Synchronization of sound and pictures by means of this principle were first introduced to the public by Lee De Forest in his Phonofilm. The difference between the latter and Photophone is that in the De Forest invention light is controlled, modulated, by sound impulses, whereas the Hoxie device uses a beam of uniform intensity, the beam vibrating back and forth to produce a wave-line which traces the sound waves on the edge of the film.

Dollar-for-Dollar Value and MORE!

¶ When you spend a dollar for equipment or supplies you expect, of course, to get a dollar's worth of merchandise. And you're entitled to nothing less.

¶ A dollar's worth of carbons—a dollar invested in a picture machine, a pipe organ or a screen will buy only so much, when reckoned as a cold-blooded "so-much-for-so-much" proposition.

¶ It's that something—many things in fact—beyond cold cash value which makes a dollar or ten thousand dollars spent for National Service buy SO MUCH MORE.

¶ The best of service; finest merchandise; undivided attention to your requirements; prompt delivery. All these and many more factors combined with facilities to really serve you, is what makes National Service popular with Exhibitors everywhere.

and Now!

National offers you its "One-Contract Equipment Plan" and the services of its Engineering Department. A corps of engineers and draughtsmen are ready to help you with any construction or equipment problem; ready now to work with you toward the mechanical excellence of your theatre.

Do You Get the "PINK SHEET"?

Our Messenger of National Service. It is published each month for Exhibitors and is full of interesting ideas and suggestions and contains the latest news of what's doing throughout the land. A postal or a personal request will put you on the mailing list—ask for it.

National Theatre Supply Company

Branch Offices in 31 Principal Cities

"A National Institution Serving the American Theatre Industry"

New Rialto Theatre, Joliet, Ills., C. W. & Geo. L. Rapp, Architects

Worth Remembering

THE truly nation-wide character of the American Seating Company distribution and installation service of its Theatre, Church, School and Lodge seating is not a mere theory or claim, but realized actuality and fact. This is an important thing to remember.

American Seating Company

10 E. Jackson Blvd.
Chicago

113 W. 40th St.
New York

1211-K Chestnut St.
Philadelphia

Just What Does Exploitation Mean Anyway?

(*Continued from page 757*)

tra dime, I opened the picture to such big business that the picture still holds the house record for attendance in the theatre. The exhibitor was delighted and bought more pictures from my exchange with the proviso that I was to exploit the super specials in his town.

This is just a little actual happening to illustrate the curse of "exploitation men" who have no regard for the result of their endeavors on the pocketbooks of the exhibitors, but who, on the other hand, are ruled by instructions from their bosses to spend plenty of the exhibitor's money. And don't you kid yourself that these instructions don't come through. I have received plenty of them and so has nearly every other exploitation man.

Don't get me wrong on this article and think that my sole object is to "pan" the idea of exploitation. I am just merely trying to show the abuses that exist under this title. There are two kinds of exploitation, the sensible and non-sensible, and if I must say it, the non-sensible is the predominating factor of the two. Also don't think for one minute that all the abuses of exploitation are made by the exchanges and their so-called exploitation men—far from it. For instance, there's the handsome "tuxedoed house manager," whose main idea of exploitation consists of spending plenty of the bosses' money for an elaborate float and having his picture taken in front of the same and then sending this beautiful "close-up" of him back to the trade papers for publication. This stunt is always a sure-fire advertising getter for the manager, but not for the theatre.

There is only one kind of exploitation that is good for the theatre and that's the kind that doesn't cost anything. Every exhibitor in the country will agree with me on this. You'll say that this kind is hard to get. Sure it is and yet it can be gotten. I know because I have gotten it not only once but many times and I am no wonder, but use my head once in a while instead of the press books.

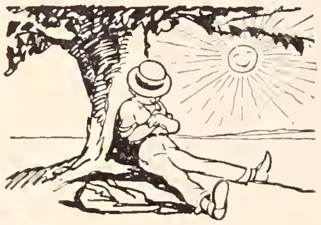
It is not for me to lay down a certain campaign or set of rules to cover exploitation. I wish that I were able to do it, but it just can't be done for there isn't any. The only one rule that covers good exploitation is just "common sense." However, I have found out under the stringent teachings of "Old Man Experience" that the best means of exploitation is through the columns of the daily newspapers. There you already have a standard field. You have thousands of readers who are waiting to have their curiosity aroused or to drive home to them your salesmanship on the picture. Exploitation is salesmanship of the highest standard. Any picture that is big enough to exploit is worth exploiting in the highest manner; but the value of the picture must live up to the quality of its exploitation. Never cheapen a picture by your exploitation and nexer exploit a cheap picture. It's not worth it, for even if you get the crowds you're getting them under false advertising, and will only do your theatre plenty of damage. The two big, valuable aids to exploitation are advertising and publicity. However, they are so big in importance that they cannot be covered in this article.

You Can't Kid the Public

In my many years of exploiting screen attractions I would never sign up with a film company to exploit a picture unless I was first thoroughly sold upon its merits. This applies the same with everyone. You cannot sell an attraction to the public with the force and conviction that it requires unless you yourself are all "hopped up" as it were on the bigness of the offering. You may think that you can "kid" the public but you can't "kid" yourself.

I have said this before, but I am going to say it again, and that is, the only sensible advice that I know of to pass on to you on exploitation is to carefully analyze the selling values of your attraction and then analyze your motion-picture-loving public and tell them the points that you know will appeal to them. For instance, if you have a war picture and your town likes them, boost the war angle to the skies, and if they don't like war pictures, and you have one, play down the war angle and play up the romance, pathos or the comedy. If they like thrillers, sell them the thrills, and so forth. Remember this matter of exploitation is a serious one and deserves more real thought and clear thinking than any other item in the operation of a theatre. Sell them the picture, but sell it right. Exploitation has wrecked many theatres throughout the country because it was not handled with kid gloves.

FIGHT SUMMER SLUMPS

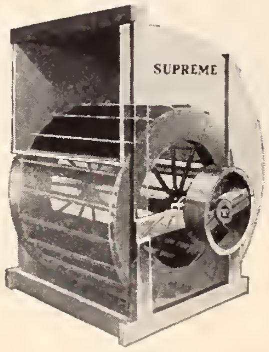


by cooling
your theatre
with a

Supreme Blower

Good productions alone will not produce normal business during hot weather. Your theatre must be kept cool to attract patrons.

The Supreme Blower, priced within the reach of all, will keep your house surprisingly cool and comfortable even in the sultriest weather, and make the summer slump a thing of the past.



$165 f. o. b. St. Louis
Terms if desired

CREATES POSITIVE, COOLING BREEZES
COMPLETE AIR CHANGE EVERY ONE TO TWO MINUTES

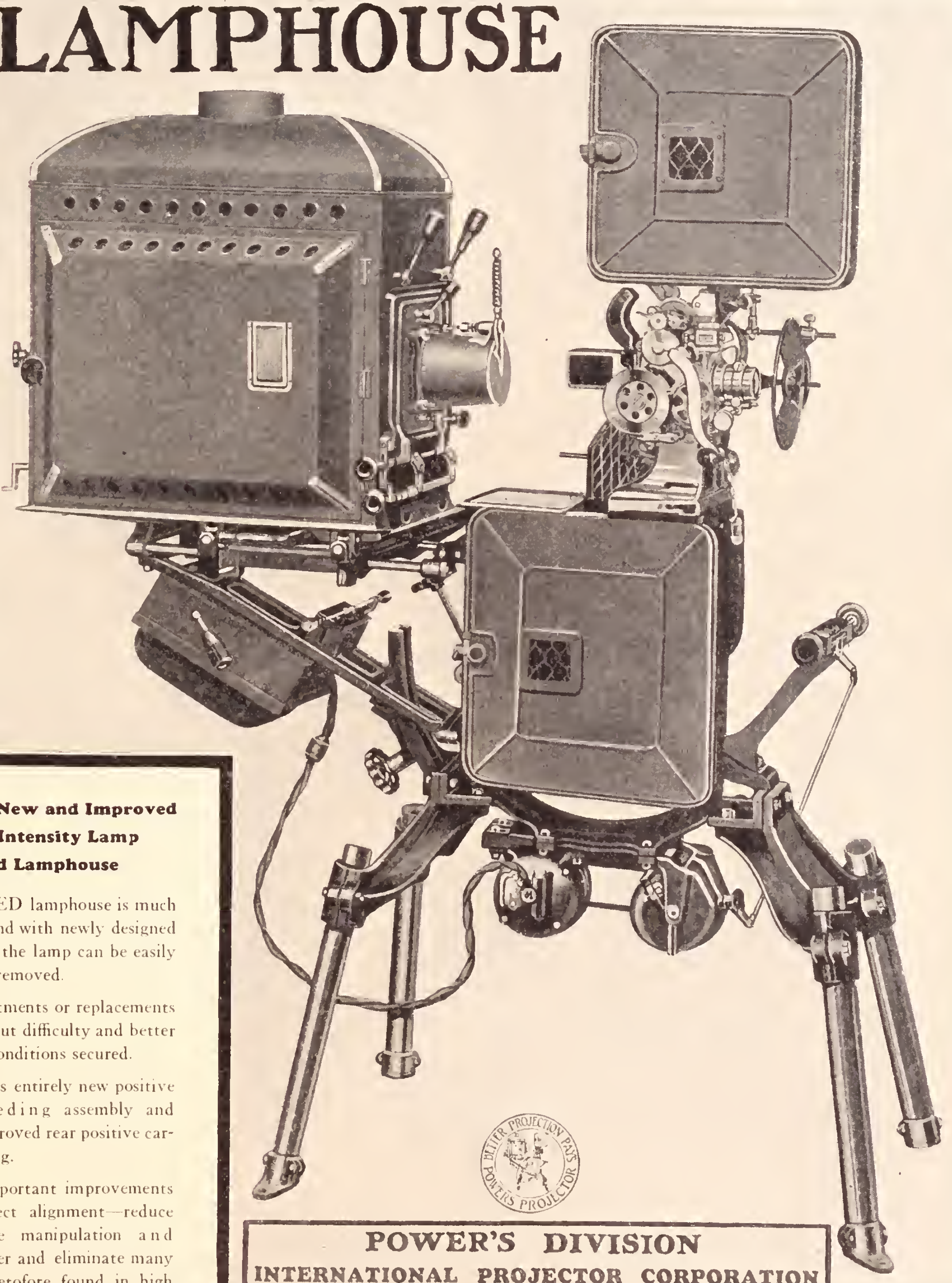
The Supreme Blower is built to efficiently cool the average theatre of 250 to 1000 seats. It constantly changes the air and creates cooling breezes throughout your auditorium, obviating the necessity for fans. Its sole operating cost is the power it uses. The all-steel wheel, as finely balanced as a crankshaft, is quiet and easy running. There is no unpleasant noise or vibration.

Many exhibitors have told us that the Supreme Blower has paid for itself in the extra profits made possible in a single month. It will do the same for you, making the coming summers seasons of profit, if you will install it now and advertise it well to your patrons.

Write for a copy of Catalog M

SUPREME
HEATER & VENTILATING CORP.
ST·LOUIS U·S·A·

POWER'S PROJECTOR WITH NEW AND IMPROVED HIGH INTENSITY LAMP AND LAMPHOUSE



Power's New and Improved High Intensity Lamp and Lamphouse

IMPROVED lamphouse is much larger and with newly designed wide doors the lamp can be easily cleaned or removed.

All adjustments or replacements made without difficulty and better operating conditions secured.

Lamp has entirely new positive carbon feeding assembly and greatly improved rear positive carriage bearing.

Other important improvements insure correct alignment—reduce wear—make manipulation and control easier and eliminate many defects heretofore found in high intensity lamps.

POWER'S DIVISION
INTERNATIONAL PROJECTOR CORPORATION
90 Gold Street New York, N. Y.

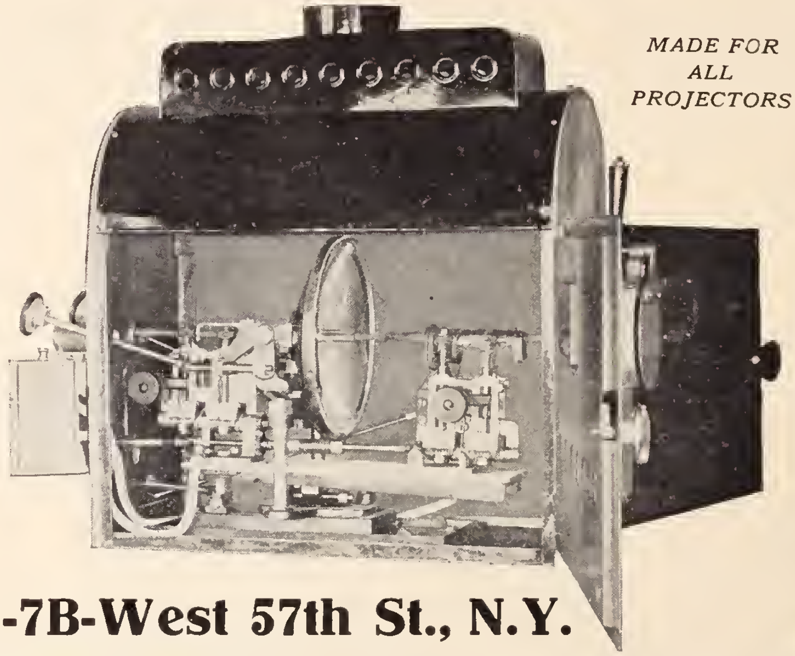
I SAVED $311.00 FOR REX THEATRE, NOWATA, OKLA.

J. H. HALLBERG E. E.

When J. B. Deshazo, proprietor, sent to me his check for **$865.50** advance payment in full for:

(2) HALLBERG REFLECTOR ARC LAMPS
(1) HALLBERG STEREO ATTACHMENT
(1) HALLBERG DOUBLE ARC—GENERATOR WITH PANEL
(1,000) PAIRS CARBONS FOR ARC LAMPS

*ALL COMPLETE
READY TO
INSTALL!*

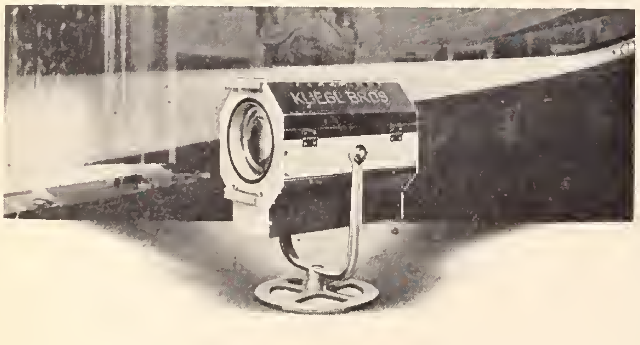


*MADE FOR
ALL
PROJECTORS*

MR. Deshazo knows that the guarantee from The House of Hallberg, established over 20 years, is good!! I also save him 50% to 75% on operating cost and guarantee as good or better projection light as in any theater in the state!!!

WRITE TO-DAY
giving specifications for your installation

J. H. HALLBERG ESTABLISHED 1904 **27-7B-West 57th St., N.Y.**



Balcony Spotlights

INSTALLED in an enclosed structure that forms part of the balcony rail—Kliegl Balcony Spotlights provide excellent facilities for lighting the stage. Light beams are thrown directly upon the performers, eliminating all facial shadows and distortions; also a splendid arrangement for lighting front drops and curtains with varying color schemes, and for floodlighting the orchestra. Can be operated from the switchboard back stage or from motion picture booth—with automatically controlled color frames if desired.

Descriptive folder, with structural plans, for architects and theatre owners, available upon request.

KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.
ESTABLISHED 1896
THEATRICAL · DECORATIVE · SPECTACULAR
LIGHTING
321 WEST 50th STREET
NEW YORK, N.Y.

Put Your Orchestra On A Greater Paying Basis

Your orchestra has a definite box office appeal. It stands to reason, if you increase your orchestra you increase this appeal—and ticket sales as well. Many great theatres have found it so. You can do this at a very little cost. By installing *Gallagher Orchestral Resonant Bases*, you can increase tone and volume over 20%. The installation can be made in a few hours after your final night show. The results will over-pay for it many, many times.

GALLAGHER
MUSIC STANDS

are made in many types and designs. There is one particularly adapted for motion picture houses. A special illustrated booklet describes these beautifu stands. Write for it.

Why not learn more about it? Send for the illustrated booklet—It is entirely free

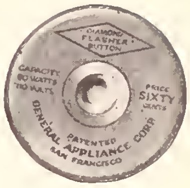
GALLAGHER ORCHESTRA
EQUIPMENT CO.
3235 Southport Ave.
CHICAGO

The illustration at the right shows th motion picture music stand mounte upon a Resonant Base section. Thi base, when installed, is out of sight from the audience.

Diamond Flasher Buttons get MONEY MAKING Attention

for Your Marquise Signs Lobby Displays and Stage Effects

Actual



Size

Price 60c
marked on
each Button

Attention to your lighted displays in competition with displays on other theatre fronts means more patrons in your theatre, more money in your box office, MORE PROFIT.

DIAMOND FLASHER BUTTONS get *that attention*, give *that individuality* to *your* theatre that builds bigger profits—and—at the same time—save 35% on your current bill.

You're losing money two ways when your lighting displays are not equipped with DIAMOND FLASHER BUTTONS.

Ask your electrical supply man to install DIAMOND FLASHER BUTTONS in your displays today. If you don't know a dealer, write us direct for the name of our nearest distributor.

California Theatre, San Francisco, an *attention getting* display for the lobby where DIAMOND FLASHER BUTTONS give a novel effect. This display is permanent. The front section is changed each week and relettered to suit the picture. This is the kind of display that pulls them off the street.

St. Francisco Theatre, San Francisco, uses DIAMOND FLASHER BUTTONS on a special marquise display. DIAMOND FLASHER BUTTONS give a very unusual effect in their flashing of the lights outlining the rim of the monster glasses. This is just one of the many instances where DIAMOND FLASHER BUTTONS are being used by the largest show houses to *bring more money into the box office.*

Another
GACOR
Product

General Appliance Corporation

LICENSED under SHOENBERG-SCHON Laboratories

120 Eighth Street San Francisco, Cal.

A High Intensity Flood Lamp for Long Throws

(*Continued from page 778*)

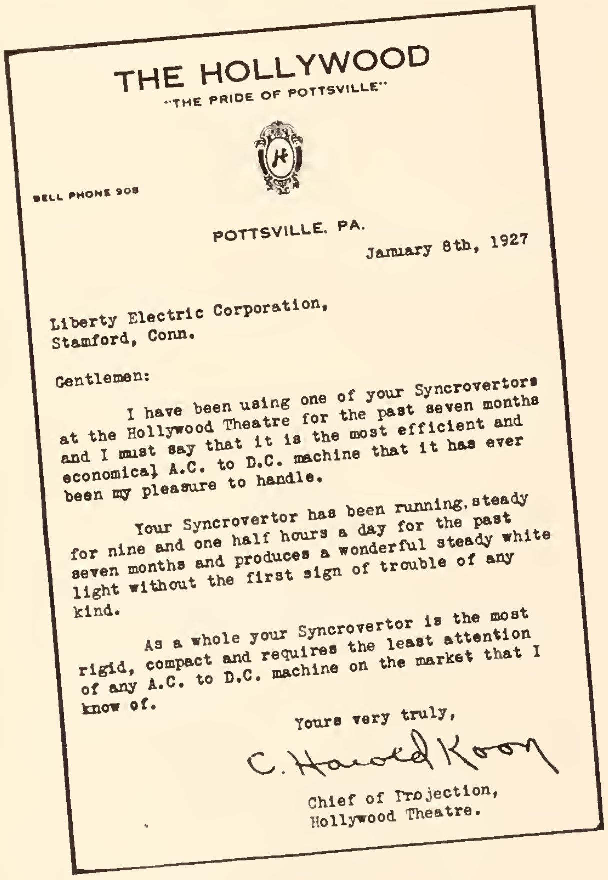
then be placed in front (toward the screen) of the projection lens then in use and no further focussing of the lenses would be required since the lenses all remain permanently in focus, being merely swung to one side when not in use.

Further control over the size of the projected beam of light is obtained by operating the iris shutter in front of the condenser lenses so that all in all the unit is extremely flexible and should find a place in the projection rooms of all large theatres when a powerful projector of this kind is required. The entire unit is carefully balanced and counterbalanced so that it is possible to swing it in any desired position with a minimum of effort.

In referring to this device as an effect projector, it should be remembered that it is equipped to project only single effects, as it possesses but one optic system, instead of the two systems incorporated in the standard effect projector.

There seems to be some question concerning the need for the double-deck effect projector and some projectionists hold that a machine for projecting single effects only is all that is required. There is room for some argument on this point, but this much seems clear—that the smaller houses, limited in the amount of money they can place in projection equipment, are quick to seize upon the double-decker type as it also permits them to use it as a dissolving stereopticon lantern. Hence it eliminates the need of a separate projector for the showing of slides and cut-outs, which consideration is not troublesome to the large de luxe houses with their ample capital, adequate projection room space, and large staff of projectionists.

The Brenkert Company claim their high intensity flood lamp and effect projector to be the first of its kind ever constructed, so that its operation in the Roxy Theatre undoubtedly will be observed with some interest. In all, four units have been installed in the Roxy, where they will be placed, along with eight of the Brenkert Company's C-14 spot lamps, in a special spot lamp booth above the main projection room.



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"THE PRIDE OF POTTSVILLE"

BELL PHONE 908

POTTSVILLE, PA.

January 8th, 1927

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Gentlemen:

I have been using one of your Syncrovertors at the Hollywood Theatre for the past seven months and I must say that it is the most efficient and economical A.C. to D.C. machine that it has ever been my pleasure to handle.

Your Syncrovertor has been running, steady for nine and one half hours a day for the past seven months and produces a wonderful steady white light without the first sign of trouble of any kind.

As a whole your Syncrovertor is the most rigid, compact and requires the least attention of any A.C. to D.C. machine on the market that I know of.

Yours very truly,

C. Harold Koon

Chief of Projection,
Hollywood Theatre.

Read What This Syncrovertor User Says

THE Hollywood Theatre at Pottsville, Pa., is one of the most modern picture houses of its size in America. The selection of the Syncrovertor is in keeping with the high resolve of the proprietors of this theatre to install only the most efficient equipment available consistent with economy. The Liberty Syncrovertor as a unit for the conversion of A.C. to D.C. proves its superiority beyond all question of doubt. It will save fully 25% in your current cost of projection. The transformer of the Syncrovertor is the machine's own emergency unit. If the motor ceased to function, the transformer would furnish A.C. current of the proper voltage to the arc.

Write for Specifications and Prices

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Distributed by National Theatre Supply Co.
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New Theatre Building Projects

CALIFORNIA

Los Angeles—Plans are being prepared for the erection of a theatre building on Hollywood Boulevard and Wilcox Avenue. Warner Brothers, Hollywood, owners. G. Albert Lansburgh, archt. Approx. cost, $1,500,000. Seating capacity, 3,000.

Los Angeles—L. L. Bard, Los Angeles showman, will start at once on the construction of a $200,000 theatre on property located at 315 West Eighth Street. The Eighth and Broadway Corporation will supervise work. The builders expect to complete the house by April 1. 1st.

CONNECTICUT

Hartford—The Allyn Theatre Corp. has been organized at Hartford, Conn., with a capital of $50,000. R. J. Allyn, of Asylum Avenue, Hartford, heads the company.

New Britain—Active Amusement Co., of New Britain, Conn., has been incorporated with $50,000 capital. G. C. Rogers, 35 Hawley Street, New Britain, is head of the new company.

GEORGIA

Atlanta—Plans are being prepared for the erection of a theatre building at 482 Flat Shoals Avenue. Universal Film Corp. and Southern Theatre Equipment Co., joint owners. O. S. Oldknow, vice-president. Daniell and Beautell, archts. Seating capacity, 800.

ILLINOIS

Villa Park—Architect W. G. Krieg is in charge of plans on a new structure to be erected at Clark and Villa streets, Villa Park, Ill., to contain a 2,000-seat motion picture theatre, stores and apartments. Fridstein and Co. are the contractors and the estimated cost is $300,000.

INDIANA

South Bend—Work to start immediately on 2,000-seat motion picture theatre at South Bend, Colfax Street, between Main and Lafayette. It is reported that the Famous Players-Lasky company has leased the structure for a long term.

Cannelton—Plans are being prepared for the erection of a theatre building here. Irvin Theatre Company, owners. Seating capacity, 800.

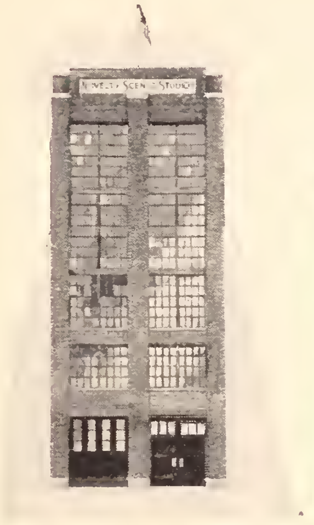
Evansville—Plans are being prepared for the erection of a theatre building at Washington and Kentucky streets. Isadore and Oscar Fine, Citizen's Bank Building, owners. Alfred Neucks, 604 Old State National Bank Building, archt.

KANSAS

Kansas City—Plans are being prepared for the erection of a theatre building at Fifth and Virginia Avenue. Morris Bloomgarten, 1401 N. Fifth Street, owner. Charles A. Smith, 800 Finance Building, archt.

(*Continued on page 784*)

Now in Our New Home



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VALLEN
REMOTE ELECTRIC CURTAIN CONTROL
EQUIPMENT

Insuring Correct Design for Protection Rooms

(*Continued from page 770*)

architecture of the theatre in general.

Here, also, the equipment was selected at the last moment, and again it was necessary to discard some of it in order to get the most necessary devices into the room.

The distances between projectors, as finally decided upon, will be exactly twelve inches, neither more nor less, since there is a limit in this matter of cutting down on the equipment required to produce a show.

Not all of the improperly designed projection rooms in the country are the result of accidental errors in design, as observe what happened in a large Chicago theatre where the architect, not to spoil the lines of the interior of the house, created a rather novel "bolognie-shaped" projection room at the rear of the main floor in such a manner that the projectors were below the center line of the screen.

Since the space in any theatre is valuable in that it replaces seats, it was deemed advisable to restrict the dimensions of the room to the irreducible minimum, with the result that this imposing theatre has the snuggest little, tightest little, "bolognie-shaped" projection room of any in the land.

Although we have been so far unable to confirm this, we understand that the principal requirement of projectionists in this theatre is that they have concave chests and convex backs, after the manner of a meniscus lens, so that they may fit snugly against the walls while operating the projectors.

Plan In Advance.

There is a simple way, of course, in which such monstrosities in projection room design may be avoided and that is far the owners of the theatre to appoint a competent projectionist to supervise the selection of equipment and charge him with the responsibility of seeing to it that all matters pertaining to projection are carried out in strict accordance with plans.

The owners should then go to the architect with a list of the proposed equipment and a notation of the space required by each piece and insist that the projection room be of a size sufficient to meet the necessary space requirements.

And this should be done before the plans are drawn in order to be fair to the architect so that he can incorporate the projection room in his design of the building as a whole.

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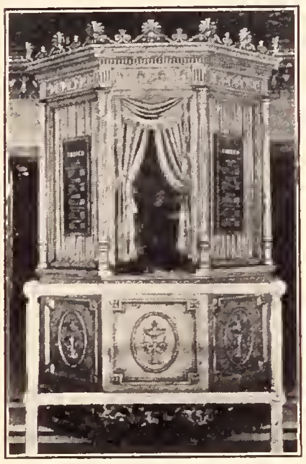

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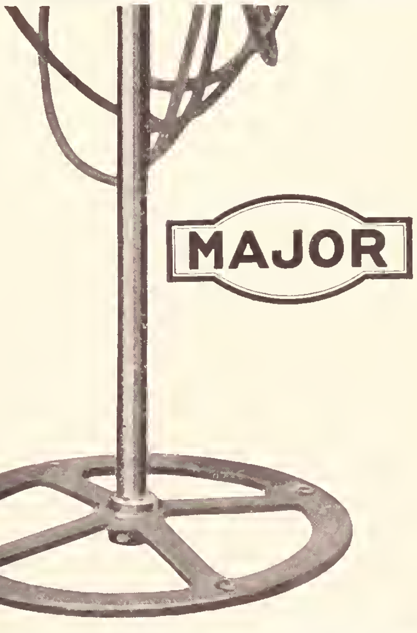

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Give me the facts about Completely Controlled Ventilation.

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New Theatre Building Projects

(*Continued from page* 780)

MAINE

Saco—A theatre and office building is to be erected at Saco, Me., for the Mutual Fire Insurance Co. of that city. E. J. Bolen, of Old Orchard, Me., has been commissioned to draw the plans. Work is expected to start before April 1.

MASSACHUSETTS

Lowell—Riverside Amusement Co. has been incorporated at Lowell, Mass., to operate theatres and other amusement places. Incorporators are Ernest W. Johnson, Joseph A. Hurley and Charles A. McCarthy, all of Lawrence, Mass.

Fitchburg—Architects Hynes & Mason, of Fitchburg, Mass., have been commissioned to draw the plans for the new Opera House to be erected in that city by Bennett Rockman. It will be equipped for motion pictures.

Waltham—A new theatre is to be erected on Moody Street, Waltham. The owner's name is withheld for the present. George Nelson Jacobs, of Boston, is drawing the plans.

Boston—Alterations are to be made to Loew's Orpheum Theatre, Washington Street, Boston, work to start within the next month.

Worcester—Daniels & Hodgdon, now operating a motion picture circuit in Massachusetts, are having plans drawn for a new theatre in Grafton Square, Worcester, to also contain stores and offices.

Taunton—The Donovan Amusement Co., of which James J. Donovan is treasurer, is having plans drawn for a new theatre in Taunton, Mass., to replace the theatre recently destroyed by fire. Bids will probably be awarded early in March.

Dedham—Foundations have been laid and construction started for the new Dedham Community Theatre to be built at Dedham, Mass., for the Dedham Community Theatre Corp., of that town.

Easthampton—S. Rapalus, of the Majestic Theatre, Easthampton, Mass., is planning to build a new theatre on Union Street, this season.

Natick—Plans are being prepared for the erection of a theatre building on East Central and Hayes streets. Arthur Dedrickson and Frederick Harris, Wellesley, owners. Seating capacity, 1,500.

MINNESOTA

Minneapolis—Plans are being prepared for the erection of a theatre building at La Salle Avenue and Ninth Street. Graven & Mayger, Chicago, archts. Famous Players-Lasky Corp., lessees. Approximate cost, $2,000,000. Seating capacity, 4,200.

NEBRASKA

Omaha—Plans are being prepared for the erection of a theatre building at Sixteenth and Douglas streets. World Realty Co., owners. S. H. Goldberg, World Theatre Building, president. C. Howard Crane, Detroit, Mich., archt. Approximate cost, $1.000,000.

NEW JERSEY

Butler—Plans are being prepared for the erection of a theatre building here. Stanley Fabian Corp., owner. Care of J. Fabian, 45 Church Street, Paterson. Approximate cost, $150,000.

NEW YORK

Mt. Kisco—Plans are being prepared for the erection of a theatre building on Kisco Avenue. Meisner & Uffner, 4197 Park Avenue, N.Y.C., archts.

Utica—Plans are being prepared for the erection of a theatre building at 259 Genesee Street. Stanley Mark Strand Corp., 1579 Broadway, N.Y.C., owners Thomas W. Lamb, 644 Eighth Avenue, N.Y.C., archt. Approximate cost, $1,500,000.

OHIO

Cincinnati—Plans are being prepared for the erection of a theatre building at 16 East Seventh Street. Albert Harris, owner. Approximate cost, $150,000. Seating capacity, 600.

Sandusky—Plans are being prepared for the erection of a theatre building at Columbus Avenue and Water Street. Levine & Company, Chicago, archts. Approximate cost, $400,000. Seating capacity, 1,500.

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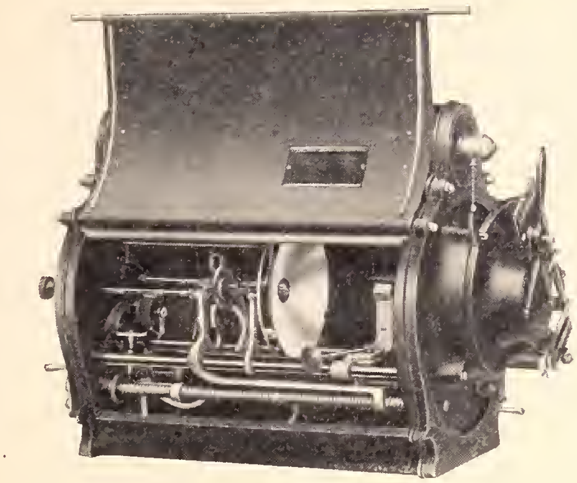

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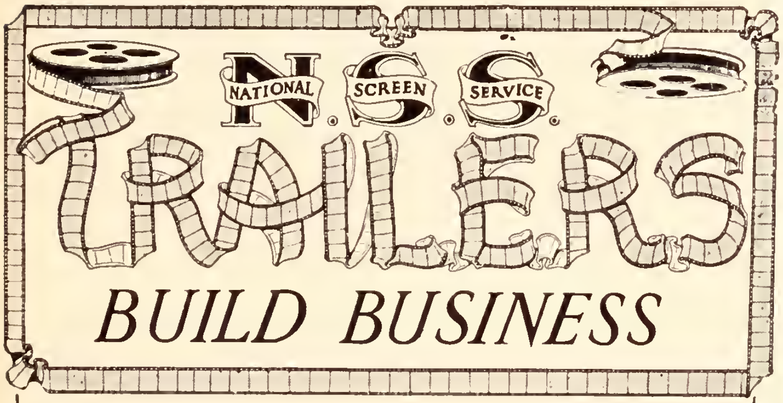

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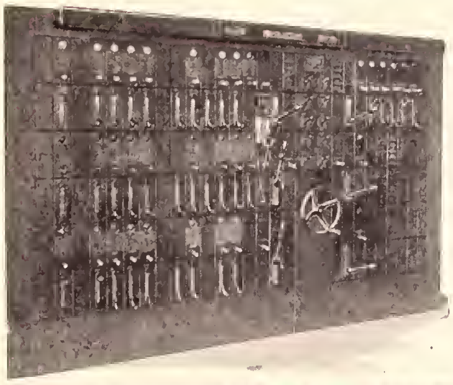

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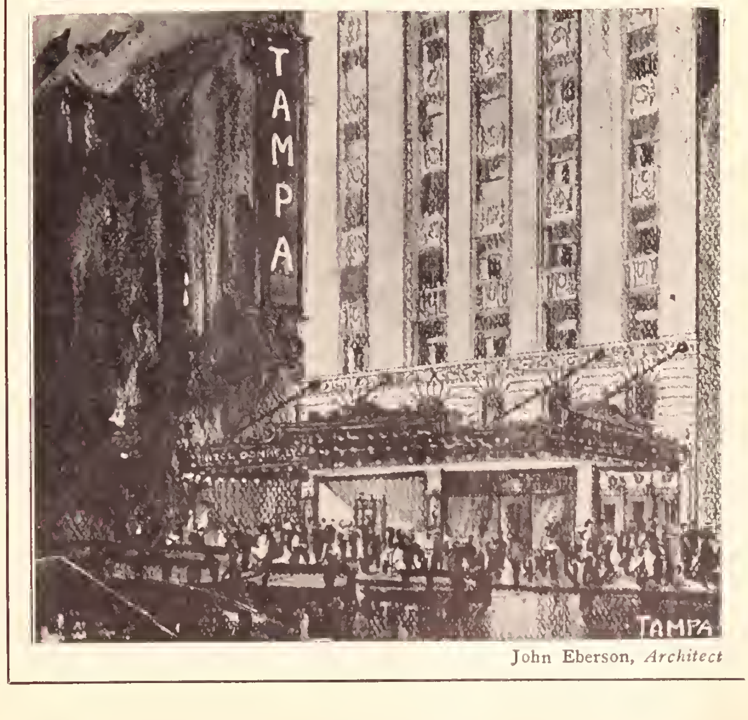

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Service, after you have purchased, is assured you, and this, regardless of where you are located, for *Peerless* Reflector Arc Lamps are sold and serviced from over forty-three (43) principal cities in the United States.

Remember this.—There are more *Peerless* Reflector Arc Lamps in use than the *combined* total of *all* others put together; they are standard factory equipment on Simplex Projectors; they are sold by the greatest sales organization in the country; they are made by the largest manufacturer of reflector arc lamps in the world and outsell all others two to one, and by these qualifications can never become an "orphan" on your hands.

We ask you then—

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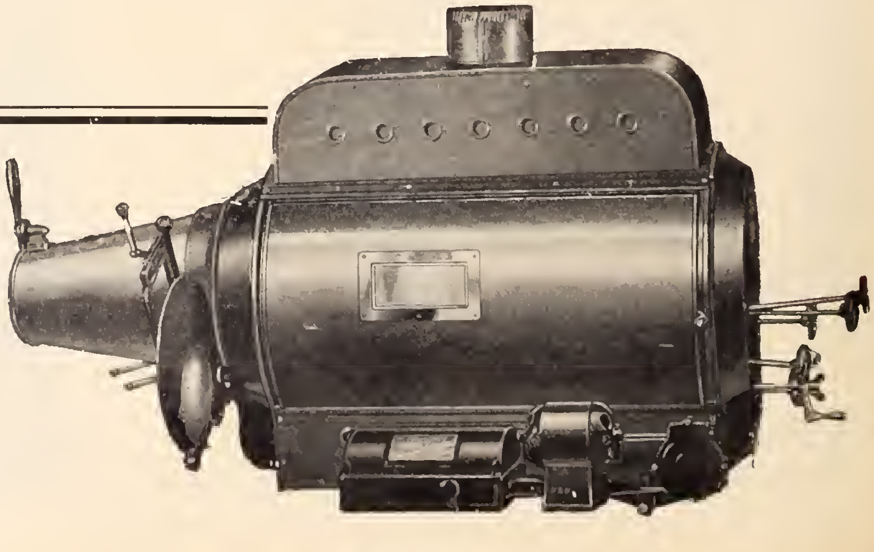

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PICTURES AND PEOPLE

Ruth Perrine, winner of the comic girl contest conducted by Educational-Christie and Film Fun, engages in a little sparring match with Billy Dooley, Christie star.

John Ford, Fox Films director of "The Iron Horse" and "Three Bad Men," who has been elected president of the Motion Picture Directors' Association.

"We stand or fall on 'Rubber Tires,'" announce Director Alan Hale and Bessie Love, leading woman in this P.D.C. picture of the automobile tourist camps.

Visiting "Fire Brigade"

FLANKED by a motorcycle police escort, with sirens shrilling, traffic was swept aside one night last week for Chief Johnson and his party of Bridgeport, Conn., firemen—who had come to New York not to save the city from a holocaust but to see "The Fire Brigade" as guests of M-G-M. At six-thirty they were photographed before the Central Theatre, after which they dined in state at the Strand Roof until the hour for the performance.

Clara Wins the Cup

CLARA BOW this week received the Wampas achievement trophy given to the Baby Star of 1924 selected by the Los Angeles film critics as having made the most signal progress in her screen career. This presentation was to have been made at the Wampas Frolic, but Miss Bow was confined to her home by physician's orders, so Alberta Vaughn received the cup from Fred Niblo and this week presented it to Miss Bow. The youthful winner reached full fledged stardom in "It," and will resume work in a few days on "Rough House Rosie."

Her First Publicity Notice

WARREN NOLAN, of the United Artists publicity force, is wearing a broad smile these days as a result of the arrival on February 13 of Miss Patricia Nolan. Details as to weight, eyes, hair, and so on are lacking, but we understand that mother and daughter are doing very nicely.

Discontented Cows

SOMEWHERE north of Fresno, Cal., Ken Maynard, First National Western star, and his

Leaders in the industry: E. V. Richard, Jr., vice-president and general manager of the Saenger Theatres, Inc., and Adolph Zukor, head of Paramount, snapped together at the opening of the $2,500,000 new Saenger Theatre in New Orleans recently.

Anna May Wong may be relied upon to contribute an exotic and colorful note to any production, and in Metro-Goldwyn-Mayer's "Mr. Wu," she is a piquant Chinese siren.

Martha Sleeper, one of Hal Roach's most promising young comediennes, and a Wampas Baby Star of 1927. Her directors predict brilliant things for Miss Sleeper.

Margaret Livingston, who recently finished work in Murnau's production, "Sunrise," for Fox Films, waves a greeting from the doorway of her Hollywood home.

leading lady, Dorothy Dwan, aided by 6,000 head of cattle, are having an exciting time of it filming what is promised to be the greatest cattle stampede ever transferred to the screen. If Maynard does this as well as he has been performing other feats, something new in film spectacle should result.

Projection Supervisor Honored

THE testimonial dinner and dance given at the Hotel Astor Saturday night, February 19, to Charles Johnson, supervisor of projection of the Fox Film Corporation, was one of the pleasantest of these entertainments given during the winter by the projectionists of this community to honor their leaders. This is the fourth annual dinner given to Mr. Johnson, who has been in charge of projection of the Fox Film Corporation for over twenty years. While not the largest of the projectionists' dinners it was in many respects one of the most enjoyable of the season and a great success in spite of the fact that it was held on one of the worst winter nights of the year.

The toastmaster, P. A. McGuire, advertising manager of the International Projector Corporation, said that while those present were there to do honor to Mr. Johnson, it was the desire of the committee and the guest of the evening that the dinner and dance be as informal and enjoyable as possible. He then expressed for the assemblage the high esteem in which Mr. Johnson is held and made the pleasant announcement that to all intents and purposes formal speech-making was through for the evening. The guests then proceeded to the enjoyment of the dinner, followed by dancing, with no formal interruption except the few moments taken by Mr. McGuire to present a very handsome radio set to Mr. Johnson with the compliments of the committee and friends in the industry. Mr. Johnson expressed his sincere thanks for the good will indicated by holding the dinner and the presentation of the radio set.

Among those present were: Mr. and Mrs. Charles Johnson, Mr. Charles Levine, general manager of the Fox Theatres Corporation, Mr. and Mrs. Sam Kaplan, Mr. and Mrs. Frank Day, Mr. and Mrs. William Gluck, Mr. and Mrs. Louis Weinberger, Mr. and Mrs. Sam Fiber, Mr. and Mrs. Sam Friedman, Mr. and Mrs. Joe Abrams, Mr. A. E. Meyer and Miss Hauschild, H. Griffin, Simon Terr, J. LaFantie and J. Krulish.

The committee, S. Friedman, S. Fiber, L. Weinberger and J. Abrams, introduced a number of interesting novelties in the course of the evening for the entertainment of the guests and deserve great credit for the excellent work which made the dinner a very successful and enjoyable event.

A Profitable Talk

THAT newspaper men and press agents are the most promising material for the producing and scenario ends of the film industry was made evident by speech and action at last Thursday's luncheon of the Associated Motion Picture Advertisers, Inc., held at the Mid-Town Hoffbrau.

Arthur Caesar, successful playwright and scenarist, who has been both newspaper reporter and press agent, furnished the most convincing proof. For after hearing Caesar relate his playwriting and movie-titling experience E. M. Asher, co-producer of "McFadden's Flats," invited the speaker to write the titles for his next First National picture, "Ladies' Night in a Turkish Bath."

Caesar accepted the offer on the spot to the accompaniment of thunderous applause from the assembled multitude of press agents.

The speaker had just concluded a talk in which he gave it as his opinion that no group in the picture business was better fitted to write titles and scenarios or to direct and supervise photoplays than publicity men with the background of valuable experience in the newspaper game.

Two other guests of honor who voiced his sentiments were Mr. Asher and Edmund Goulding, singer, novelist, scenario writer and director.

Mr. Goulding, in his talk, said that the big need of the industry was new blood and young blood in the production end and asserted that many good men could be drawn from the ranks of newspaper men and publicity agents. 'The big trouble with the film industry is that, when a man is good in the job he holds, the producers are afraid to take him out of it. For example, the moment they get a good cutter who might make an excellent director they don't tell him to take up direction. They're afraid they can't get another cutter as good. A publicity man, who is getting results, is left where he is for the same reason. Thus a lot of mediocre ability flocks to Hollywood from the outside and this, together with the fact that production chiefs are overworked because of the lack of sufficiently capable lieutenants, is reflected in the quality of productions."

Actors' Fund Entertainment

THE British committee which is co-operating with the Actors' Fund of America in its $1,500,000 Endowment campaign includes in its membership Charles Chaplin and Ronald Colman, representing England, and Mary Pickford and Norma Shearer, representing Canada. Dewey D. Bloom, Canadian, is secretary of the committee.

A gala all-British entertainment will be staged at the Imperial Theatre, New York City, on Sunday evening, February 27. The entire proceeds go to the fund to care for the sick, needy and infirm of the theatre. Those desiring to make reservations for the performance, or to contribute to the fund, should address the secretary, at 1658 Broadway.

"Joy Girl" Returns

MEMBERS of the Allan Dwan company filming exteriors for "The Joy Girl" at Palm Beach returned to New York on Monday to start on the interiors at the Fox New York studio. The location trip is reported as successful in every way. Not only was some excellent footage obtained, but the company was feted and dined by Palm Beach society, which was thrilled at the presence of a small film colony in its midst.

Meanwhile, things have been humming at the Fox studio in preparation for their return, with six sets being constructed under the direction of Sam Corso. These include an elaborate milliner's shop and the bedroom of the hero.

Lloyds En Route

HAROLD LLOYD and his wife, Mildred Davis, are on their way to New York City, due to arrive the end of the week. Miss Davis' birthday occurs on the trip East, and she will further celebrate in New York by attending the premiere of "Too Many Crooks," which marks her return to the screen. They expect to spend at least three weeks in Manhattan, during which the comedian will begin preparation of his next vehicle, active work on which will begin late in March.

Rare Roosevelt Film

THEODORE ROOSEVELT will be brought back to life on the screen in a special assemblage of film prepared by the Roosevelt foundation and included in "Thirty Years of Motion Pictures," to be shown by the National Board of Review at Carnegie Hall, New York City, on Monday, February 28. This portion of the film will cover the life and work of Roosevelt from 1897 to the time of his death in 1919, and includes views of his funeral at Oyster Bay.

Enters Concert Publicity

A CHEERY note from Margaret I. MacDonald informs us that she has made an advantageous connection with the Scala Concert Bureau and has turned from the silent drama to a more audible field. She was formerly on the editorial staff of the *Moving Picture World* and later was in the publicity department of Columbia Pictures.

Christianson Returns

BENJAMIN CHRISTIANSON, M-G-M's Danish director, has returned to the studios from a brief vacation in Denmark, and will shortly be assigned a new production. He reports interesting activities under way in Sweden and Germany, and anticipates a strong bid for fame by the Russians this year.

Directors Write--Cutters Make

How Successful Pictures of Today Are Improvised; Griffith Tells Why Present Continuity Form is Inadequate for Purpose

(Editor's Note—This series of articles, advocating a radical change in scenaric method, covers relatively uncharted ground, and THE NEWS *will be pleased to receive views of any character from its readers. The previous articles were "No One Can Write a Photoplay," "Scripts Must Be Made Unreadable" and "Better No Script Than Words." They are an individual expression of opinion and do not necessarily represent the views of the Editor.)*

By L. C. Moen

TODAY'S continuity serves two more or less useful purposes: 1. It provides the business office with an approximate means of laying out budgets and schedules. 2. It suggests situation, incident, business and characterization, just as does the gag man. But it is not from today's continuity that today's successful pictures are made. They are made, in the main, by director and cutter. Sometimes one man deserves the credit for both operations.

A picture is not "written" until someone has put it into dynamic images, visualized it in motion—and this man today is the director. A picture is not "made" until it has been assembled, so that the effect of each scene on the ones before and after may be intelligently gauged, as well as the total effect of the whole. That man, today, is the cutter. The rhythmic and compositional factors which determine whether or no the story is well told are largely in the hands of these two. Thanks to the fallacy of the literary continuity, neither one is helped a great deal by the present type of script. Last week we referred to the views of D. W. Griffith on that score. Contrary to general opinion, he is not opposed to working with a script—but he wants a better type of continuity than that now handed him. He uses the present script as far as it is useful to him, then discards it without any pretense of working from it.

"There is an impression," Mr. Griffith told us, "that I shoot at random, in a haphazard way, not knowing what I want until I see it. That is untrue. Before I start to make a picture I know very definitely what I want in every scene.

How Griffith Works

"I read the script over, usually once, in search of ideas—nothing more—and then discard it. If I find one good idea it may easily be worth the cost of the script. I do not read the script to determine the manner of telling the story on the screen, because words are inadequate for that.

"After I get the story firmly in hand, I plan the telling of it, scene by scene, in my own mind, and before I start to shoot I know exactly what I want in every foot of film. My work from then on is not haphazard, despite the fact that I don't use the script. I know precisely what I want and I shoot until I get it.

"I have nothing against continuity. When a type of script is evolved that will visualize all of these things in advance, it will simplify matters tremendously. I often have difficulty in getting what I want, just because words are so inadequate to convey to someone else your pictorial ideas. I don't think that many directors really use the present sort of script very much.

"When the visual script comes, it will mean two directors—a master director, who will supervise preparation of continuity, filming, cutting and editing, and a director who will correspond to the stage director in the legitimate theatre, simply aiding the players in the interpretation of their roles. That is as it should be, and it will mean better pictures."

Others Who Improvise

Others who create directly in celluloid, shunning the deceptive word-script, are Chaplin and Lloyd. Chaplin shoots a vast amount of negative, trying every possible angle on an idea, looking at it in the projection room, discarding and selecting—until ultimately he has a completed picture.

Lloyd starts out with a theme, works over it with his gag men, and when he has a clear idea of what he wants, starts to shoot his story in sequence, taking scenes in the order in which they will appear on the screen. That is a great advantage in using Improvisation, because it insures, despite the absence of a written script, a correct and logical succession of scenes. If consecutive scenes are shot at a considerable interval of time without a script, errors of one sort and another may creep in, with unfortunate results.

Nearly all of the really outstanding screen successes, if you get to the bottom of their making, have been improvised. Either no script was used, or the story was so built up and altered in the course of filming that it was lost sight of.

Improvisation, however, has its many drawbacks. To be successfully applied, the man using it must be able to visualize keenly and accurately, and he must be in virtual control of the production unit. It is expensive, because it means a certain amount of experiment to determine matters which a Visual Continuity would settle in advance. It is slow and laborious, for the same reason. It places an unfair strain on the director, since he must create, carry out and criticize. The director could accomplish more, were he expected to accomplish less.

The Weakness of It

The greatest weakness of improvisation, however, is the fact that a scene viewed individually in the taking or even on the screen may be a far different matter when assembled in a reel with a hundred others. Its tempo, its composition, its emotional shading may be well nigh perfect, considering the scene by itself—but they may be entirely out of step with the rest of the picture.

"When the rushes are all so good, where do all the bad pictures come from?" asked a leading independent producer the other day.

Precisely, of course, from the fact that when scenes are assembled in consecutive order they are strongly affected by their juxtaposition. Place a spot of red paint on a green background and it will seem brighter and redder than it appears by itself. Place a slow-tempo scene between two lively ones, and it will seem slower.

This can be taken into account in improvisation only if you are willing to do any necessary amount of retaking after the picture is assembled. Under Visual Continuity, or the method of Composition as opposed to Improvisation, these factors can be brought under control and regulated in advance, with a corresponding increase in quality, sureness, ease and economy.

(To be continued)

Motion Picture Is Uplifting, Declares Minister

"MOTION pictures increasingly will make for honesty and world morality. In them, crime is condemned and punished, injustice meets defeat and righteousness triumphs. And the pictures relieve the monotony of lives of millions who seek escape from long hours of drudgery," said the Rev. Clinton Wunder, pastor of the Baptist Temple, Rochester, in an address before the Greater Buffalo Advertising Club in the Hotel Lafayette the other day. "The motion picture is no longer just an entertainer. It has become a high-class entertainer and has added the functions of teacher and preacher. Its advancement in the field of entertainment has been phenomenal. It provides the world with romance at a price within the reach of all and psychologists tell us diversion and recreation are essential for human happiness," he declared.

T. O. of W. Pa. and W. Va. Arrange 7th Meet

MOTION PICTURE THEATRE OWNERS of Western Pennsylvania and West Virginia are arranging for their Seventh Annual Convention to be held at the William Penn Hotel, Pittsburgh, Pennsylvania, on the 24, 25 and 26 of April. The theatre men have engaged the entire seventeenth floor of the hotel for this occasion.

On the first date, a Sunday, two special pre-release showings are scheduled for the afternoon and evening for the entertainment of the delegates and their friends. The convention proper will convene on Monday at 11 A. M. Mayor Charles J. Kline, or some other city or state official, will deliver the address of welcome. The questions confronting the independent exhibitor will form the convention proceedings on Tuesday morning. On Tuesday evening the grand ball will be held in the ballroom of the Hotel.

Franklin Heads West Coast Chain; Resigns Publix Post

Harold B. Franklin

HAROLD B. FRANKLIN, in charge of the operation of Publix Theatres for approximately three years, has resigned his position with that company to become president and general manager of West Coast Theatres, a circuit with theatres in California numbering 136. It is stated that Franklin will receive a yearly salary of $75,000 on a five year contract in addition to a percentage of the profits that the theatre circuit shows under his management. His resignation from Publix takes place officially March first, according to report, and it is also stated that he will sever his connection with Famous Players-Lasky which company he served as a director and member of the executive committee as well as executive officer in many F. P.-L. subsidiaries.

Previous to his connection with Publix Mr. Franklin was managing director of the Mike Shea theatres in Buffalo. He reorganized the theatre department for Famous which formed the nucleus for Publix conceived by Sam Katz when the Balaban and Katz houses were taken over by Famous. Mr. Franklin aided the financing, designing and supervision of the building of over fifty theatres, chief of which is the Paramount, during his affiliation with Publix.

Among other innovations Mr. Franklin is credited with the establishment of the first theatre managers' training school.

There will be no change in the West Coast Theatres staff, says the report, although it is considered quite probable that Mr. Franklin will take some of his Publix helpers out to West Coast Theatres. Whatever changes to be introduced will be for the expansion of the present holdings of the circuit.

With the announcement of Mr. Franklin's resignation from Publix, there were rumors to the effect that Publix had taken over West Coast Theatres. These rumors were absolutely denied. Mr. Franklin is expected to leave New York for the West Coast in about a month.

No $5,000 Vitaphone, Says Albert Warner

Official Declares Present Charge For Installations in Theatres Is Below Cost

THE recent statement published in the trade journals to the effect that a new Vitaphone machine costing approximately $5,000 was soon to be issued is misleading, unfair to the theatre owners who have already installed the Vitaphone and to those that have contracted for installations, and was not authorized by the Vitaphone Corporation, according to a statement issued this week by Albert Warner, Treasurer Vitaphone Corporation.

"As a matter of fact," said Mr. Warner, "what is now being charged the exhibitors for Vitaphone installations is much less than what it actually costs the Vitaphone Corporation. For example, the amplification device alone costs more than $5,000. These facts are conveyed in order that exhibitors will not be misled by erroneous statements.

"The fact that so many large theatre owners are competing with each other to get Vitaphone equipment indicates clearly the judgment of the exhibitors, and their desire to make provision to get equipment at the earliest possible date. If simplification or reduced cost ever becomes possible we will certainly arrive at it as soon at is is humanly possible. But this is something that only the future can tell.

"Exhibitors should not be swayed by unauthorized statements. We have facts and figures to prove any statement we make. The showmen who are now showing the Vitaphone know its true box-office value. Without exception, every theatre owner who has installed the Vitaphone has been able to pay for its installation within a comparatively short time. And the payments for the machine are very liberal indeed.

"In view of all the circumstances it is absurd for anyone to be misled. The statement published is unfair to the theatre owners who have installed the Vitaphone. It is unfair to those who have contracted for the service. It is unfair to those contemplating installations, and it is unfair to the Vitaphone Corporation because the statement was not authorized by them. We have the facts and figures, and we'll be glad to lay them on the table for any and all persons interested in the Vitaphone."

Belle Bennett Asks Change in Goldwyn Contract

Belle Bennett, screen player under contract to Samuel Goldwyn for five years, is seeking to break this contract unless the loan and lay-off clauses are changed, it was revealed this week in a statement from her attorney, Charles B. Hazelhurst, who announced that he was laying the matter before Will H. Hays and would withhold court action until the Hays office had an opportunity to affect an adjustment.

The letter alleges that she was rushed into signing the contract at the time of her son's death, that she could earn more freelancing in the 22 weeks in which Goldwyn can now keep her idle, without pay, than in working the entire 52 weeks for him at her salary of $1,000 weekly, that he has made a large profit out of lending her to other producers at a high salary, that her income on the stage was larger, and other complaints.

A statement from Mr. Goldwyn implied that he had built Miss Bennett up through giving her good stories and good productions, and that she had acquired an exaggerated idea of her value; that the contract was customary, fair and liberal and that he was entirely willing to have the courts pass on it, and said in closing: "Miss Bennett is not a great star—she is merely a good actress and she has a good contract."

More Firms Granted N.Y. Incorporation Charters

Companies incorporating in the motion picture business at Albany in New York State during the past week, include the following: V. and V. Moving Picture Enterprise, Inc., capitalized at $10,000, with Jacques Buitenkaut, Benjamin Neuman, Gertrude Freedman, of New York City; Labroador Film Company, Inc., $100,000, Lewis V. Frissell, William J. A. Clancy, Clarence H. Bleakley, Yonkers; Lionel Productions, Inc., $50,000, Lionel A. Hyman, Edward Elaner, New York City; Robert L. Horn, Brooklyn; Savages Under the Skin, Inc., capitalization not specified, F. H. Butehorn, Geoffrey Billo, Frank C. Taylor, New York City; George D. Swartz Pictures, Inc., capitalization not specified, George D. Swartz; Julius and David Schwartz, New York City; S. G. Theatre Corporation, capitalization, Louis and J. Myer Schine and John May, Gloversville.

"U" Gets 3 More Houses in Atlanta, Georgia

A new chain of houses in the Southern territory, the Fairfax, Madison and Ponce de Leon, three new neighborhood houses in the Atlanta, Ga., suburbs, has been acquired by Universal. The theatres are a part of the newly created Naborhood Theatre Corporation. The Fairfax, a 600-seat house in Eastporin, Ga., is situated on the outskirts of Atlanta. This house, which cost $100,000, has been opened since last October. The Madison, an 800-seat theatre in East Atlanta, also costing in the neighborhood of $100,000, will be ready for opening in July. The Ponce de Leon, located at Ponce de Leon Avenue and the Boulevard, Atlanta, will be opened either late this month or early in March. It is a 500-seat house which cost $80,000.

Injunction, Asked for by Smith Service, Denied

The Smith Messenger Service was denied a temporary injunction against the Film Board of Trade of Cleveland, the exchange members of the Film Board of Trade and P. L. Tanner of the Transit Film Company last Friday, February 18, by Judge Eastman on the ground that the case is not a case in equity but a case for the court of law. The Smith Messenger Service had asked for an injunction against the above named defendents claiming conspiracy and restraint of trade and asking $100,000 damages. The case was heard in a court of equity and ruled out by Judge Eastman. It is not known whether the Smith Messenger Service will take the case into a court of law.

The Smith Messenger Service claimed conspiracy on the ground that all of the exchange members of the Film Board of Trade withdrew their business simultaneously in favor of the Transit Film Company, and by this act crippled it to such an extent that it is unable to do any business.

Fire Destroys Hippo. and Block at Williamsport, Pa.

The Hippodrome Theatre, Williamsport, Pa., was completely destroyed by flames which wiped out the Linck block, on West Fourth Street, and damaged the adjoining Weightman building, early in the morning of February 16th. Fireman Charles T. Maloney, of Engine Company No. 3, perished when a roof collapsed. The owners of the building placed their loss at $500,000, with the replacement value at $650,000. They carried $35,000 insurance.

Members of the theatre company estimated their loss on equipment, exclusive of the pipe organ that was ruined, at $10,000. The rest of the $1,000,000 loss was to property owned by the tenants of the Linck block and damage done to the nearby Weightman building. The fire is believed to have spread from the incinerating plant in the Linck structure.

Pa. Grants Charters of Incorporation to 3 Firms

Pennsylvania charters of incorporation recently granted at Harrisburg, Pa., are as follows: Mercantile and Theatre Properties, Inc., of Philadelphia, capitalized at $10,000 of which $1,000 has been paid in; incorporators, Leon E. Sperling, Morris S. Goldman, and Sigmund H. Steinberg, all of Philadelphia; Keystone Recreation Corporation, of Pittsburgh, capitalization $27,500 of which $2,750 is to be paid on a basis of $20 par value of shares; incorporators, B. P. Newton, E. E. McConnell, and K. E. Lippencott, all of Pittsburgh; Arena Corporation, Philadelphia, capitalized at $10,000, of which $1,000 is paid in, par value of shares $100; incorporators, J. M. Hines, T C.. Egan and M. A. Regan.

South Dakota Kills Bill for 10% Tax on Receipts

The South Dakota house last week killed the bill which would have exacted a 10 per cent tax on the receipts of exhibitors of that state. The vote which decided the fate of this bill was 62 to 37.

Famous-Lasky in England Appeals to British Exhibitors' Sense of Fair Play

JOHN CECIL GRAHAM, managing director of Famous-Lasky Film Service, Ltd., has issued a statement to the British film trade for the first time since the boycott move by the C. E. A. in England. This takes the form of an advertisement in the trade papers addressed "To the Exhibitors of Great Britain." Briefly summarized, Mr. Graham's contentions are:

That the Plaza, in London, is a member in good standing of the C. E. A.; that he has never been approached by any member of the C. E. A. General Council asking for a statement as to Famous' intended theatre activities in Birmingham; that the boycott action was instigated by men controlling the neighborhood houses of Birmingham, who use practically no Paramount product; that there are three downtown first-runs in Birmingham, none competing with the neighborhood houses; that Famous has declined many chances to buy leading British circuits; that one of the two houses purchased in Birmingham has already been turned back to its former owner personally to run, Famous having no hand in its management; that Famous would be glad to sub-lease the other to any exhibitor who will guarantee to protect the Famous first-runs; that the company has operated successfully in England for more than a decade, is proud of its reputation, and would do nothing to disturb it; that the company stands on its own feet and has always let its product speak for itself, asking no favors from an exhibitor if he did not feel he could show Paramount pictures profitably; that no threats have been made against exhibitors, even though they controlled a certain territory. Then, in closing, Mr. Graham says:

"Do you know of any reason why your past ten years' confidence in us should change now? In the words of an internationally-known English phrase—'Is it cricket?' "

Mid--West is Foremost

Will Lead Other Sections in Theatre Construction in 1927 is Prediction; $93,367,500 Involved

Before the end of 1927 the Mid-Western States will have led the field of theatre construction activities, is the prediction made by "The Architectural Forum," which further prophesies an expenditure of approximately $93,367,500 for 1927 in that territory alone for building purposes. $199,652,500 will be spent on the country as a whole.

The states along the Northern section of the Atlantic Coastline follow second in the "Forum's" estimate with a building program involving $54,747,500 invested. Other sections of the country will spend the following amounts: $18,637,500, Northeastern; $14,892,500, Western; $11,012,500, Southwestern; $6,995,000, Southeastern.

Up to the present time, 292 theatre projects are definitely planned or under way. They involve some $79,861,000. An approximate division, given in detail and covering different section, is given below.

State	Cost	No. of Projects
Maine	$160,000	2
New Hampshire	—	—
Vermont	—	—
Massachusetts	6,900,000	14
Rhode Island	85,000	2
Connecticut	310,000	2
Northern States	7,455,000	20
New York	13,867,000	34
New Jersey	2,147,000	10
Pennsylvania	4,585,000	23
Maryland	700,000	2
Dist. of Columbia	600,000	1
No. Atlantic States	21,899,000	70
Virginia	635,000	4
North Carolina	50,000	1
South Carolina	—	—
Georgia	683,000	4
Florida	1,430,000	13
Southeastern States	2,798,000	22
Kentucky	20,000	1
West Virginia	875,000	4
Tennessee	50,000	1
Alabama	525,000	4
Mississippi	—	—
Louisiana	1,730,000	6
Texas	1,140,000	11
Oklahoma	15,000	1
Arkansas	50,000	1
Southwestern States	4,405,000	29
Ohio	2,610,000	19
Indiana	2,685,000	14
Illinois	16,760,000	24
Michigan	6,600,000	14
Wisconsin	3,775,000	8
Minnesota	143,000	5
Iowa	664,000	2
Missouri	3,795,000	22
North Dakota	—	—
South Dakota	—	—
Nebraska	25,000	2
Kansas	290,000	3
Middle States	37,347,000	113
Montana	—	—
Wyoming	—	—
Colorado	810,000	3
New Mexico	—	—
Arizona	—	—
Utah	40,000	2
Nevada	—	—
Idaho	50,000	1
Washington	440,000	5
Oregon	230,000	3
California	4,387,000	24
Western States	5,957,000	38
United States	79,861,000	292

Waxman, Warner Advertising, Publicity and Exploitation Manager

WARNER BROS. this week announced the appointment of A. P. Waxman as head of the advertising, publicity and exploitation departments connected with Warner Bros. pictures, Warner Bros. extended run productions and the Vitaphone Corporation. He has had charge of Warners' road show advertising and publicity and it is due to his work in that department that the promotion was made, says Warners. He takes charge of his new duties at once.

Before coming to Warner Bros., Mr. Waxman had many years of road show experience with First National, Sam Goldwyn and Famous Players. In 1914, he was an exhibitor in New York and New Jersey. Previous to that he handled "Caberia," the first foreign importation, and attractions for D. W. Griffith.

During the war Waxman was with the Italian Government and served as Press Representative for their war picture, "The Italian Battlefront," with the Photographic Service of the United States Signal Corps.

Nine U. A. Houses Open Before End of Year

Schenck's Official Announcement to Stockholders; Tie-Up With Loew on Two Theatres

ANNOUNCEMENT is made this week by Joseph M. Schenck to stockholders of United Artists Theatre Circuit, Inc., that nine United Artists prerelease houses will be in operation before the end of the calendar year, 1927. Five are now running, two will open in September and two more in November. It is probable that several others in the chain of twenty planned may be built or acquired before January, 1928.

Negotiations for theatres are in progress or have been completed in a number of cities throughout the country, among them a deal with Loew's, Inc., which makes the U. A. Circuit and Loew equal partners in a theatre and four-story office and store building in Pittsburgh. It is being erected on a site at Penn Avenue and Federal Street, and construction is under way, backed by the Penn-Federal Corporation of Delaware. According to Mr. Schenck's statement the theatre will open September, 1927; seating capacity will be 3,477.

In addition to this transaction are deals which include the acquisition of the Valencia Theatre atop the Century house in Baltimore, which will become the United Artists' Baltimore house. This 1,472 capacity house has been leased by the Century Parkway Corporation which also controls the Century. U. A. now has a half interest with Loew's, Inc., in the Century as well.

As announced last week, the Chicago U. A. house is now under construction on the site formerly occupied by the Apollo Theatre. Everything but the four walls of the old house will be torn down and an 1,800-seat theatre erected. In Detroit, a 2,000-seat house will be the foundation of an eighteen-story building at Bagley Avenue and Clifford Street. Opens November. A Los Angeles house is at present under construction at Broadway, between Ninth and Tenth streets, as the two lowest floors of a 13-story building. Also opens November.

As previously announced, Grauman's Egyptian in Hollywood passed to United Artists control in January, 1927. U. A. and Pacific Northwest Theatres' deal in Portland gives another outlet in the Maejstic Theatre, which will be closed this summer and completely remodeled. A similar deal with Northwest brings the Liberty Theatre in Seattle into the pre-release group. This house has been operating as the local U. A. theatre since January 4, 1927. It is a 1,620-seat house and is operated on a fifty-fifty basis.

According to the Schenck announcement, negotiations now are under way for United Artists theatres in the following cities: New York, Philadelphia, Boston, Cleveland, St. Louis, San Francisco, Brooklyn, Milwaukee, Newark, Louisville, San Diego and Oakland.

Mr. Schenck announced the nucleus of a permanent organization in the formal designation of Louis Anger as operating Vice-President and Ralph Hornbrook as mechanical engineer. Mr. Anger arrived in New York from Hollywood several days ago and it is expected he will soon announce additional theatres in the East and Middle West.

Plaza Theatre, Sioux City, Damaged by Flames

The Plaza Theatre at Sioux City, Iowa, was recently damaged by fire. This house is operated by the Frank Amusement Company which has its headquarters at Waterloo. The estimated loss in the burning of the Plaza was placed at $60,000.

Stanley Acquires New Ogontz in Philadelphia

The new Ogontz Theatre, on Ogontz Avenue, near Chelton Avenue, has been added to the Stanley Company of America's chain according to an announcement from John McGurk, president of the company, who makes known the fact that the house will come under the Stanley management on Monday, February 28th. The policy inaugurated at the opening of the Ogontz several weeks ago, will be continued.

The Ogontz, said to represent an outlay of a million dollars, is of the Spanish Renaissance type and is located in what is known as the Spanish Village. The 2,000-seat house is decorated with mural paintings and draperies of Spanish Castilian style.

Publix Entering New York Neighborhood Field

The neighborhood districts in New York City are to see a battle between Loew and Publix, it appears as a result of an announcement this week that Publix will erect three neighborhood houses, all in districts where Loew is already strongly intrenched.

The three are the Parkway in the Brownsville section of Brooklyn, the Venetian on on Grand Concourse, and the Spanish Theatre in Jamaica. Publix has previously announced plans for the erection of a large downtown house in Brooklyn.

British Empire Films Is Incorporated at St. John

The British Empire Films of Canada, Limited, has been incorporated at St. John, N.B., capitalization of $50,000. Incorporators, Robert J. Romney, St. John, former Canadian general manager of Vital Exchanges of Canada, Limited, and also identified with Cranfield & Clarke of Canada, Limited; Richard G. Magee and James M. Anderson of St. John.

Next Equipment Meet to Be Held in N. Y. C.

THE next annual convention of the Theatre Equipment Association will be held in New York City, during the month of July, it was announced. following a meeting of the directors of the association in Chicago, last month. A convention committee of three, composed of W. E. Green, Irving Samuels and J. C. Kroesen was appointed to investigate the adaptability of New York City as the convention center and a report is to be handed in at the April meeting of the Board of Directors.

Directors attending the January meeting were: J. H. Hertner, president; S. S. Behrends, treasurer; J. E. McAuley, W. E. Green, Irving Samuels and C. D. Struble. The directors took under consideration an institutional advertising campaign in the trade press, designed to foster the purposes of the association and its members. Miss Mary O'Neill was appointed secretary of the association.

A number of new members have recently joined the association and it was declared that the organization was in a favorable condition to carry out a program of exceptional activity for the next year.

Nat'l Theatre Supply Men Confer in Chicago

An important series of conferences were held in Chicago this week by National Theatre Supply Company officials from all parts of the United States. Policies for the coming year and sales methods were discussed at the meetings which were presided over by President H. A. R. Dutton.

Among those who came to Chicago for the conferences were: Messrs. Joe Hornstein, vice-president in charge of Eastern division; Oscar Oldknow, Atlanta, Ga., vice-president in charge of Southern division; Less Dolliver, San Francisco, vice-president in charge of Western division; P. C. Parrish, purchasing agent for Southern division; O. H. Dutton, sales supervisor, Midwest division; W. D. Denny, sales supervisor, Midwest division; Karl Krumrie, Omaha, Neb., branch manager; and Southern branch managers: J. R. McIlheran, Atlanta, Ga.; A. DeStefano, Memphis, Tenn.; J. H. Sapp, Charlotte, N.C.; C. D. Porter, New Orleans, La.; A. G. Smith, Oklahoma City, and J. I. Roberts, Dallas, Tex.

Interstate Co. Controls 2 Lebanon Houses, Is Report

The Capitol and the Colonial, two motion picture theatres in Lebanon, Pa., recently purchased from the Penn-Steitz Amusement Company by the Baring Realty Company, are believed to have been acquired by the latter company for the Interstate Company, operators of a chain of vaudeville and movie theatres. The sale of the properties was announced early in February and the aggregate price paid for them is said to have been around $400,000. The transfer became effective the middle of February.

News of the transaction was given out by Jeremiah H. Greiner, president of the Penn-Steitz Company and Walter C. Graeff, attorney, both of Lebanon.

In and Out of Town

CONFERRING with Clayton Sheehan, manager of the Fox Films foreign department, are two foreign officials of Fox Films. J. P. Ryan, manager director for Southern Europe, arrived on board the *La France* on Wednesday, February 16. Bruno Fux, managing director for Italy, arrived earlier on the liner *Diulio*. They will both remain several weeks looking over new Fox product.

AFTER having just returned from the West, where he had been visiting several of Warner Bros.' exchanges in the Middle states, Edwin Silverman, sales manager for Warners, is on a trip to the South which will take him through that district for three weeks. His trip at this time is to acquaint the salesmen with the new Warner product now on the way.

GUS SCHLESINGER, general manager of the foreign department of Warner Bros., is leaving on the *Leviathan* on February 26th for an extended trip abroad in the interests of foreign distribution for the Warner product. He will visit London, Berlin, the Scandinavian countries, Milan and Paris. S. Maurice Livingstone has preceded Mr. Schlesinger abroad and is now spending his time in field work throughout Europe.

Fox Production Greatest Last Year; 103,000,000 Feet of Film Used

PRODUCTION of Fox Films for 1926 was the greatest since the company's inception with a total of approximtaely 103,000,000 feet of film made and distributed; the major portion of this film was used in the manufacture of 226 subjects of which 49 are feature length, 47 two-reel comedies, 130 news reels and single variety subjects including educational films.

The entire footage was turned out by the Fox laboratories in this country and abroad, the greater part being developed in the home office plant at Tenth Avenue and 56th Street, New York City.

With the production of these pictures, the total output of the Fox Films since its organization in 1915 was increased to more than 1,068 feature pictures and two-reel subjects, and to 976 short-reel subjects.

Standard Synchronizing System is Planned

Five Companies Cooperating; Single Device in View; Present Arrangement Not Efficient

AN arrangement has been effected between Metro-Goldwyn-Mayer, First National, Famous Players, Universal and Producers' Distributing Corporation, with the object of standardizing systems and methods of sychronizing sounds with pictures. It is hoped that further development of the device will follow along lines "which will keep competition free and open among producers and distributors, instead of having theatres tied up by the exclusive use of certain devices obtainable only in connection with certain companies' productions."

A committee, composed of representatives of the five companies, will be appointed for the purpose of surveying all of the numerous recording and reproducing systems to determine upon standard devices if possible. These would be available to all producers, distributors and exhibitors on reasonable terms. The companies' statement follows:

"Recent inventions have developed many devices designed to be used in conjunction with motion pictures through which, in addition to the photographing of pictures and their subsequent projection upon the screen, sounds will be recorded and subsequently reproduced simultaneously with the projection of the picture. These devices vary greatly in nature, efficiency and expense of installation and operation and require different systems and devices both in the studio for recording sounds and in the theatre for reproducing sounds. The systems are such that the use of one for recording in connection with a film usually means that no other can be used for reproducing in connection with that film, so that if a producer of motion pictures adopts one recording system, his pictures can only be exhibited in theatres which have installed the corresponding reproducing system. The theatres with such reproducing systems cannot exhibit films made by producers using other recording systems, unless they put in reproducing apparatus for those systems.

"The adoption of different systems, by different producers and exhibitors would thus restrict competition in the picture business since the producers would be limited in their business to those theatres using their system, and theatres on the other hand, would be limited in their dealings to producers having the system corresponding with the theatres' device.

"Inasmuch as most of all of the systems now on the market are in an experimental stage and further development should follow the line tending toward standardization of devices to keep the market open to all, the five film companies will appoint a committee that will determine upon the system or systems best adapted for standardization in the motion picture industry. This committee will employ scientific experts and consult with governmental authorities and will make comprehensive experiments with all devices, now or hereafter made available.

"It is expected that whatever recording and reproducing devices are recommended by the Committee will be available on reasonable terms to all producers, distributors and exhibitors.

"All other companies are welcome to join in the investigation if they see fit and may each appoint a representative to work with the committee."

No Ban on Charlie Chaplin Films in Pasadena

WHEN C. V. Cowan, chief of the Pasadena Board of Review, declared to the world two weeks ago that Charlie Chaplin films must not be exhibited there he exceeded his authority. This is the opinion that the city directors of Pasadena, California, hold. They declared this week that the Chaplin films had not been banned in Pasadena. This is the fifth evidence in two weeks of a city administration refusing to ban the comedian's pictures.

Establishes New Credit Committee

Following action by the Atlanta Film Board of Trade in re-creating a Credit Committee, President Ben Y. Cammack of the board has announced the committee's personnel: John Ezell, Warner Brothers exchange, chairman; Dave Prince, Famous Players-Lasky branch; and H. D. Hearn, Liberty-Specialty Film Distributing Corporation's branch.

The new committee began functioning at once. Its duties will be to pass upon the credit of exhibitors in the territory, obtain information relative to sales and transfers of theatres and other data pertaining to contracts and films.

Publix, Ltd., Incorporated Under Federal Co. Charter

The Canada Gazette, the official newspaper of the Canadian Government, announces, February 19, the incorporation under a Federal company charter of the Publix Theatres Company, Limited, with headquarters in Toronto, Ont. It is noted that the stock of the company is of no par value and no authorized capitalization is announced. In theatre circles this is understood to be the entry of the Publix theatres organization into the Dominion.

Changes in Ufa Likely

Newspaper Publisher Seeks Financial Control of German Firm; Jacob and Davidson Resign

THE entrance of Alfred Hugenberg, German newspaper magnate, and the withdrawal of Siegmund Jacob and Paul Davidson, moving spirits of Ufa since its inception, were the principal new developments in the German film situation this week. Both moves are likely to be of considerable importance, the first affecting the finances and the second the personnel of Ufa.

Herr Hugenberg, according to newspaper dispatches, seeks to acquire virtual control of Ufa by obtaining for the concern a Government subsidy of 20,000,000 marks. This move is viewed with alarm in certain quarters as Hugenberg is a Nationalist political leader, and his opponents assert that the screen would be turned into a propaganda medium for this party.

Later dispatches stated that the budget committee of the Reichstag had resolved to ask the film industry to trim down its requests for subsidies to the lowest possible point. The industry seeks guarantees on export credits to enable German producers to finance the extension of credit to foreign buyers.

The German trade is, according to a report from our Berlin correspondent, Heinrich Fraenkel, considerably surprised by news of Siegmund Jacob's resignation from his position as chief of the Ufa renting organization which he has occupied for more than eight years. Incidentally Jacob is quitting his position in the Parufamet Directorate. Jacob has for many years been one of the most prominent personalities in the German trade. He left on a holiday trip for Switzerland a few days before the announcement was made. At the present moment everybody is rather in the dark as regards the direct reasons for Jacob's withdrawal as well as his future plans.

Another well-known personality quitting Ufa is Paul Davidson who, years ago, was Ufa's managing director and who lately has again been responsible for the concern's production. It has just been announced that Davidson is going to Hollywood in March, and it is generally anticipated that the well known production man's activities will, in future, be somehow or other linked up with either Jannings, Negri, or Lubitsch, all of whom can be considered to be his "discoveries." No official announcement, however, has been made in this matter.

Patheserial Unit Escapes Death in Explosion

MORE than a dozen persons, comprising Production Manager E. Oswald Brooks, Mrs. Brooks, Director Arch Heath, his assistants and cameramen, making the Patheserial, "The Crimson Flash," experienced a narrow escape from destruction in Charleston Harbor, February 15, when their launch, stuck in the mud, sounded a distress signal which was mistaken as a cue for the explosion of a schooner, which scene is one of the highlights in the final chapter of the serial.

The members of the company were stationed not ten yards from the dynamite-charged hull of the schooner and unable to change their position. The two men on board the schooner, who were to take care of its firing and exploding, fortunately only carried out half of their duties, the first igniting the kerosene-soaked schooner and "beating it." The second did not light the dynamite fuse two minutes after the boat was afire, as he heard the shouts of those aboard the launch, who escaped the peril through their own initiative and the help extended them by a near coast guard cutter. They had hardly reached a safe distance when the explosion occurred.

New Building Program at M-G-M Studio Initiated

As the first step in a new building program, that in new stages alone will represent an outlay of over $180,000, contracts have been let for what is claimed will be the largest motion picture set in the world, to be constructed shortly at Metro-Goldwyn-Mayer's studio in Culver City. Three stages, with a floor area of nearly an acre apiece, will be constructed during the coming year. Structural steel instead of wood will be the dominant material used in their construction. The first will cover an area of 135 by 311 feet with a floor space of 41,983 feet. Its height will be 45 feet. The new stage will be known as "stage fifteen" and it will be the fifteenth major or general utility stage at the Culver City studio.

"The Grey Hat" Changed to "On Ze Boulevard"

"The Grey Hat," Metro-Goldwyn-Mayer's story of Parisian life, has had a change of title and will henceforth be known as "On Ze Boulevard." Harry Millarde directed Lew Cody and Renee Adoree, the featured players in this one. Additional members of the cast art Roy D'Arcy, Dorothy Sebastian, Mack Swain and Anton Vaverka.

Gotham Signs A. Vaughn for "Sinews of Steel"

In the new Gotham production, "Sinews of Steel," announced as a "romance of the flaming forges," the leading feminine role will be played by Alberta Vaughn. The actress was orginally engaged for a previous Gotham picture, but a slight indisposition made her withdraw from the part rather than hold up production.

David Selman Will Direct "Paying the Price"

Harry Cohn, vice-president in charge of production for Columbia, has chosen David Selman to direct the company's forthcoming production, "Paying the Price." This will be Selman's second production for Columbia, for he also handled "Remember," a December release.

Saskatchewan Lifts Ban on Fight Pictures

Moving pictures of prize fights can now be shown in theatres of the Province of Saskatchewan as a result of the repeal of a clause in the Theatres and Cinematographs Act of the Province prohibiting the screening of a film or slide depicting a prize fight. Following this decision, Canadian Educational immediately introduced its Tunney-Dempsey fight picture in the Saskatchewan territory.

The Saskatchewan Legislature has adopted a measure, however, which provides for the censorship of all posters, lithographs, still photographs and advertisements for moving pictures and these can now be banned by the Saskatchewan censor.

Swedish Film Actress Is Signed by M-G-M

Advertisements of Le Mat-Metro-Goldwyn, Swedish distributors of M-G-M pictures, and announcements in Swedish trade papers, state that Mona Martenson, a well-known and beautiful screen actress of that country, has been signed by Metro-Goldwyn-Mayer and will come to America this summer. Other Scandinavian players and directors already at M-G-M include Greta Garbo, Lars Hanson, Karl Dane, Benjamin Christiansen and Victor Seastrom.

"Way of All Flesh" New Title of Jannings Film

Believing a passage from Samuel Butler's novel, "The Way of All Flesh," to be peculiarly applicable to a screen story, Paramount executives have decided to change the title of Emil Jannings' first American made picture from "The Man Who Forgot God" to "The Way of All Flesh." One of the pages from the Butler novel, which is said to epitomize the theme of the picture, will be used as the foreword of the screen play.

Donald Crisp Directing Leatrice Joy in "Vanity"

Donald Crisp, director and actor, has been assigned the direction of Leatrice Joy's new starring vehicle, "Vanity," which has just been put into work at the De Mille studio. Alan Hale and Charles Ray have the featured male roles.

Gaiety Pict. Signs Roy L. McCardell, Author

GAIETY PICTURES, INC., producers of a forthcoming series of two-reel domestic comedies featuring Taylor Holmes, has signed Roy L. McCardell, author and humorist, as continuity writer.

Roy L. McCardell

The first three stories to be produced by Gaiety are now in the hands of McCardell, who has already written the scenario for the first. Production on it is expected to s'art immediately.

NewsReel & Comedies for M-G-M

Hearst to Produce 104 Issues Each Year; Announces "Our Gang," Chase and Max Davidson Series

Hal Roach

Nicholas M. Schenck

ANNOUNCEMENT is made this week by Nicholas M. Schenck, executive vice-president of Metro-Goldwyn-Mayer, of the creation of the M-G-M news reel, to be produced by the Hearst organization, and the affiliation of Hal Roach as the first steps in the establishment of a short subject department. The news reel, issued twice a week, will be given world-wide distribution, and, at the present time, three series of two-reel comedies are planned, one with "Our Gang," one with Charles Chase and the third will star Max Davidson.

A brand new idea will be injected into the news reel, says Mr. Schenck, and this short subject will be developed along new lines. In addition to this product, M-G-M will release six "Epic Western" comedies and an equal number of fun-films starring celebrities.

"We have been moved to act by the convictions of hundreds of exhibitors that their audiences whose patronage at the box-office has established the entertainment superiority of Metro-Goldwyn-Mayer features will welcome the opportunity to see in one theatre a complete program of Metro-Goldwyn-Mayer quality throughout," stated Mr. Schenck.

"We are proud to announce the affiliation of Hal Roach and M-G-M as the first indication of the type of short reels that this organization will deliver to theatres. In line with its high standard in all branches, M-G-M has obtained in Hal Roach an affiliation with a man who is acknowledged throughout the world as the leader of all comedy and short subject producers. Thus in one initial move M-G-M assures theatre owners and public of the greatest and most comprehensive short picture activity ever known in the history of the industry."

"For years I have been experimenting with the short feature and have raised its quality to a plane which has won recognition from both the industry and the public," said Mr. Roach. "Just as the Act-in-One was once a space filler on the vaudeville bill so the short subject was once upon a time considered. It has been my life-long work to bring the short reel into its rightful place of importance. Today it is with gratification that we note the true feature and drawing value of these pictures which are now billed in all advertising as equal to other parts of the program and in many instances even above them! In affiliating with Metro-Goldwyn-Mayer I am undertaking a policy of expansion that will thrust all precedent aside, creating a Short Subject product that will in every way be worthy of the high standard set by this aggressive organization, providing a well-oiled feather to make the M-G-M Lion a Laughing Lion."

Additional announcements will be made concerning other short product, names of established value with the public and personalities of importance in the short picture field.

New England Building Is Active

Many Theatres Planned and Others in Construction; Grainger to Start Memorial Theatre—No Let Up

THERE is no cessation in building activity throughout the New England territory. A site was purchased this week and construction work will start within ten days on the third new theatre for Medford, Mass. The latest addition to the number will be located on High Street, West Medford Square, will have a seating capacity of 1,500, and will be financed by Haverhill, Mass., men. Howard A. Goodspeed of Boston has prepared the plans and a lease of the house has been signed by I. K. E. Prager of Boston. Pictures and vaudeville will be the policy.

Work started this week on the demolition of the old Medford rum distillery in Medford Square, on which site Samuel Woolfson will at once start erection of an 1,800 to 2,000-seat theatre. It is also expected that James R. Grainger will start erection of his memorial theatre near his old home in the South Medford-Somerville section, within a month.

Interests believed to be backed by the Publix organization, are planning a new theatre at Rockland, Me., to seat 1,800. A site has been purchased in the section known as the "Brook," surveys have been made and plans are in preparation. Local capital is behind the construction of the building.

Community Theatres, Inc., of Providence have secured a theatre site in Mansfield, Mass., for a community type theatre and it is understood that plans will be drawn within the next two weeks.

Architect Ralph Testa of Boston has prepared plans for a theatre in the Auburndale section of Newton, Mass., for John Chiniell, to seat about 1,500.

Garden Theatre, Inc., Springfield, Mass., has been organized with $30,000 capital. Harry Cohen, Louis Cohn and Austin M. Pardee are the incorporators. Messrs. Cohen and Cohn recently acquired the Garden Theatre and the company is organized to operate it.

Exterior construction work on the new theatre in Plainville, Conn., erected by the Sequassen Corp., is completed and interior work is under way. The new playhouse is expected to open inside a month.

Stoughton Theatre Co., Boston, has incorporated with 1,000 no par shares. Incorporators are Catherine D. Boyle, Margaret L. Carroll and Marjorie C. O'Brien.

Paramount Inaugurates Stock Company

New Policy; Includes All Artists But Stars; Was Organized to Develop Actors' Screen Talent

WITH the idea of developing to the fullest extent the screen possibilities of its players Famous Players this week announced the establishment of a stock company which is to include all players appearing in Paramount pictures with the exception of its stars; new players will also be acquired. B. P. Schulberg is credited with the new move which has the approval of Jesse Lasky.

The stock company has as its primary duty the task of keeping the contract players busy so that their screen possibilities will have the opportunity to develop, Schulberg stated. When there is no role in any of the productions being made at the Paramount studio which particularly suits them, they are to be loaned to other producing companies. In this manner, they will be cast in a varied type of roles calculated to give full play to their talents, Schulberg said.

The Paramount Stock Company, as now constituted, includes the following 60 players: Richard Arlen, George Bancroft, Warner Baxter, Noah Beery, Charlot Bird, Sally Blane, El Brendel, Mary Brian, Clive Brook, Louise Brooks, William Collier, Jr., Chester Conklin, Ricardo Cortez, Lil Dagover, Josephine Dunn, Susan Fleming, Douglas Gilmore, Walter Goss, Iris Gray, Lawrence Gray, James Hall, Sterling Holloway, Neil Hamilton, Einar Hanson, Marion Ivy Harris, Raymond Hatton, Doris Hill, Ione Holmes, Betty Jewel, Tom Kennedy, Donald Keith, Sue Kilbourne, Irma Kornelia, Blanche LeClaire, Jocelyn Lee, Jack Luden, Ginette Maddie, Arlette Marchal, Alyce Mills, Marietta Millner, Margaret Morris, Jeanne Navelle, Guy Oliver, Mona Palma, Nancy Phillips, William Powell, Imboden Parrish, Margaret Quimby, Charles Rogers, Larry Semon, Ann Sheridan, Edward "Gunboat" Smith, Ford Sterling, Philip Strange, Iris Stuart, Lotus Thompson, Thelma Todd and Vera Voronina, Fay Wray and Gary Cooper.

'U' Schedules Spring Jewels

Eleven of Fourteen for Current Half-Year Now Ready for Screen; Remaining Three in Work

WITH fourteen Jewels productions scheduled for release from February 27 until the beginning of the 1927-28 season, Universal at this mid-season point of the releasing schedule, has eleven of the fourteen completed and ready for issuing to exhibitors. Almost all of them have been pre-released and on the showing of two of them, "The Claw," and "Beware of Widows," Universal officials state that they are justified in speaking in box-office terms when referring to their value.

The pictures and the months during which they will be released follow: "The Love Thrill," a new Laura La Plante Jewel, "May; "Taxi, Taxi," a farce comedy co-featuring Edward Everett Horton and Marian Nixon, April; "Held by the Law," Edward Laemmle's new mystery melodrama, April; "The Sensation Seekers," with Billie Dove and Huntley Gordon, March; "The Mystery Club," with Matt Moore, Edith Roberts, Warner Oland and Mildred Harris, March; "Perch of the Devil," made by King Baggott and co-starring Mae Busch and Pat O'Malley, March; "Down the Stretch," with Marian Nixon, Robert Agnew, Jack Daugherty and Otis Harlan, May; "The Wrong Mr. Wright," starring Jean Hersholt, February; "Hey, Hey, Cowboy," a Hoot Gibson Jewel, April; "The Prairie King," in production with Hoot Gibson starred, May.

"Lea Lyon," a Mary Philbin feature which has just gone into production, June; "The Claw," with Norman Kerry and Claire Windsor, June; "Beware of Widows," a Laura La Plante vehicle, June; "A Hero on Horseback," the final Jewel release and starring Hoot Gibson, July.

Twelve F. B. O.'s in March

One Gold Bond, Two Westerns, O'Hara Vehicle, and the Rest Comedies and Novelties

FILM BOOKING OFFICES will release twelve subjects during March, consisting of one Gold Bond production, two Westerns, one from George O'Hara, two "Wisecracker," one Standard, one Bowers Novelty comedy, two Alice cartoons and two Krazy Kat cartoons. "Moulders of Men" is the title of the Gold Bond production starring Conway Tearle and Margaret Morris. John Chapman Hilder wrote the story and Ralph Ince directed.

"The Sonora Kid" with Tom Tyler starred is the title of one Western and the other is "Terror of the Bar X" with Bob Custer in the stellar role. Peggy Montgomery appears opposite Tom Tyler, and his picture was directed by Bob De Lacy; Ruby Blaine has the feminine lead in the Custer vehicle which Percy Pembroke directed.

"Is That Nice," written by W. A. Cinclair, is the title of the George O'Hara vehicle which was directed by Del Andrews. Doris Hill plays opposite the star.

"Survival of the Fattest" and "Cry and Get It" are the titles of the current "Wisecracker" two-reelers. Al Cooke, Kit Guard, Lorraine Eason and Thelma Hill are featured in these comedies, which Del Andrews directed.

"Shoosh" is the title of Bowers Novelty Comedy number eight; "Old Tin Sides" is the title of the Standard Comedy. This series feature the fat men trio, Fatty Alexander, Fat Carr and Kewpie Ross. Gil Pratt is the director.

Four one-reel cartoons make up the balance of the March releases. "Alice the Collegiate" and "Alice in the Alps" are of the Alice Cartoon series. The Krazy Kat Cartoons are "Stomach Trouble" and "The Rug Fiend." Walt Disney is the artist for the former series and Bill Nolan for the latter.

Harry Scott Appoints New Pathe Branch Managers

Harry Scott, general sales manager of Pathe, announces his appointment of new Pathe branch office managers in Dallas, Philadelphia and Oklahoma City, effective on February 21st. James L. McKinney, in charge at the Oklahoma City office, has been transferred from this post to the managership of the Dallas branch where he replaces Oscar Morgan, resigned.

Mr. McKinney's former post is now filled by A. A. Renfro, promoted from the rank of salesman, which rank he held for several years at the Kansas City branch.

H. W. Lewis, assistant branch manager at Philadelphia for a number of years, has been appointed chief at that exchange, replacing Miles Gibbons, resigned. Succeeding Mr. Lewis as assistant branch manager, is C. U. Martin, former salesman at the Philadelphia branch and recently acting in that capacity in New Haven.

Elinor Patterson, Nun of "Miracle," Signed by "U"

Carl Laemmle has signed Elinor Patterson for Universal pictures after seeing her in her role of the Nun in "The Miracle." He immediately decided Miss Patterson was an actress who had splendid possibilities for the screen. Miss Patterson, and her father, Joseph Medill Patterson, of the Chicago Tribune and the New York Daily News and owner of Liberty Magazine, went to Universal City for a screen test at the invitation of the Universal president. The test proved to be so satisfactory that a contract was entered into immediately. Mr. Laemmle intends to give Miss Patterson an intensive training in picture work with her stardom as an eventual outcome.

Columbia to Star Hobart Bosworth in "Blood Ship"

The first important announcement relative to the coming season's plans of Columbia Pictures was given out this week when Harry Cohn, Columbia vice-president in charge of production, mentioned the acquisition by his company of "The Blood Ship," a sea story by Norman Springer.

The story is to go into work immediately and will form one of the important features on Columbia's new program. Hobart Bosworth has been signed to play the leading role—that of a shanghaied sailor.

Rossman on MacCreagh Expedition to Abyssinia

ONE of the first moves of S. Barrett McCormick, promoted last week to the editorship of Pathe Review, was to obtain exclusive film rights for the Gordon MacCreagh Expedition and to add to the staff Earl Rossman, author, explorer and producer of "Kivalina of the Icelands." Mr. Rossman sailed last week with the expedition, which contemplates securing rare animals and the truth of some of the legends connected with the unexplored land. The party will be gone about six months and will go inland from Jibuti in French Somaliland to the Abyssinian capital where they will be extended a welcome by the Abyssianian ruler and will be lent assistance in the outfitting of natives.

Edward Sloman Gets New Contract from Universal

Director Edward Sloman has affixed his signature to a new contract with Universal. Under the new arrangement his first picture will be "Lea Lyon," from the European stage success by Alexander Brody. The name of this production will be changed before release. In it Mary Philbin will be starred with the other featured role in the hands of Ivan Moskine, the star of "Michael Strogoff." This is his first role at Universal City.

W. B. Plan "Irish Hearts" for May McAvoy

May McAvoy's next feature for the Warner Brothers will be "Irish Hearts," based on a story by Walter Morosco, author of "Why Girls Go Back Home," a recent Warner release. Bess Meredyth is scheduled to do the scenario for the production which is to be made by Lloyd Bacon upon the completion of "Matinee Ladies." "Irish Hearts" was originally announced by the Warner Brothers as a starring vehicle for Dolores Costello.

James Cruze Will Direct "Beau Sabreur"

"Beau Sabreur," Percival Christopher Wren's sequel to "Beau Geste," which Paramount acquired shortly after the production of "Beau Geste," will be made by James Cruze, according to a recent announcement from Paramount. Production on this special will get under way on June 6th. The director has just finished "The Big Sneeze," a Wallace Beery starring vehicle adapted from the Ziegfeld production, "Louis the Fourteenth.

E. L. Alperson New W. B. Division Manager

E. L. Alperson, former branch manager of the Kansas City exchange of Warner Bros., has been appointed division manager with supervision over Omaha, Kansas City and St. Louis. He started as a salesman in Omaha, and was later made branch manager of Omaha. His promotion is said to be due to his excellent results achieved while managing the Kansas City branch.

Four M-G-M Mar. Releases

"Lovers," "Slide, Kelly, Slide," "Frisco Sally Levy" and "Heaven on Earth" Offered

METRO-GOLDWYN-MAYER'S four features destined for release during March include a baseball comedy, "Slide, Kelly, Slide," a Ramon Novarro vehicle, "Lovers," "Frisco Sally Levy" and a story of post-war France, "Heaven on Earth." This latter production is scheduled for March 5 and the comedy revolving around baseball on March 12.

William Haines acts for the first time in a starring position in "Slide, Kelly, Slide." Among the featured members of the cast which Edward Sedgwick directed are Sally O'Neil in the feminine lead, "Bob" and "Irish" Meusel, Tony Lazezeri and Perry O'Brien, prominent diamond celebrities, and Harry Carey and Karl Dane. Many of the scenes were made in New York and St. Louis during last fall's World Series games.

Alice Terry plays opposite Ramon Novarro in "Lovers," which is based on "The World and His Wife," a play by Charles Frederick Nirdlinger. John M. Stahl directed the pair whose support came from Edward Martindel, George K. Arthur, Holmes Herbert, Roy D'Arcy, Lillian Lighton and Edward Connelly.

In addition to her featured role in "Slide, Kelly, Slide," Sally O'Neil is the starring player in "Frisco Sally Levy," William Beaudine's first directorial effort for Metro-Goldwyn-Mayer. Charles Delaney portrays the leading male role. Roy D'Arcy, Tenen Holtz, Turner Savage, Leon Holmes, Kate Price and Helen Lavine contribute supporting roles.

"Heaven on Earth" has Renee Adoree playing opposite Conrad Nagel. Phil Rosen directed the story, an original by himself which Harvey Gates adapted to the screen. Included in the cast are Julia Swayne Gordon, Gwen Lee, Marcia Mannon and Pat Harrigan.

During the months of April and May, Metro-Goldwyn-Mayer's releases will include "Mr. Wu," "The Unknown," "Tillie the Toiler," "On Ze Boulevard," "Captain Salvation" and a comedy of training camp life, as yet untitled.

Complete "Becky" Cast; Film Under Way

With the addition of Mack Swain to the cast of "Becky," the new Cosmopolitan production now in production at the Metro-Goldywn-Mayer studio, the list of players for the story by Raynor Selig is now complete.

The title role is being portrayed by Sally O'Neil, and Owen Moore has the leading male role. It will be produced with a number of lavish settings and is now in work under the direction of John P. McCarthy. Gertrude Olmstead and Harry Crocker are also in the cast.

F. N. Eastern Div. Winner

Manager Smith's Salesmen Victors in Month Sales Contest; Silver Loving Cup Awarded

FIRST NATIONAL'S Eastern sales division is the victor in the First National month sales drive which occurred in January. A. W. Smith, Jr., heads the division which challenged the Western, Southern and Canadian sales forces, and offered a silver loving cup as the prize which now remains with the challengers. It is now at the New York Home Offices but with the public announcement of the winner, will be tendered to the following Eastern Division managers for display at their exchanges: Thomas B. Spry, Eastern Division Manager, Boston; F. J. A. McCarthy, Buffalo; M. H. Keleher, New Haven; W. J. Heenan, Philadelphia; J. C. Vergesslieh, New Jersey; Robert Smeltzer, Washington, Jules Levy, New York, and J. C. Bullwinkel, Albany.

The Eastern Division's challenge was issued at the last sales convention, held in Chicago. According to Sales Manager Smith a similar challenge is slated to be offered at the coming sales convention, which will be held at Burbank in the spring.

It was pointed out by Secretary-Treasurer Spring as a noteworthy fact that three of the recently-named charter members of the K. O. Club, First National's exclusive sales fraternity, come from Eastern Division exchanges. The three K. O. Club members are Max Pincus, of Buffalo; A. P. Bibber, of Boston, and F. J. Leonard of Philadelphia. One of the first marks of tribute to these men is their invitation as the guests of Mr. Spring to the testimonial dinner given February 23rd, at the Copley-Plaza Hotel in Boston, to Eastern Division Manager Thomas Spry in honor of his recent promotion from Boston exchange manager.

The standing of the four territorial divisions at the end of the First National Month Drive were: Eastern, Southern, Western and Canadian.

"U" Buys Liberty Story as 1927-28 "Thriller"

Universal has secured the screen rights of "The Small Bachelor," the P. G. Wodehouse serial which recently ran in Liberty Magazine. The story is to be adapted for production as a Universal Jewel with an all-star cast for release during the next season.

Metro-Goldwyn Pict. Corp. Declares Dividend

The Board of Directors has declared a quarterly dividend of 1¾% on the preferred stock of Metro-Goldwyn Pictures Corporation, payable March 15th, 1927, to stockholders of record at the close of business on February 26th, 1927.

Famous Has 19 in Work

Twelve Productions Under Way at West Coast Studio and Five Being Filmed at Eastern Plant

THE spring production drive at the Famous Players East and West Coast studios is under way; twelve productions are in work at the Hollywood plant with two more scheduled for start of camera work this week and the Long Island studio is busy with five pictures in various stages of filming.

At the West Coast studio, Pola Negri has just launched work unon her new vehicle, "The Woman on Trial." This is the screen adaptation of one of Ernest Vajda's stage dramas, which Mauritz Stiller is directing. Ricardo Cortez is playing the featured male lead.

Gary Cooper, Paramount's new Western luminary, has just begun his starring career, heading the cast of "Arizona Bound," which John Waters is directing. Betty Jewel has the featured feminine lead, with Jack Dougherty in the "heavy" role.

The other pictures at the West Coast studio include "Afraid to Love," starring Florence Vidor; "Beautiful Women," starring Raymond Griffith; Eddie Cantor's "Special Delivery," Clara Bow's "Rough House Rosie," "Wings," the air service epic; "The Whirlwind of Youth," with Lois Moran; Wallace Beery's "The Big Sneeze," being directed by James Cruze; "Too Many Crooks," with Mildred Davis and Lloyd Hughes; "Fashions for Women," Esther Ralston's first starring vehicle; "The Way of All Flesh," Emil Jannings' first American-made picture; "Ritzy," the Elinor Glyn picture starring Betty Bronson, with James Hall in the leading male role, and "Senorita," starring Bebe Daniels.

At the Eastern Studio, the pictures in work are "Rubber Heels," Ed Wynn's first film comedy; "Knockout Reilly," starring Richard Dix; "Cabaret," Gilda Gray's new vehicle; "The Telephone Girl," a Herbert Brenon production, and "The Timid Soul," starring W. C. Fields.

Among those productions scheduled for filming are three which will be started on March seventh. These will be Thomas Meighan in "We Are All Gamblers," Malcolm St. Clair directing and Greta Nissen in the leading feminine role. Herbert Brenon's "The Devil Is Alive" and Richard Dix's "The Roughneck Gentleman." There may also be a fourth on that day.

Raymond Griffith's first starring picture in the East has been delayed owing to the star's being detained on the Coast. He is expected in the East in the near future and work on the production, as yet untitled, will get under way with Frank Tuttle directing.

Warners List New Films

"Heart of Maryland" for Dolores Costello, May McAvoy in "Irish Hearts" and "The Climbers"

WARNER BROTHERS' production reached its zenith this week coincident with the arrival of Jack Warner, head of production, from New York. At the present time the company has four pictures in process of filming, four specials and six winners are in preparation and new productions are being lined up for the Warner stars.

The "Tracked by the Police" unit is on location in Arizona and will remain about three weeks. Rin-Tin-Tin is starred in this production and Virginia Brown Faire is replacing Frances Lee in the leading feminine role because of the illness of the latter. Ray Enright is directing.

Director Byron Haskins is almost finished with direction of "Matinee Ladies," May McAvoy's first starring production for Warners. The story is by Albert Howson and Sidney R. Buckman and Graham Baker fashioned the script. Dolores Costello's latest starring picture, "A Million Bid," is in the last stages of filming. The film is based on the play by Barryl Francis Zanmck, and Anthony Coldeway wrote the scenario.

"The Brute" company has returned from filming location shots and is now making exteriors. Monte Blue is starred under direction of Irving Cummings. W. Douglas Newton wrote the story and the scenario is by Harvey Gates.

Preparations are being made for the filming of four specials and six winners, among them "The Climbers," Irene Rich's next starring vehicle. This is the Clyde Fitch play which Tom Gibson is adapting, and which will be directed by Paul S. Stein. Forrest Stanley has been assigned the leading male role opposite Miss Rich. Bess Meredyth is preparing the scenario for May McAvoy's next picture, "Irish Hearts," which will follow "Matinee Ladies." Lloyd Bacon will wield the megaphone.

James T. Donahue has been signed to prepare the script for Dolores Costello's next production, "The Heart of Maryland." Alan Crosland will direct the picture.

Millard Webb to Direct "Naughty But Nice"

Millard Webb will direct Colleen Moore throughout her new feature, "Naughty But Nice," on which filming is scheduled to begin within a few days. Webb has just finished directing "An Affair of the Follies," a forthcoming First National release. He is now spending several days with Carey Wilson, who is engrossed with the script for the Moore vehicle. Mervyn Le Roy, will again be comedy constructor with the production unit and is now conferring with Wilson on the scenario. The only supporting player to date is Donald Reed.

Lewis Stone Set for Lead in F. N.'s "His Son"

The leading role in "His Son," the tentative title of "Lorenzo the Magnificent," Garrett Fort's Liberty Magazine story which Sam Rork will produce for First National, will be played by Lewis Stone, who has just finished working in "The Notorious Lady," another Rork production in which the other principals are Barbara Bedford and Ann Rork. Work has just been started under Francis Dillon's direction.

Appearing in "His Son" with Mr. Stone will be Lilyan Tashman, Douglas Fairbanks, Jr., E. J. Ratcliff and Andre Beranger. Tony Gaudio will be cameraman, and others on the Rork staff include Bob Ross, assistant director; Jack Okey, technical and art director; Frank Lawrence, film editor; and Ben Singer, production manager. Jane Murfin is responsible for the adaptation and continuity for "His Son."

"The Golden Calf" Story Rights Go to First Nat'l

The story rights to Aaron Davis' story, "The Golden Calf," have been secured by First National. The picture is to be put into production as soon as a star and director can be assigned. Work on the story was speeded up following the visit of Florence Strauss, First National scenario chief, to the company's studio at Burbank. John McCormick, West Coast production manager, is now considering several actresses as possibilities for the leading role. The story concerns a stenographer who does not realize her worth until she wins a "golden calf" contest and is made to realize that she has the best pair of calves in town.

Exploitation ranges from beauty contests to tie-ups with national hosiery advertisers. The Eastern and Coast exploitation departments of First National are now thinking up stunts, it is reported.

Allan Hale Acting Again in Leatrice Joy's "Vanity"

After two years of experience in the director's chair, Alan Hale has returned to acting before the camera and will be seen in a supporting role in "Vanity," starring Leatrice Joy. He declares that during his work of directing other people he learned more about acting than he ever did before the camera. Donald Crisp is directing "Vanity" from a scenario by Douglas Z. Doty. His return to the screen is only temporary, for his contract with the DeMille studio calls for him to direct several other productions during the coming year.

"The Man From Hardpan" to Be Issued on March 6th

"The Man From Hardpan," a new Leo Maloney starring production for Pathe, is announced for release by Pathe on March 6th. Ford L. Beebe, author of many of the previous Maloney feature successes, also wrote the story for "The Man From Hardpan." In the latest Maloney vehicle, the star is supported by a cast including Eugenia Gilbert, his leading lady, Rosa Gore, Murdock MacQuarrie, Paul Hurst, Ben Corbett and Albert Hart.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

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AT LIBERTY — Young man, 20, projectionist, electrician, desires position in moderate-sized house as projectionist, house electrician and general utility man. Experienced. Best of references. Write "Young Man," Wyman Enterprises, 86 Prospect St., Little Falls, N. J.

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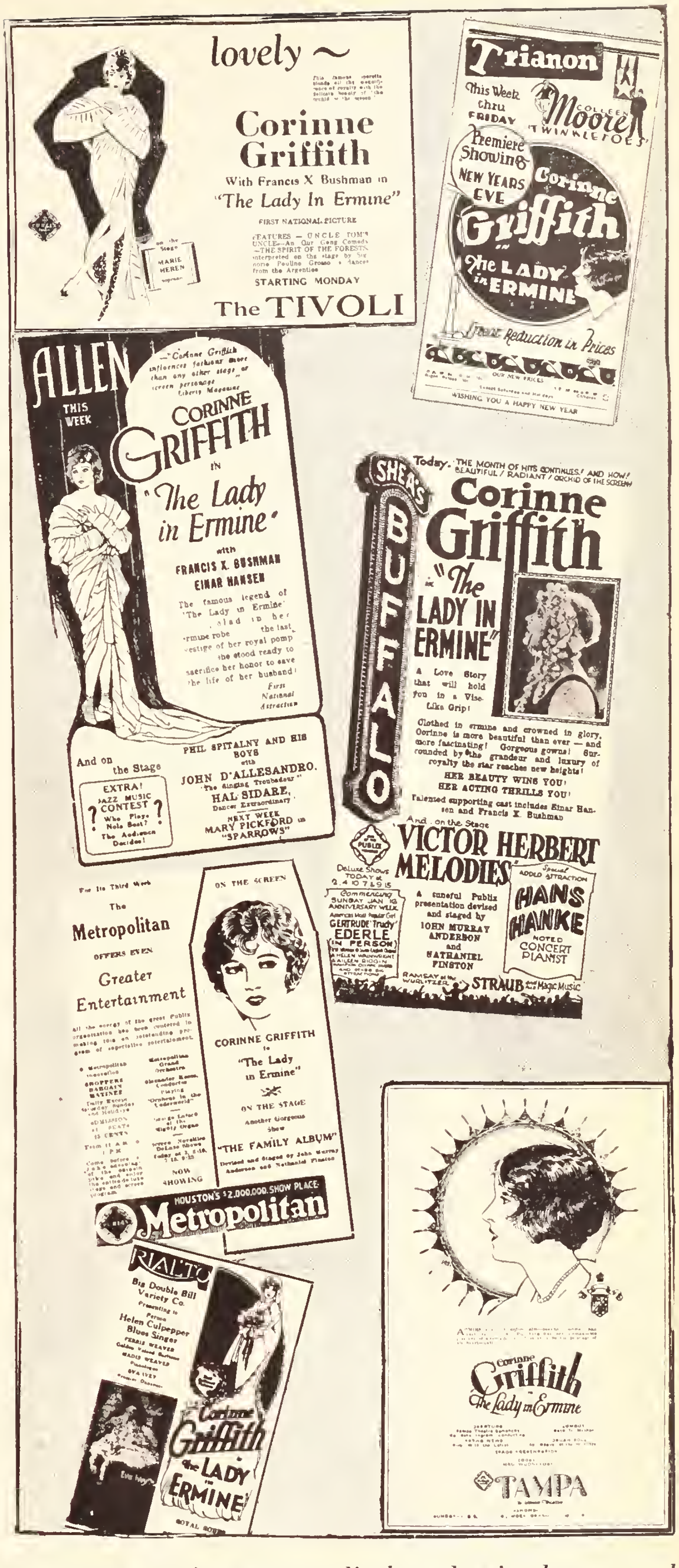

lovely ~

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With Francis X Bushman in

"The Lady In Ermine"

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PHIL SPITALNY AND HIS BOYS with JOHN D'ALLESANDRO, "The Singing Troubadour" HAL SIDARE, Dancer Extraordinary

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Corinne Griffith in The LADY in ERMINE

Corinne Griffith in The Lady in Ermine

TAMPA

A collection of newspaper displays showing how several first-run theatres exploited "The Lady in Ermine" (First National). The wide range of attractive star cuts were put to excellent uses by exhibitors and their advertising men. Ads reproduced in the layout above were used by the Tampa Theatre, Tampa; Tivoli, Chattanooga; Metropolitan, Houston; Shea's, Buffalo; Rialto, Fort Worth; Trianon, Birmingham, and Allen, Cleveland

THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of 'Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Blonde or Brunette	—	—	10	—	70	5,872 Ft.
God Gave Me Twenty Cents	—	2	7	—	63	6,532 Ft.
Kid Brother, The	—	—	10	2	75	7,654 Ft.
Love 'Em and Leave 'Em	—	2	6	—	60	6,075 Ft.
Man of the Forest	—	1	9	4	78	5,187 Ft.
Paradise for Two	—	—	5	—	70	6,187 Ft.
Sorrows of Satan, The	—	3	2	1	60	8,691 Ft.
Stranded in Paris	—	—	10	1	73	6,106 Ft.
FILM BOOKING OFFICE						
Regular Scout, A	—	—	4	1	76	5,601 Ft.
FIRST NATIONAL						
Blonde Saint, The	—	3	5	1	63	6,800 Ft.
Just Another Blonde	1	1	4	—	57	5,603 Ft.
Ladies at Play	—	1	4	—	64	6,119 Ft.
Lady in Ermine	—	3	4	—	57	6,400 Ft.
Stepping Along	1	1	5	—	59	7,035 Ft.
Unknown Cavalier, The	—	3	5	1	63	6,595 Ft.
FOX						
Auctioneer, The	—	—	6	—	70	5,686 Ft.
Canyon of Light	—	3	8	4	72	5,399 Ft.
Summer Bachelors	—	1	5	1	70	6,782 Ft.
METRO-GOLDWYN-MAYER						
Faust	—	—	7	—	70	8,110 Ft.
Flesh and the Devil, The	—	—	4	3	83	8,759 Ft.
Scarlet Letter, The	—	—	5	1	75	8,229 Ft.
Valencia	1	2	10	2	67	5,580 Ft.
PROD. DIST. CORP.						
Nervous Wreck, The	—	2	3	1	65	6,730 Ft.
UNITED ARTISTS						
Night of Love, The	—	—	3	2	82	7,600 Ft.
Winning of Barbara Worth,	—	1	7	2	73	8,560 Ft.
UNIVERSAL						
Cheerful Fraud, The	—	—	6	—	70	6,968 Ft.
Her Big Night	—	—	8	1	73	7,306 Ft.
Ice Flood, The	—	2	7	—	63	5,747 Ft.
Lazy Lightning	4	1	3	—	41	4,572 Ft.
Loco Luck	1	1	4	—	57	4,827 Ft.
Oh! Baby	—	2	5	—	61	7,152 Ft.
Prisoners of the Storm	1	1	5	—	59	6,102 Ft.
Silent Rider, The	—	—	3	2	82	5,879 Ft.
Whole Town's Talking, The	—	2	7	—	63	6,662 Ft.
WARNER BROS.						
Third Degree, The	—	—	5	—	70	7,647 Ft.
While London Sleeps	—	2	4	1	66	5,810 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
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Date,

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT **Big, Good, Fair, Poor**

Class of patronage

Theatre

Population of Town

City

State

Short Subjects and Serials

Estelle Bradley Leading Lady in "Perfect Day"

Estelle Bradley, feminine lead in much of the product turned out from the Educational studio, appears as the leading lady in "A Perfect Day," an Educational-Cameo comedy in which George Davis and Phil Dunham are featured.

Four of "Mike and Ike" Comedies Completed

"Mike and Ike," the new comedy series on the Stern Bros. list, is now well into production at the Hollywood studio of the comedy producers. Four of the two-reelers, co-starring Charles King and Charles Dorety, have already been completed and received in New York. A fifth is now in the cutting stage and sixth is in work. The four new comedies are "Dancing Fools," "All for an Uncle," "Dates for Two" and "There's a Will." Among the feminine coterie supplied King and Doherty are Ethlyne Clain, Thelma Daniels, Margery Mareel, Madalynne Field, and the Angus Twins, Mary and Margy. Frank Gorby is doing the direction.

Rube Goldberg, creator of "Mike and Ike," is now conferring with the Sterns. It is said that he is learning studio methods with a view of devoting more of his time to the screen in the future.

Pathe Lists Rogers Film

First of "Our Unofficial Ambassador Abroad" Series; Roach, Sennett Comedies Scheduled

THE first of the Will Rogers series of one reel pictures with the general title "With Will Rogers, Our Unofficial Ambassador Abroad," and the specific caption, "With Will Rogers in Dublin," heads the list of Pathe releases for the first week in March. Also scheduled for distribution are a Mack Sennett comedy, "Smith's New Home," "A One-Mamma Man," a Hal Roach contribution, "The Rival Sex," a Grantland Rice Sportlight, Pathe Review and Topics of the Day No. 10, Chapter six of the Patheserial "On Guard," "Taking the Air," an Aesop's Fable and the regular two issues of Pathe News.

There are twelve subjects in the Rogers series and the first describes the monologist's personally conducted tour through Dublin; views of Trinity College, and part of the Irish army are incorporated. Raymond McKee, Ruth Hiatt and Mary Ann Jackson have the principal roles in the Smith Family comedy which was directed by Alf Goulding. It is a story of the difficulties besetting the man who buys his home on the installment plan.

Charles Chase is starred and Eugenia Gilbert is featured in the Roach comedy; Gale Henry, Vernon Dent and Burr McIntosh make up the supporting cast. James Parrott directed under supervision of F. Richard Jones. "The Rival Sex" proves how each year the female beats down the male lead in various sports, hockey, golf, archery, rowing, etc.

Pathe Review No. 10 contains "The Vanguard of Night"—Camera portraits of the sky at twilight; "Korea Today": A Pathecolor unit dealing with farm life in the rural districts of Korea. Planting rice, the manna of the starving millions in the cities; "Wild, Wild Babies": Beginning a series with animal actors, titled, "Animal Crackers." Little stories of zoo life, with snappy titles and a clever plot.

Topics of the Day No. 10 present the latest wit and humor culled from the press of the world. "Taking the Air" is the animated cartoon comedy contribution of the Aesop's Film Fables series. Pathe News issues Nos. 22 and 23 depict last minute world news events with international scope.

Educat'ls March Releases

Six Two-Reel, Two One-Reel Comedies and Four Animated Cartoons Scheduled

EDUCATIONAL'S list of March releases includes six two-reel, two one-reel comedies and four animated cartoons. "Big Boy," the three-year-old star, is featured in "Grandpa's Boy," a release for the first week of the month. Charles Lamont directed. Another release for the same month is "Hot Lightning," a Mermaid comedy with a cast including Clem Beauchamp, Phil Dunham, and George Davis, with Lucille Hutton in the leading role. Stephen Roberts directed.

Lloyd Hamilton's latest is "Somebody's Fault," with Estelle Bradley as his leading lady, and Norman Taurog as director. "Here Comes Precious" is the newest Jimmie Adams comedy, with Vera Steadman in the leading feminine role. Earle Rodney directed. Al. St. John is seen in "Roped In," a Mermaid comedy which has Lucille Hutton in the leading feminine role. Charles Lamont directed.

"Cash and Carry," a Christie Comedy featuring Neal Burns, is the initial two-reel comedy to be directed by Arvid Gillstrom under his new contract with the Christies. Edna Marion is Neal's leading lady, while Eddie Baker and Billy Engle head the supporting cast. "A Perfect Day," a one-reel Cameo Comedy, features George Davis and Phil Dunham in a travesty on girls' boarding schools. Phil Dunham is featured in "First Prize," another Cameo film.

The Bruce Scenic Novelty for the month is titled "Hawaii From the Car Window—Black Sand, The Harbor Beacon." "Felix the Cat Sees 'Em in Season," and "Felix the Cat in Barn Yarns," the two animated cartoon comedies from the Pat Sullivan Studios, picture the black cat in some new antics.

"Climbing Into Cloudland" is the new Lyman H. Howe's Hodge-Podge, and the Life Cartoon Comedies series, which is edited by Robert E. Sherwood, editor of Life, will have "Local Talent" and "Ruling the Rooster" for showing.

Comic episode from "Peaches and Plumbers," a Pathe comedy

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Comedy highlights from "Car Shy," a Fox Films Van Bibber release

Resume of Current News Weeklies

INTERNATIONAL NEWSREEL, NO. 16: London, England—Parliament reopens with royal pomp; St. Moritz, Switzerland—European trotters race on Alpine ice track; Philadelphia, Pa.—"Down with the bob!" is hairdressers' slogan; Bangor, Me.—Million dollar blaze ravages Maine city; Los Angeles, Cal.—College athletes take to cinder track; Sarasota, Fla.—Dixie Duffers honor King of the links; Washington, D.C.—Newsy snapshots from the nation's capitol; Burbank, Cal.—Hints on how to reduce—by Babe Ruth; Longview, Wash.—Huge cliff torn asunder for new highway; New York City—Husky college boys learn chorus girls' trade; Los Angeles, Cal.—Mystery man demonstrates weirdest of "complexes"; Chicago, Ill.—Trudy Ederle setting new swimming records; Sandown Park, England—Steeplechase racers tested in thrilling run; Shanghai, China—British, French and U.S. reinforcements arrive in Shanghai as battle nears.

PATHE NEWS, NO. 17: New York City—Columbia College boys drill for the chorus of their own musical comedy; Washington, D.C.—McNary-Haugen Farm Relief bill passes House unchanged after Senate approval; Ehrwald, Germany—New cable railway up steep Zugspitze peak enables tourists for first time to penetrate high snowy fairyland; Los Angeles, Cal.—Babe Ruth dons grease paint and powder to make ready for his call before lights; London, England—King George and Queen Mary drive from Buckingham Palace for historic ceremony at opening of Parliament; Cortina, Italy—Crown Prince Humbert is royally received on his arrival in quaint Italian village; Brooklyn, N.Y.—You must get acquainted with Mildred Pinkenfield, declared nation's finest baby by 15 doctors sitting as jury; Shanghai, China—England lands two companies of native troops rushed from India to protect British interests; New York City—Our land of liberty pays tribute to noted statue on 50th anniversary of its presentation to America; Bridgeport, Conn.—Jack Delaney, popular light heavyweight champion of the world, is always busy; Red Wing, Minn.—Anders Haugen of Minneapolis, takes first honors at Interstate Ski Tournament; Tampa, Fla.—Connie Mack of Athletics and Clark Griffith of Senators do little spring training of their own.

PATHE NEWS NO. 18: Los Angeles, Cal.—Streets are turned into swift-flowing torrents as record rains inundate large sections of city; Whittier, Cal.—Two people killed and six injured when bridge collapses beneath crack passenger train; Long Beach, N.Y.—Widespread damage is caused by 80-mile gale and high tides; San Bernardino, Cal.—California celebrates luscious orange harvest with alluring displays from state's noted orchards; Paris, France—Here's the latest way for dirty railroad coaches to take shower bath; Tampa, Fla.—Approaching spring brings baseball men back to South; Johannesburg, So. Africa—Hundreds of dark-skinned minstrels strut snappiest stuff at gay costume carnival; New York City—Aimee Semple McPherson arrives at metropolis on nation-wide vindication tour after acquittal in conspiracy trial. Miami, Fla.—Notables throng to Southern playground as gay winter season reaches height; Santa Monica, Cal.—Daring Gladys Ingle gets sky thrill when she goes aloft to be hooked feet foremost from one speeding airplane by another; Near Bluefields, Nicar.—Nicaraguan revolutionary forces guard coast with improvised "gunboats"; New York City—Columbia College boys get real—and almost graceful—kick out of stage life; New Haven, Conn.—Yale's husky oarsmen begin training for coming battles.

FOX NEWS, VOL. 8, NO. 40: St. Moritz—Coasting down steep slopes of Alps, in long runways out in snow, is daring winter sport; Washington, D.C.—Frederick A. Sterling is first U.S. Minister to Irish Free State; Ft. Lauderdale, Fla.—Spanish shawls added to beach attore is now latest thing to make bathing more decorative; Atlanta—Boy Scouts open drive for $75,000 to establish Bert Adams reservation with monster parade; Philadelphia—Dr. Chevalier Jackson receives $10,000 Edward Bok civic prize award from Senator Popper; Albany, N.Y.—Gov. Smith and his new cabinet break ground for New York State's public office building; In World of Sports—Connie Mack signs up Ty Cobb for $75,000 to play ball with Athletics; Paris—World's most powerful searchlight, of billion candle power, is built to guide airplanes at night; Opa Locka, Fla.—Jackie Ott, child aquatic star, likes water so much his dad gets him pool for playground; New York City—Elite of dogdom from all parts of world compete for ribbons at Westminster Club show; England—The race season opens at famed Newbury track with record number of starters in steeplechase.

FOX NEWS, VOL. 8, NO. 41: Washington, D.C.—1,500 Boy Scouts close national celebration with Lincoln's Birthday call upon President; Schenectady—Newest type locomotive, 276-ton super-greyhound of rails, is christened and has first try-out; Scotland—"Changing the guard," at famed Edinburgh Castle, ceremony centuries old, always attracts throng; Chicago, Ill.—A musician's paradise is famous Partello collection of old violins, valued at over $250,000. Boston, Mass.—*Leviathan* presents grotesque sight as she is drydocked for overhaul; Northern Idaho—Zero weather and heavy fall of snow makes even more difficult job of hardy lumberjack; Cambridge, Mass.—Harvard boys borrow their sisters' colthes for the girl parts in Pi Eta Club musical show; Innsbruck, Austria—Thousands in Tyrol attend colorful opening of highest and longest ski jump in Europe; Palm Beach, Fla.—Newest Southern resort novelty is hotel made out of some of Uncle Sam's former naval monitors; Rome—Exclusive pictures made on *Esperia's* trial trip high above Eternal City.

New Smith Comedy Finished at Mack Sennett's Studio

Another of the Jimmie Smith domestic comedies, which Mack Sennett is producing for release through Pathe, has just been completed by Alf Goulding. The new two-reeler is called "Smith's Candy Shop" and gives the ups and downs of the candy making business. Raymond McKee, Mary Ann Jackson, Ruth Hiatt and Omar, the dog, are the featured players. A. H. Giebler and Jimmy Starr wrote the titles.

The title of Ben Turpin's new offering is "Love's Languid Lure." Peggy Montgomery, Jack Cooper and Irving Bacon were coached by Lige Conley, now a director.

Alma Bennett Returns to Sennett Comedy Work

After sixteen weeks of work at other producing studios, Alma Bennett has returned to fulfill her contractual obligations at the Mack Sennett studio, where she is now continuing her appearances in Pathe comedies. She is at present engaged with a new comedy written around the recent Catalina Channel swim.

Pathe Sets "Princess on B'way" for March 13th

"The Princess on Broadway," a feature which Pathe is distributing, is scheduled for release on March 13th. Pauline Garon enacts the title role. Other players who have much to do during the unreeling of the feature are Johnnie Walker and Dorothy Dwan.

Opinions on Current Productions

“Ask Dad”

(Educational-Cameo Comedy—Two Reels)

(Reviewed by Paul Thompson)

LEWIS SARGENT has just been turned down by his girl; but, with commendable philosophy, that does not discourage him, for he is looking for a successor. He finds her when he absent-mindedly drives his car into a department store and emerges with a lot of women's clothes and a girl in the car beside him. Starting for her home his white trousers are splashed with mud by a passing truck. He parks his car and waits for his trousers to be cleaned. But traffic cops are no respecters of youths minus trousers if they stop their cars near hydrants. Consequently, Lewis drives around the block to find the tailor shop closed for the day. What would you do under such conditions? Lewis gives a pedestrian—he happens to be the girl's father—a lift and when the car emerges from a tunnel Lewis is wearing father's trousers. He didn't ask dad, he simply helped himself. Alright—if—on arriving at the house of the girl, father had not been the passenger robbed of his all too essential trousers.

The only thing to be done is to persuade the butler to kidnap the girl, so Lewis may shine as a rescuer and get father's approbation. The conspiracy works out somewhat according to schedule. I believe that Lewis did get the girl in the end. Director Sam Newfield saw to that.

Lewis Sargent, Audrey Ferris, Robert Burns and Henry Murdock are the quartette who tell the tale. It has a number of things to recommend it.

“Drama De Luxe”

(Educational-Lupino Lane Comedy—Two Reels)

(Reviewed by Paul Thompson)

NORMAN TAUROG, who wrote and directed this picture for the English comedian, who was formerly in “The Follies,” has done both jobs well. He has Lane, monocle and all, arriving on top of a freight car, but on an automobile seat and handling the freight car brake as though it were the steering wheel of a motor car. Fired from the train, Lane places his victims—they are two by this time, as the town constable has come up, beneath the waterpipe. Then he pulls the rope which releases the flood. Not such a bad start. Then follows a job with a small town theatrical troupe. First, he posts bills—and how. Then as general utility man in the olio. As a member of an acrobatic act Lane has full opportunity for falling all over the place. Of course, there is heart interest. Lane and Kathryn McGuire provide that. She is a member of the troupe and Lupino rescues her. Exeunt both on a freight for parts unknown.

Speed and variety are essential to success for a picture of this kind and “Drama de Luxe” has both in full measure. Lane is always in some sort of scrape, to his own discomfiture, but the delight of the audience.

Glenn Cavender completes the quartette of players. The piece is well staged, one effective scene being in the opry house, showing the reaction on the audience of Lane's antics.

“Petering Out”

(Bray Cartoon—One Reel)

COULD you paper the walls of your house with the assistance of a cartoon pup? Artist Walter Lantz tries just that and the result is far from successful. But then, again, you cannot blame his miserable effort on the pup, especially when that quadruped happens to be Pete, the pup who barks and struts his way with such amiable grace through the Bray Hot Dog Cartoons. Lantz summons Pete to him in much the same manner as Fleischer does his Ko-Ko. Armed with brush and paste and paper of a most captivating hue (black and white), they make their initial bow as paperhangers. At least, it seems that they are novices at the game, for they mess things up in an individual and inextricable fashion.

Pete, the Pup, is some pup, undoubtedly. His pantomime and the work of Lantz has our approval.—RAYMOND GANLY.

“A Sorority Mixup”

(Bray-Sunkist Comedy—Two Reels)

(Reviewed by Raymond Ganly)

A PEEP into the activities of the girl students of Yaboola College—co-eds, malicious, sweet, and otherwise—flit across the scene, as do also the figures of Buddy Messenger, a quite hefty dame, built along the lines of a Babe London, Buddy's sweetheart, Ann Porter, and the educated monkey, “Mr. X,” who hovers in the background in readiness for any coup d'etat to assist his friend, Buddy. Because the affections of Ann and the heavy one happen to be centered upon Buddy, a natural and excusable dislike for each other comes between the two girls. The aforesaid fat girl wields the balance of power, at least in the first half of the picture, for it comes to pass that Ann must be initiated into a sorority, with the mistress of ceremonies none other than our plump, but capable friend.

In her dire predicament, Ann, who is busy receiving punishment from numerous sources upon the advent of her initiation, is aided by Buddy, who assumes her place and clothes. Comedy wells up in the scenes where the poor male, in feminine attire, is compelled to kiss nearly a score of females. They command the supposed female to undress and don a bathing suit and their imperative tones are backed up by vicious-looking racquets. However, at the crucial moment, the girls are foiled through the entrance of “Mr. X” and his taking of their clothes.

There is humor of a sort packed into this two-reeler, portraying as it does the pursuit of the male, a helter-skelter initiation and its comic developments and its “Campus Flirt” atmosphere. The decorativeness of the Sunkist bathing girls is very much in evidence. Scheduled for March 10.

“Be My Wife”

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

CHARLES KING is married. Among other reasons for his wife nagging him is his diffidence in asking for a raise. Being habitually late to business, he is afraid to look for a raise, rather is he fearful about holding his job. The arrival of the good looking servant girl to collect her wages creates the impression in the boss' mind that she is Charley's wife. He invites himself to dinner. Thus Charley is compelled to get the maid to pretend to be his wife and get the dinner. That would be all right if she had not a burly admirer and also if Charley's real wife did not come snooping around.

Something doing every minute of the two reels with more than the usual amount of crockery broken. How movie actors stand the amount of physical punishment scenarists and directors inflict on them in two-reelers is a never-ceasing source of wonder. They are veritable gluttons for punishment. And every disaster is good for laughs by the audience who are not suffering vicariously but really enjoying it all because they are on the safe side of the camera. “Be My Wife” is good roughhouse entertainment.

Francis Corby wielded the megaphone. You may see it March 23.

“He Couldn't Help It”

(F. B. O.—Charley Bowers—Two Reels)

(Reviewed by Paul Thompson)

WHEN you can get them laughing in a projection room at a trade showing of a picture it is fair to assume you have them going. That is what happens invariably when Charley Bowers' two-reelers are shown and “He Couldn't Help It” is no exception

This time it is the story of a lost vaudeville trick dog. He is the mainstay of the act, so when he disappears the offering falls flat. Then the search. One day, at the boarding house table, Charley's sweetheart, Corinne Powers, sneaks a frankfurter, bread and other edibles up to his room. From these he creates Pinkus, the lost dog. But the change back to a frankfurter for space-economy purposes is fatal. The hotdog (or cold) jumps out of the window and is lost. That is how Charley happens to be holding up everybody who passes, searching their pockets for the lost frankfurter, Pinkus. And why he is arrested. It is to the judge he tells his harrowing tale. But Charley discovers in the coat of the magistrate a frankfurter which becomes—not Pinkus, the performing poodle, but a dachshund. Luck is with him, however, for a second frankfurter, found up the trouser leg of the arresting policeman, turns out to be Pinkus.

For genuine amusement and originality there are few things offered today in the picture world comparable to these Bowers “dreams.” Neal O'Hara's titles help a lot. The Cast: Charley Bowers, Pinkus, Corinne Powers, Mae Dean, George Williams, Roy Applegate, Jack Burdette, Dan Duffy. Authors and directors: Bowers and H. L. Muller. Titles, Russell Neal O'Hara. Released through F.B.O., February 21.

Short Shots No. 10

(Castle Films—One Reel)

THIS number of the Short Shots maintains the high standard established since the inception of the series. This issue incorporates shots of Katie Schmidt, world's champion figure skater, in action and Bobby Hern, the crack ice-skater, hurdling barrels. Next a Chinese fashion show in which some beautiful costumes are exhibited and in the same connection the novel hand-painted gowns of Antone Novak are projected. That circus folks continue working during the winter season is proved by the following scenes and then we see the latest one-man automobile, which, says its inventor, will run eighty miles to the gallon. The reel closes with an acrobatic sequence in which a ten-months-old baby is top “man.”

There are ten minutes of educational entertainment in this reel.—HAROLD FLAVIN.

Short Shots No. 11

(Castle Films—One Reel)

THEY do manage to pack quite a number of oddities into these one-reel subjects, as for instance, toe-dancing in Japan amidst beautiful natural settings, then a dog which has all the vaudeville tricks at his “toe-tips,” then the much publicized Hamid Bey, Egypt's miracle man who induces rabbits and chickens to lay down and roll over for the benefit of the audience; Minna Schmidt, who is no relation of Katie in Short Shots No. 10, exhibits some of her handiwork in the form of sculptured models of the ladies of all times, from Cleopatra to Gertrude Ederle and “Philadelphia” Jack O'Brien shows stout women how to reduce the superfluous avoirdupois. They also show a baby messing around with a flock of alligators, which didn't strike me so funny, for I expected “one look, one swallow,” American fashion. More instructive and pleasant diversion for your patrons, so book it.—HAROLD FLAVIN.

"I'm the Sheriff"

(Universal-Gump Comedy—Two Reels)

(Reviewed by Paul Thompson)

ANDY is invested with the honor but logically not the dignity—can you possibly associate the latter quality with Sidney Smith's creation?—of the office of sheriff. He is discovered doing his spring planting with a duck picking up each seed as he drops it in the furrow. Then he uses top torpedoes belonging to "Chester" with the result that there are constant explosions. One torpedo hurled at a neighbor brings the latter over to punch "Andy." To impress "Chester," Andy lays off his badge and—gets punched. That for a starter.

Then motoring with "Min" and "Chester," "Andy" loses a tire. It starts one of those endless pursuit races ending at a repair shop owned by—whom do you think? None other than the irate neighbor with whom "Andy" has already had one fight. Thinking that one of his own new tires is being carried off by the chinless one he naturally makes "Andy" pay for a new tire. And to add to the latter's distress it is his own old tire which blows out once it is placed on the machine. It is a sad life these cartoon characters live with almost no alleviating joy.

As usual, Joe Murphy, Fay Tincher and Jackie Morgan are directed by Erle Kenton. Released March 7.

"Smith's New Home"

(Pathe-Mack Sennett—Two Reels)

AN hilariously funny two-reeler this. I am predisposed in favor of the Smith family anyway, composed as it is of the delightfully human Raymond McKee, Ruth Hiatt and Mary Ann Jackson, to say nothing of the dog. And in this one, which concerns itself with the signing of a lease for a new home and the subsequent ruin of that selfsame home by a rainstorm, they are at their funniest and best. Even before the storm breaks the family and the next door neighbors, their conscienceless landlords, have gone through enough trouble for an ordinary two-reeler. A freshly-laid concrete walk, a mud puddle in which the two children of the adjoining families and then their elders manage to land: these things merely prepare for Smith and the landlord on the roof trying to patch up a hole in the roof.

Exhibitors, book this one if you never booked a comedy before. When you get hard-boiled reviewers cackling in a projection room you can bank your less sophisticated audiences will chortle even more. Credit J. A. Waldron for his direction also. Released March 6.—PAUL THOMPSON.

"Clouds. Korea and Wild, Wild Babies"

(Pathe Review No. 10—One Reel)

CLOUD shots at sunset and then in the moonlight make up the first part of the Pathe Review to be released March 6. Some excellent photography is found in these even though you feel you have seen the same thing a number of times before. But there cannot be too much of that which is really beautiful, hence they are welcome in any program.

"Cultivating Korea" tells of farm life in rural districts of that small but picturesque country. It emphasizes the primitive methods of farming still followed there. Done in Pathecolor, it is an effective travelogue.

"Wild, Wild Babies," produced by John Rounan, is an unusual group of shots of animals and their young. Mallards, malamutes, coons, skunks, lions, monkeys, mules, goats, kangaroos; these are the subjects of excellent photographic work. On the theory that all the world loves not only a lover but a baby, there is your appeal. It is universal.—PAUL THOMPSON.

"Taking the Air"

(Pathe-Fables—One Reel)

AVIATION is the theme of the Pathe artists in this March 6th release. Farmer Al decides to try for the prize offered for the highest altitude achieved. First a chair with an umbrella to act as a parachute over the cliff-side; total results, disaster. Then reversing his auto, removing the wheels, standing the machine on end with the motor as the propelling force, he ascends to unbelievable heights. But again back to mother earth. He does get the reward but, opened, it proves to be a bag, not of money, but mice. Can you beat that? He risked his life twice and won the prize and that is the manner in which the cartoonists reward him. It is a hard life, mates, particularly if you happen to be an animated cartoon character.—PAUL THOMPSON.

"Sailor, Beware!"

(Educational-Billy Dooley Comedy—Reels)

(Reviewed by Paul Thompson)

THE balance of the song, "for many brave hearts are asleep in the deep," the favorite vocal exercise for baritones who possess subway voices, is not at all pertinent to this Billy Dooley comedy. It is a question of not only "sailor, beware!" but everyone else in the picture, because Billy is carrying ashore for his girl a guinea pig and another guinea pig carrying all the diseases in the medical calendar has escaped. Naturally, Billy's pig is avoided as one would an inmate of the pest house. Billy, with his fatuous smile, is ignorant of all this and goes blissfully on his way. He even gets the idea that his rival, the husky Eddie Baker, is intimidated by his physical prowess and flees on that account—not because of fear of infection from the pig.

For a fitting finale the health squad, carrying disinfectant atomizers. This disinfectant renders semi-conscious, for the moment, all on whom it is blown. You can, without seeing the picture, imagine what Billy does with that, once he gets his hands on a machine.

It is one of the best of the Dooley series with a succession of amusing situations, including the run-away street car.

The cast: Billy Dooley, Vera Steadman, Eddie Baker, Bill Irving. Director, William Watson. Producer, Christie.

"Felix the Cat in Icy Eyes"

(Educational-Pat Sullivan Cartoon—One Reel)

ALAS for unrequited affection! Felix sees what he thinks is his ideal but she turns him down cold. And then, man-like, to get her attention he undertakes some fancy skating before her unappreciative eyes. He even rescues her from an icy plunge through the ice. But even that nets him no smiles or appreciation. But when he solves a jewel robbery and recovers the gems and has become famous and wealthy she relents. Alas, it is too late; she has become fat and unattractive, so that the critical Felix spurns her with eyes that are just as icy as hers had been earlier in the reel when both were younger and she was slender and svelte—whatever that quality may be.

Felix is alright as a sleuth but not so strong as a suitor. His shortcomings here are a merit and Pat Sullivan tells a tale with a moral that he who runs or skates can read.—PAUL THOMPSON.

"Golf and How"

(Castle Films—One Reel)

THIS reel makes its bid for popularity at a propitious moment as "it won't be long now" before the national fever of unrest will cause the men to lay down the pen and pick up the driver. An excellent treatise on golf and how it should be played is given in this production which shows informal poses of some of our and England's great golfers. Bob Morrison, of Los Angeles, gives a practical demonstration of how a golf club should be held, the manner of distributing weight during the swing, the hand-grip and then proceeds to show some shots, the drive, getting out of the "bunker," the putt, winding up with some fancy shots, using a girl's toe, knee and nose as the tee.

They'll enjoy this one, so get it for them.—HAROLD FLAVIN.

"A Polo Bear"

(Bray Comedy—Two Reels)

(Reviewed by Raymond Ganly)

HE comes into her life, does the conventional surmounting of the difficulties, the foiling of the villains and the winning of her heart—that's what Lewis Sargent does to Wanda Wiley all through this Bray offering, which is programmed for March 20. There is no doubt about it; he had the ability and he did his stuff in convincing fashion. An insignificant detail like being acquainted with neither a horse or the game of polo does not deter a man of Sargent's caliber from mastering the ways of horses and the intricacies of polo in an incredibly short period of time and becoming an adept in this aristocrat of the sports. There is some degree of humor in his efforts to mount his steed (his first attempt, we are told) and the way the patient and understanding animal reacts to his struggles. They have mixed suspense and drama with comedy here, for the hero is subdued by the villains who intend throwing the game just as Sargent is about to play for Wanda and her father. But when the game reaches the important stage, the hero appears on the scene and wins the game, which process was expected and is entirely up to the Hollywood standards.

A fair proportion of entertainment is meted out in this one.

First of the Will Rogers Travelogues

(Pathe-Dublin is the start—One Reel)

AND now Will Rogers makes his re-entry on the moving picture screen. It seems that all the time he was abroad last year he had a cameraman with him to shoot interesting people and buildings. Now they are being released with typical Rogers comments. The first stop is in Dublin, where the comedian and lecturer, tobacco endorser (even though he does not smoke), lasso and bull thrower, etc., introduces his movie audience to the President of the Irish Republic. Then he goes rambling around the city and to a view of the small army. Incidentally he points out the fact that despite the youth (as a separate nation) and smallness of Ireland she has more army planes today than the United States has. Further editorial material for Arthur Brisbane.

Judging by the first reel the Rogers ramblings will be quite amusing largely because of his method of presentation and his quips.—PAUL THOMPSON.

"The Rival Sex"

(Pathe-Sportlight—One Reel)

IN this release Grantland Rice pays tribute to women and their place in sports. He contends that, with the strides they have already made, in a few years they will be on the level of the performances by men in the matter of distance, speed, etc. He shows excellent moving pictures of women at archery, playing hockey, rowing, throwing the javelin and discus, putting the shot, hurdling, sprinting, etc. It is an extremely interesting contribution and one of the first in text and pictures to give the women their due. It will score naturally with them and also with their brothers, fathers, sons and husbands. So the appeal is universal—PAUL THOMPSON.

"A Furry Tale"

(Bray Nature Special—One Reel)

IT is a safe guess and a sure one to say that this issue from the Bray Studios will find a response from the women-folk.

Furs are an important article to be taken into consideration when replying to the question, "What is the well-dressed woman wearing?" This commendable production gives us interesting and generous glimpses of the many four-footed little folk who give up their lives and their skins that mankind might be warm during the rigorous winter months.

An appealing little number. Released on February 21.—RAYMOND GANLY.

The Wrong Mr. Wright

Not Particularly Amusing Farce Screened

(Reviewed by Paul Thompson)

MANY years ago George Broadhurst wrote a farce-comedy called "The Wrong Mr. Wright," which enjoyed much success. Harold Shumate made a scenario of this. Scott Sidney directed. Jean Hersholt starred and Carl Laemmle "presented." The result is not so satisfactory.

To meet a sweetheart of fifteen years before who had jilted him, married and become a widow, Hersholt, as the son of a corset manufacturer, goes to Atlantic City to meet the girl of his dreams. She proves to be overweight, with two impossible brat-children. But a letter, promising marriage, which the diffident son of the corset works has sent, dictated by his father, complicates things. A female detective trails him, thinking he is the cashier of the firm, also traced to Atlantic City with ten thousand dollars belonging to the firm. The cashier has taken the money to put on with the sales manager a show of teddies, or whatever feminine undergarment is supposed to replace the corset, and thus save the tottering firm. Their plot succeeds and they get the orders. Hersholt is exonerated. He has fallen in love with the female sleuth and she with him.

Seemingly a lot of trouble has been taken and money spent, but the result does not, from my viewpoint, justify it. It lacks plausibility and provides a lot of situations that are banal and un-amusing.

The Cast: Jean Hersholt, Walter Hiers, Dorothy Devore, Enid Bennett, Edgar Kennedy, Jay Belasco, Mathilde Comont, Robert Anderson. Director, Scott Sidney. Author, George Broadhurst. Scenarist, Harold Shumate. Titles by James Madison.

THEME: Farce-comedy story of mistaken identity. Diffident son of corset manufacturer's love tale of disenchantment with childhood sweetheart and new romance with woman detective.

PRODUCTION HIGHLIGHTS: Hard to find.

EXPLOITATION ANGLES: Broadhurst was long famous for his farce successes. Hersholt's growing fame.

DRAWING POWER: Fair.

Length, 6,459 feet. Released February 27.

Interesting highlights from the Warner Bros. production, "Hills of Kentucky"

Scenes from "Don Mike," a story of the early days of California released by F. B. O.

Johnny Get Your Hair Cut

Better Production Would Make This a "Wow"

(Reviewed by Harold Flavin)

JACKIE COOGAN'S first grown-up production proves a better than average program picture and if dressed up a little more, it could have made Broadway without any trouble. It seems the producers were marking time on the Chaplin protege awaiting audience reaction to Jackie with his hair cut; to our mind the child hasn't the magnetic appeal that made him so popular since Chaplin took him under his wing; he is still "there" with the limpid brown eye and the appealing gestures—gets even more out of them though he has not become theatrical—he gives an unaffected performance. While the title gives no indication of the nature of the story its reason for being is obvious and quite a few of the posters show Jackie in a barber shop being clipped; evidently to arouse curiosity as to how he looks shorn of his locks.

Jackie becomes a jockey in this first film under his new contract. The story tells of an orphan, practically raised with horses, and his great opportunity when he is permitted to ride a has-been in the ——— stakes which, needless to say, he wins. There is quite a bit of comedy throughout the action and an excellent cast supports the star. Ralph Spence turned out a good set of titles.

The Cast: Jackie Coogan, Mattie Witting, Maurice Costello, James Corrigan, Pat Hartigan, Bobby Doyle, Kenneth Erickson. Directed by E. Reeves Eason and Archie Mayo.

THEME: Orphan, raised with horses, saves daughter of horse owner and is allowed to ride under owner's colors in big race which he wins.

PRODUCTION HIGHLIGHTS: The scenes at the race track—at the boarding house and the barber shop. The race.

EXPLOITATION HIGHLIGHTS: Play up Jackie in his first picture with his hair cut.

DRAWING POWER: Good draw for neighborhood and second run houses. For the whole family.

Produced and distributed by Metro-Goldwyn-Mayer. Length, 6,781 feet. Released January, 1927.

Don Mike

Fred Thomson Scores Another Hit

(Reviewed by Paul Thompson)

WERE I Fred Thomson or his distributor, Joseph P. Kennedy, I certainly would make a determined effort to book "Don Mike" for one or more weeks on Broadway. It would show the somewhat provincial New Yorkers that a man whose pictures they practically never see on the main street is doing things just as important and just as well done as some of the—to them—better known stars. "Don Mike" belongs in that category. It is not a big picture judged by so-called "special" standards, but it can court comparison and emerge from the ordeal unashamed. Few more striking or effective scenes can be recalled than the hacienda in Southern California, the ancestral home of "Mike" Thomson. Color, incident, humor abound. Then follow striking photographic shots throughout the balance of the story so that in handing out credit to the star, Frank Clifton's story, and Lloyd Graham's continuity and direction, Cameraman Ross Fisher deserves more than honorable mention.

Not only does Thomson give one of the best performances of his career, but he is admirably supported by Noah Young, Ruth Clifford, William Courtright, Albert Frisco and the others.

The Cast: Fred Thomson, Silver King, Ruth Clifford, Noah Young, Albert Frisco, William Courtright, Tom Bates, Norma Marie, Carmen Le Roux. Author, Frank M. Clifton. Continuity and director, Lloyd Ingraham. Cameraman, Ross Fisher.

THEME: Attempt of a Yankee squatter to steal property of Mexican hidalgo California, when the country became a state. Romantic, swashbuckling drama.

PRODUCTION HIGHLIGHTS: Many. Acting, photography, direction. Sustained interest. Beautiful picture, interesting story.

EXPLOITATION ANGLES: All the preceding. Stress "one of the best yet" Fred Thomson pictures.

DRAWING POWER: Should be excellent.

Length, 5,723 feet. Released February 27.
Produced and distributed by F. B. O.

Camera glimpses from "The Wrong Mr. Wright," Universal's screen transcription of the stage play by that name

A group of shots from "Johnny Get Your Haircut," a Metro-Goldwyn-Mayer release

Hills of Kentucky

Home-spun Yarn with Rin-Tin-Tin Starred

(Reviewed by Paul Thompson)

AGAIN Rin-Tin-Tin plays the role of the god-from-the-machine, baffles the villain, saves the heroine's life and does all the other things that a two-legged hero would or could do. This is in "The Hills of Kentucky," Edward Clark's script from Dorothy Yost's story, "The Untamed Heart." It will satisfy admirers of the extremely clever dog actor—and others.

A school teacher with a crippled younger brother, the fine, upstanding, youthful mountaineer in love with her, the villain who hates the hero and covets the heroine and the outlaw dog, leader of a pack, whose extermination the villain also desires. The dog not only rescues his own mate captured in a trap but saves the heroine from going over the falls on a raft to which she has been tied by the "heavy." Incidental, of course, is the child's love for the misunderstood dog and the reciprocal affection of Rin-Tin-Tin for this child, the latter quite well played by Billie Kent Shaeffer, not unknown in the movie world. The foregoing, in brief, is the plot.

It is an elemental, kindergarten story but it has an appeal. Not only is the canine star afforded an opportunity to do the unusual things that he does so well, but he is fortunate in the human support which he has. This includes Jason Robards—who is featured as the hero—Dorothy Dwan, as the heroine, and Tom Santschi, who is his usual villainous self.

The Cast: Rin-Tin-Tin, Jason Robards, Dorothy Dwan, Tom Santschi, Billy Kent Shaeffer, Rin-Tin-Tin, Jr., and Nanette (also a dog). Director, Howard Bretherton. Author, Dorothy Yost. Scenarist, Edward Clark. Cameraman, Frank Keason.

THEME: Outlaw dog reclaimed by crippled child's kindness. Saves sister of child from villain's machinations in the hills of old Kentucky.

PRODUCTION HIGHLIGHTS: Melodramatic quality of story. Star's uncanny cleverness. Good support. Convincing atmosphere.

EXPLOITATION ANGLES: Star's prestige and popularity.

DRAWING POWER: Good.

Length, 6,271 feet. Released February 19.
Produced and distributed by Warner Brothers.

Regional News from Correspondents

Cleveland

DOWNTOWN business in the picture theatres was most satisfactory last week. The fact that all of the downtown first-run houses were playing big pictures did much to stimulate business all over. Competition was keen. Exploitation was alive and the weather mild enough to encourage even the most timid to brave the terrors of the winter. "Don Juan" played to packed houses both matinees and evenings and, of course, is being held over. "The Show" vied with "Don Juan" for first place in local favor. "McFadden's Flats" packed the Cameo. "An Affair of the Follies" at the State, "Love's Great Mistake" at Keith's Palace, and "Wandering Girls" at Reade's Hippodrome all fared well with the public. The Metropolitan scored with a return engagement of "The Sea Hawk" and "Tell It To the Marines" staged a record second-run at the Park. The neighborhood houses, however, reported business off. The Circle at Euclid Avenue and East 101st Street, an uptown first-run house, did big business. Vitaphone was the big attraction at the Circle. The picture, "Love 'Em and Leave 'Em," was secondary.

The Circle Theatre is starting its week on Saturday now. This policy went into effect with the installation and presentation of Vitaphone.

The Cleveland Motion Picture Exhibitors' Association will move on or about March 1st into Room 713, Film Exchange Bldg. This space is about three times the size of the present organization headquarters. In addition to a director's room and a secretary's room, the new quarters will also house a club room. Secretary W. J. Banks is busy picking out carpets and new furniture and he promises a real club room when he gets through

It's party time for the local exhibitors. Every year about this time the members of the Cleveland Motion Pictures' Exhibitors' Association feel the urge of a party. Jules Schwartz heads the entertainment with Frank Gross, Henry Greenberger, Henry Lustig and Percy Essick as fellow conspirators. It'll be a dinner dance with surprise entertainment features. Exhibitors are hereby notified to get their glad rags out of camphor so as to be ready for the big affair, which is scheduled to come off in a week or so.

Sol Bernstein is busy remodelling the Lyceum Theatre, Canton. It is being done over inside and out and when completed will play a straight second-run picture policy. The Lyceum used to be the home of Keith vaudeville until just recently when the new Keith-Albee house was completed.

Jack Steinberg, well-known Youngstown exhibitor, is suffering from a combination of grip and spring fever. He's using all his leisure hours reading the timetables and expects to be on his way in the near future.

Frank Howard, of the Detroit P. D. C. sales force, is a victim of Division Manager Robert Cotton's policy of promotion within the ranks. Howard is now on his way to Atlanta, Ga., to take over the management of that exchange.

The local P. D. C. exchange personnel has formed a social club. It's so new it has no name at yet. The first event of the organization will take place on Wednesday. It will be a dinner party downtown followed by a theatre party at Keith's Palace Theatre.

Jack Flynn, Metro-Goldwyn-Mayer division manager, spent a few days in town last week going over division matters with local Exchange Manager Arthur Ehrlich.

The girls of the Standard Film Service Company held their monthly social meeting last Saturday at the home of Catherine Zwilling. It was a Valentine bridge, with prizes, valentine favors and a spread. There were four tables of bridge.

Harry Charnas, president of the Standard Film Service Company, who went to California about a month ago for his health, reports home that he has gained fourteen pounds and a corresponding amount of pep. He'll be back in Cleveland the end of February or the beginning of March.

The Columbia Theatre, Cleveland, formerly the home of Columbia burlesque, will open February 26th under the management of Nestor Lavene, with musical stock. Lavene was formerly with the Grand Theatre, Akron, which was also a burlesque house until recently. It is now playing dramatic stock and the burlesque shows have moved over to the Musical.

There's a rumor around town that the Columbia burlesque people are dickering for the Stillman Theatre, Cleveland. The Stillman is now one of the strong links in the Loew's Ohio Theatres chain, playing special photoplays and continued runs. No verification of this rumor could be obtained, but it is persistent enough to attract more than passing attention.

From Fremont comes word that John Harland has closed the Gem Theatre.

Gibsonberg, O., comes to the fore with a new 300-seat motion picture theatre which will be completed in about a month. W. B. Follett, who runs the Star Theatre in Fremont, is building it.

C. H. Miller keeps his Opera House in Fremont open only on Sundays and Mondays. On those days he plays legitimate attractions and road-show picture attractions. The house is closed the rest of the week, but the Strand plays a straight picture policy seven days of the week.

W. J. Powell, proprietor of the Lo-Net, Wellington, has gone to Florida for the months of February and March.

George Kadell, of the Strand Theatre, Carey, Ohio, has let a contract for redecorating his house.

J. R. Johnson—you all remember him as manager of the old Vitagraph exchange here—was in Cleveland last week and called around on his various friends in the Film Building. Johnson has been interested in real estate in Florida for the past several years. Now he is interested in some advertising proposition in Columbus.

A. G. Constant, who owns and operates theatres in Steubenville and all through Southern Ohio, has recently taken over the Temple Theatre in Bellaire. It formerly belonged to George Velas.

R. Knoepfle has been named manager of the Warner Brothers exchange in Cincinnati. He succeeds Jack Stewart. Matthiew Schiesel, for many years associated with the Cleveland Universal exchange, is now with the Majestic Sales Company of Toledo. The company manufactures a completely equipped miniature automobile which is being used for exploitation in the theatres.

John Pekras, leading Elyria exhibitor, had his tonsils out last week and says he never felt better in his life. Pekras has been in ill health for several years.

John Kessler, who owned and operated the Alhambra Theatre, Canton, for many years until he sold it to the Silverman brothers, was married last week. He has been a restaurateur since his wthdrawal from the exhibition field.

Martin Printz, general manager of the Circle Theatre, Cleveland's first Vitaphone house, was in New York last week, presumably trying to arrange for the showing of Vitaphone accompaniment to the big Warner specials. At present the Circle is confining its Vitaphone program to the specialty acts only.

Vitaphone is practically all set in northern Ohio. Information has been given out that nine installations in this territory have already been contracted for and that three more are almost closed. The nine contracted for are two in Cleveland and one in each of the following towns: Toledo, Akron, Canton, Youngstown, Alliance, Warren and Zanesville.

Frank Greenwald, formerly of the Greenwald-Griffith exchange, and more recently with Columbia pictures, is now a member of the selling organization of the local Metro-Goldwyn exchange.

Al De Shettler is the new manager of Moe Horwitz' Plaza Theatre, Cleveland. He was former owner of the Orion Theatre, Toledo. The Plaza belongs to the Washington circuit.

Dr. B. I. Brody will offer the De Forest Phonofilm to his Lakewood patrons at the Detroit Theatre starting February 27th. This will be the first Lakewood Phonofilm exhibition. Dr. Brody announces no advance in admission price. The Detroit is one of the chain of motion picture theatres belonging to the Universal-Brody circuit.

The Loew's Ohio Theatres annual Birthday party was staged in the State Theatre lobby last Tuesday night and was voted the most successful organization affair given. There were 400 guests present. Dancing was the main order of the evening but there were also stunts, such as a kiddie kar race, pie eating contest, married dance derby and the like. Prizes were awarded in all contests and an elaborate lunch was served.

George A. Langan, manager of the Allen Theatre, went to Canton last week to attend the opening of the new Loew Canton Theatre.

Tom Carroll, manager of Loew's Theatre, and Bob Pank of the Ohio Booking Offices are responsible for the statement that the Discovery Nights in the Loew Theatre are getting more popular each week. Thursday night is Discovery Night at the State. And the stunt has put Thursday near the head of the week's business instead of at the tail of the list. Amateur night is used at the Park under the title of College Night, and at the Doan as well, with equally satisfactory results.

E. J. Higley, assistant manager at Loew's State, added a new title to his name last week when a baby daughter arrived to complete the triangle.

Ed Cole has changed his address from the Lorain-Fulton Theatre to the Garden Theatre. Both houses belong to the Ohio Amusement Company. Abe Gorrell is now house manager at the Lorain-Fulton.

Lowell Cash has severed his connections with the U-B circuit to become general manager for the Paul Gusdanovic circuit. His headquarters will be the Orpheum Theatre, East Ninth Street. Cash has been with the U-B circuit since it was formed and with Dr. B. I. Brody before the combination of his interests with Universal. He opened and managed the Kinsman and Imperial theatres, and succeeded Milton Korach at the New Broadway. He is known to be one of the live-wire exhibitors in the territory.

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South East

ANNOUNCEMENT was made this week by Captain C. L. Welch, who operates the Victory Theatre, Salisbury, N.C., of the sale of half-interest in the theatre to the Forsyth Amusement Company of Winston-Salem, N.C.

The Forsyth Amusement Company is controlled and operated by Senator A. F. Sams. This company plans to take over active management of the Victory Theatre within the next few weeks.

Wm. Saal, booking manager for Publix Theatres, spent last week in the Charlotte office.

W. E. Fields, formerly owner of theatres in North Carolina and Georgia, has taken over the Ideal Theatre in Columbia, S.C., from B. L. Hall, and on March 1, will take over the Cameo Theatre, Belton, S.C., from H. G. Campbell.

Miss Audrey Littell, former secretary to Mr. Gabriel Hess in the home office of the National Board of Trade, arrived in Charlotte on Monday of this week to take over the duties as secretary for the Charlotte Film Board of Trade, succeeding Mrs. Walter Griffith, formerly Miss Pauline Hardin.

J. H. Sapp, manager of the National Theatre Supply Company, Charlotte, left Monday to attend the General Sales Convention in Chicago.

A. B. Huff, owner of the Broadway, Broadhurst and Orpheum theatres, High Point, N.C., spent two days in Charlotte, accompanied by his booking manager, Percy Parrish.

Manager George Overand of the Broadway Theatre, Charlotte, reserved a section of his theatre on Thursday for the children of the Orthopoedic Hospital, Gastonia, N.C.

Charles Roth, manager of the Eagle Theatre, Asheville, was in Charlotte on Wednesday arranging bookings for March and April.

P. A. Boone, manager Broadway Theatre, Mt. Airy, N.C., made a special trip to Charlotte to arrange his bookings and hear the Vitaphone.

Mrs. Marietta Cain, owner Strand Theatre, Monroe, N.C., has purchased a silversheet screen from the National Theatre Supply Company.

Chas. Arrington, owner Palace and Lyric theatres, Rocky Mount, N.C., together with O. R. Brown, manager Palace Theatre, Raleigh, N.C., spent last week-end in Charlotte.

M. E. Wiman, manager of the Liberty Specialty Film Distributing Corporation, and his salesman, Bob Masterman, spent last week covering the western part of North Carolina.

J. E. Simpson, owner of Ideal and Lyric theatres, Gastonia, is enjoying a much needed vacation in Florida. Mr. Simpson left his theatres in charge of Chase White, who was recently appointed manager of both houses.

Dr. Stewart, owner of the Piedmont Theatre, Spruce Pine, spent Tuesday and Wednesday in Charlotte booking pictures and purchasing equipment to make his new theatre more comfortable for his patrons.

Carolina exhibitors have been making a rush on the National Theatre Supply Co., for Peerless Reflector Arcs. Paul Phillips of the Wilson Theatre, Wilson, N.C., purchased two Peerless arcs for immediate installation. Fuller Sams, Jr., general manager Piedmont Amusement Co., Winston-Salem, N.C., purchased two Peerless arcs for his Auditorium Theatre. Mr. Sams has been using Peerless arcs in his Amusu Theatre in Winston-Salem for about a year. J. M. O'Dowd of Florence, S.C., also purchased two Peerless arcs and two No. 2 cinephor lenses.

The newest link in Universal's chain of Southern houses will be forged next Monday night when the Capitol Theatre opens in Danville, Va. The house was built for Universal at a cost of around $200,000, and will be managed by R. B. Frost.

Seating 1,000, and without a balcony, the Capitol Theatre is part of a splendid eight-story structure.

The Audubon Theatre, Henderson, Ky., has changed hands. B. T. Curry is the new manager.

M. Staley is remodeling his Lackey Theatre, Lackey, Ky., and will reopen in about a month.

Extensive repairs are being made at the Lyric Theatre, Elizabethton, Tenn.

A. N. Miles of the Eminence Theatre, Eminence, Ky., was a visitor in Louisville last week.

Salesman Lee W. Moffitt of the First National exchange, was among the first ten First National salesmen selected as members of the K. O. Club.

The Palace Theatre, Marion, Ky., having been closed for some time, will re-open under the new management of Jules A. Dessent.

Leo K. Keiler of Paducah, Lee L. Goldberg and Sam J. Switow left for the East Saturday, where they will join Colonel Fred Levy.

Geo. Starkey, Big Feature Rights salesman is still ill at his home in LaGrange, Ky.

The Embassy Theatre, Baltimore, Md., operated by the American Theatres' Corporation, Frank Hamerman president, acting as manager, changed its entire policy on Monday, February 14, by discontinuing vaudeville and the orchestra and going into a program of pictures with organ music only.

The Third National Bank Building, 413 South Gay Street, Knoxville, Tenn., may be remodeled for a theatre by L. P. and J. N. Brichetto, owners of the structure if their plans are carried out.

Larry Shead, formerly manager of Loew's Century Theatre, Baltimore, Md., has gone to Brooklyn, N.Y., where he has become the manager of the Tivoli Theatre.

Mrs. Harry Van Hoven, wife of the publicity manager of the Whitehurst Theatrical Interests according to plans they have made. here controlling the New and Garden Theatres, has been very ill at her home during the past week.

A theatre building which will have a seating capacity of about 1,000 persons, is to be built in Lincolnton, N.C., by the Carolina Theatres' Inc.

Etowah, Tenn., is to have a new theatre building in the near future to be built by Manning and Wink.

The Capitol Theatre Company, Wheeling, W.Va., is planning to build a theatre building in that city after the design by Charles W. Bates. John Papulias is president of the theatre company.

A theatre building to measure 90 by 42 feet is to be built in Memphis, Tenn., by Clark Porter. Spencer and Phillips have drawn the plans.

Oklahoma

IN this publication's issue of February 18, under the Oklahoma head, there appeared a paragraph stating that the Art Theatre, Tulsa, intended going out of business. In the following issue of February 25, there was another item to the effect that the Art had been taken over by Jackson Bros., also operators of the Cozy, Tulsa. The latter, we believe to be correct and take this opportunity to make the correction.

J. L. McKinney, for two years branch manager of the Oklahoma City Pathe exchange, has been promoted to manager of the company's office at Dallas. Renfro, formerly a salesman for the Kansas City Pathe exchange, will take Mr. McKinney's position here.

J. S. Josie, general sales manager for Enterprise Distributing Corp., spent last Thursday in Oklahoma City in conference with Manager Wallace Walthall. Mr. Walthall is leaving this week-end for Dallas, where he will meet with Mr. Josie, Ray Johnston, president of the Rayart Pictures Corp., and Dwight Leeper, chairman of the board of directors of Rayart.

"Closed Sundays" are no more popular in Waurika, Okla. The ordinance prohibiting Sunday shows, which has been in operation for several years, was recently repealed by the mayor and council.

A $125,000 theatre will soon be constructed in Blackwell, Okla., by the Palace Theatre Company. The new house will seat 1,600 and will be called The Ritz.

Ralph Morrow, Southern district manager for Producers' Distributing Corp., is spending the week end with the local branch office.

Pat Duffy has sold his Liberty Theatre at Lonewolf, Okla., to M. C. Upchurch, formerly of Eldorado, Okla.

Mr. and Mrs. C. C. Stanfield of Clinton, Okla., Wade Moore of Anadarko, E. N. Nickens of the Lyric Theatre, Spearman, Tex., Chas. Pettit of the Pettit Theatre at Hominy, J. Ashby of Webb City, and Eph Johnson of Tulsa, were some of the exhibitors visiting the different exchanges this week.

The Joint Board of Arbitration held a meeting last Monday morning. W. Z. Spearman of Edmond, and Eph Johnson of Tulsa, were the two regular exhibitor arbitrators present, Ned Pediga of Guthrie acted as substitute in the early session, and R. D. Hutchinson of Oklahoma City in the late session of the board.

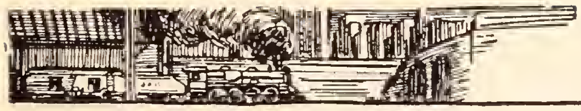
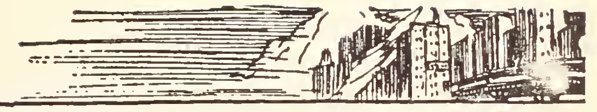
Beecher Bristow is opening a new theatre in Maud Okla., which he has named The Bristow.

Butte

MARCH 21 is the time set for the coming city primary and as the time draws near entrants in the race for city offices begin to post their filing papers. W. J. Sullivan, manager of the Rialto Theatre, is apparently in the arena for mayor. Early political dopesters at least are freely using his name in the line-up of Democratic nominees. When interviewed recently relative to his having filed or his intention of filing, Mr. Sullivan was quite non-committal.

Manager C. P. Scates of the American Theatre has been called to Seattle on a business mission.

The management of the Liberty Theatre at Judith Gap, Mont., changed hands on the first of this month. Merle H. Skinner and Harry P. Collins have taken over the lease of W. L. McClelland, which expired on February 1. Mr. McClelland plans to move to Billings, where he is interested in extensive land holdings. He plans to engage in farming.

Chicago

THE Arcada Theatre at St. Charles, which is conceded to be the most beautiful small town house in America, has become affiliated with the Illniois and Indiana Theatres, Inc., Earle Johnson's booking organization. W. L. Pracht is operating the Arcada.

Sidney H. Selig of the Gem and Kozy theatres, accompanied by his bride, has returned from a honeymoon trip which took him as far West as California. Film Row is busy congratulating Mr. Selig, who had not let anybody in on the wedding news before he left for the coast.

James Coston is back at his headquarters in the Standard Oil Building, after a week spent in New York City.

J. Redlich has taken over the handsome two-thousand-seat Blackstone Theatre in South Bend, formerly operated by Ezra Rhodes, and has appointed Al Olver of Loew's Bayside Theatre, Bayside, N.J., as manager. Incidental to the change in ownership a remarkably fast redecorating and refurnishing job was accomplished, the house only being closed six days, during which time the interior was completely repainted, new carpets put down, the organ renewed, a large new electric sign and marquee signs installed, as well as other improvements. Sam Count Kaufman and his stage band are featured under the new policy of this house. Ezra Rhodes has also disposed of his Orpheum Theatre at Elkhart, Ind., to Mrs. E. Harris.

Mr. and Mrs. L. J. Bennett, former Mason City and Delevan, Ill., theatre owners, who recently took over the Dreamland Theatre at Pekin, have installed complete new equipment, new lobby, front, etc., and reopened it under the name of the Rialto, which was chosen by popular vote.

Among out-of-town visitors on Film Row within the last few days, were John Koletis, of the Monmouth Theatre, Rock Island; Walter Fleugel of the Empire and Capitol theatres, Pekin, Ill.

Joe Hopp is now personally managing the Palace Theatre at Moline, which is operating under a vaudeville policy. He is making a trip to Chicago to look after his interests there every two weeks.

Bill Baker of Universal's Chicago exchange refuses to leave the big city, so will remain here as a salesman rather than become a branch manager in Butte, Montana.

Sales Director Lou Metzger, of Universal, accompanied by his family, stopped off in Chicago for a few hours. Mr. Metzger was en route to the coast. He was joined here for a conference by H. H. Herbel, of Universal, and F. Carrier, of Universal's Theatre Department.

F. O. Hansen, owner of the Jefferson Theatre, at Goshen, Indiana, has left for Florida, where he will enjoy a brief vacation.

Bill Brockoff, formerly of the Pioneer Theatre, Dunning, has taken over the Palatine Theatre, Palatine, which had been closed for some time. Mr. Brockhoff plans to reopen the house immediately. It was formerly operated by W. Seipe.

Tom Mitchell has taken over the New Illinois Theatre, 3116 Wentworth Avenue, from Phillip Frank.

R. E. Christiansen has sold his Strand Theatre at Monon, Indiana, to J. Oaks, of Remington, Indiana.

S. E. Pirtle, of the Pirtle Circuit, has secured a controlling interest in the corporation operating the Princess and Gem Theaters, at Beardstown, and will take charge of these theatres. F. W. Beardell has been operating these houses.

Joe Brandt has reopened the Morton Grove Theatre, in Morton Grove, which has been dark for some time past.

The growing business of the Robert Morton Organ Company, in the territory served out of Chicago, has made it necessary for this company to secure larger offices, and it has removed from 845 S. Wabash to the twelfth floor at 624 S. Michigan Avenue, where Manager Sol Rose has more than double the space he formerly occupied.

Tom McConnell, formerly connected with Fox Exchange, Milwaukee, has joined the National Screen Service sales staff and will work out of Indianapolis.

Fennell Butler has been transferred from his position as publicity director of the Theatres Operating Company of Peoria, to be in charge of the Great States Theatres in Elgin, Illinois.

E. Longmack of the Colonial Theatre, Milwaukee, was visiting on Film Row this week and reports that the rebuilding of this theatre is about complete and he expects to open on March 1st. Mr. Longmack states that the rebuilt Colonial will be one of the most beautiful neighborhood houses in this part of the country.

Another Milwaukee visitor was Managing Director Fred Meyer of the Alhamora.

Manager H. C. Young of the National Screen Service, reports that the new special trailer service for theatres having ,Vitaphone installation, is in operation, and that theatres served by the Chicago office can now procure trailers for all Vitaphone productions.

St. Louis

SEVERAL St. Louis theatres have closed their doors during the past week. Included in the houses now dark are the Delmonte, Delmar Boulevard near Clara Avenue, which ran for just three weeks under new management; the Sutton, the Palm and the Capitol.

The National Theatre, First Street and St. Clair Avenue, East St. Louis, Ill., will open about April 1 under the management of Jimmy Wade. It will seat 500 persons.

The semi-final round in the now historic Moberly Sunday Closing Battle was postponed February 18 when cases against the managers of local theatres charged with violating a state law by employing labor on Sunday was called for trial in the Randolph County Circuit Court. The continuance was granted because State Senator Whitecotton had been retained by the theatre men. The law provides for such continuances when an attorney is a member of the state legislature and that body is in session.

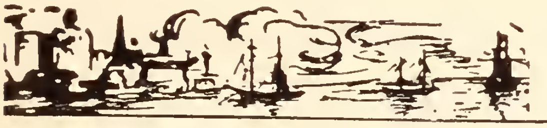
Safe cracksmen removed the combination from the safe in the St. Louis office of the Famous Players-Lasky Corporation, 3721 Washington Boulevard, and escaped with $100. Entrance was gained by removing a pane of glass from a rear door. A few years ago the safe of the exchange was also looted by cracksmen.

The Masonic Templars of America plan the erection of a negro theatre and office building at 9th and Arch streets in Little Rock, Ark. Plans have been prepared by Wittenberg & Deloney, 408 Home Insurance Building. The building will be two-story and basement, 120 by 140 feet and cost upwards of $60,000. Bids on construction will be taken at once.

The Community Theatre, Main Street, Stuttgart, Ark., is to be remodeled at a cost of about $40,000. Roland Siegle is the owner of the house. J. J. Swim, Pine Bluff, is the contractor.

Jim Reilly is again in charge of the Princess Theatre, in Alton, Ill. Rex Barrett, formerly of Columbia, Mo., operated the Princess for several weeks.

Visitors of the past week include Jim Reilly, Alton, Ill., and Ted Yemm of the Reed-Yemm Hayes Circuit of Southern Illinois.



Baltimore

FRANK HAMERMAN, president of the American Theatres Corporation, who has been managing the Embassy Theatre, 415 East Baltimore Street, has gone to Philadelphia to supervise the management of the theatres in Pennsylvania operated by that company. Succeeding him is Harry Berman, brother of Louis Berman, president of the Independent Theatres Corporation of Philadelphia.

Cora Whitaker, about 60 years of age, sister of Kent Whitaker, one of the doormen at the Rivoli Theatre, Baltimore, died recently in Baltimore.

Minnie Keyser, program distributor at Loew's Century Theatre, Baltimore, Md., has resigned her position to go to the Tivoli Theatre, Brooklyn, N.Y., having been offered a position at that playhouse by Harry Shead, formerly manager of the Century.

The Majestic Theatre, 1118 Light Street, Baltimore, Md., and the haberdashery store next to it, both owned by Joseph Brodie, was badly damaged by fire early Sunday morning, at 1 o'clock when the bad sleet storm was at its worst.

Four alarms were sent in and the billowing smoke hindered the firemen somewhat but at 2 o'clock the fire was under control. The Majestic Theatre, formerly the Brodie was leased recently to Ruben Soltz, Pittsburgh, Pa., by Mr. Brodie.

Mrs. Elsa Julien Smith has been declared the legal widow of George Edgar Smith, the late treasurer of the New Theatre Company operating that playhouse here, according to a decision handed down by the Court of Appeals confirming the verdict of the lower court.

An enjoyable night was spent by the members of the Deputy Sheriff's Association, of which practically all the motion picture theatre owners and exhibitors of Baltimore are members, at the Alcazar on Thursday night, February 17th, when "A Night in Bohemia" was given by the association.

Frederick Clement Weber, associated with Warner's Metropolitan Theatre, was in charge of the committee of arrangements and Frank H. Durkee, who operates a number of playhouses here, was his assistant, with a number of other members, on the committee. The affair lasted from 8 P.M. to 3 A.M.

Denver

MARCELLUS C. GERHART, one of the pioneer exhibitors of the West, died last Tuesday morning while submitting to a minor operation in a Ft. Collins, Colo., hospital. Mr. Gerhart was in the best of health apparently just a few days before when visiting exchanges in Denver and his sudden death was a distinct shock to all who knew him. He had operated the Empress Theatre of Ft. Collins for a number of years and formerly operated theatres in Wyoming before coming to Colorado. The funeral was held in Ft. Collins Friday afternoon and was attended by a number of exhibitors and exchange managers. He leaves a widow and a small daughter.

The Alladin, Denver's newest and most beautiful theatre, gave Denver a treat last Friday night when the Vitaphone was introduced to local theatre-goers. The house was packed and those in attendance were astounded at what they saw and heard. Mr. Huffman, manager of the theatre, will put on all Vitaphone productions.

S. D. Weisbaum, F.B.O. manager returned Friday from a two weeks' trip visiting exhibitors in New Mexico. He visited all key cities as well as numerous other points.

E. C. Trieb, president of the Civic Theatres Co. of Roswell, N. M., arrived in Denver Friday for several days' visit with Denver exchange managers. The Civic Theatres Co. operates theatres in Roswell, Portales and Carlsbad, N.M.

"Whoopee, go to it," shouted O. A. Kressin Thursday night in the Rivoli Theatre as the antics of the star in the picture appealed to his western blood. The management of the theatre went to it immediately and Kressin was yanked out and taken to the police station. "I live at the Cheyenne Hotel," said Kressin but police didn't think that made him a cowboy and held him on charges for disturbing the peace.

Seth Perkins, district manager for Metro-Goldwyn-Mayer, left Monday for two weeks' visit with exhibitors in New Mexico.

A. G. Edwards, Producers manager, returned to Denver Monday, after a long sales trip into New Mexico district.

Word comes from Montrose Colo., that all public meeting places, including theatres, are closed on account of quarantine.

Harry T. Nolan has returned to Denver after visiting his theatres in Cheyenne and Greeley Colo.

Jack Krum, United Artists manager, is back at his desk, after spending the week visiting exhibitors in western Nebraska.

Chas. R. Gilmour, manager for Warner Bros., returned to Denver Friday after a two weeks' sales trip in New Mexico. E. C. Trieb of Roswell accompanied Mr. Gilmour back to Denver.

C. W. Schmidt, owner and operator of the Rialto Theatre, Brighton, Colo., was a Denver visitor last week. Mr. Schmidt reports business good in this thriving farming district.

"The Reel Exchange," a two reel film showing the proper way for handling film to prevent fire, will be shown to all exchange employees at the Isis Theatre next Tuesday morning.

Joe Roth, live wire manager of the local Wm. Fox Isis Theatre, has made arrangements for broadcasting programmes given by Frank Rath, noted Denver organist. The broadcasting will be done over KOA, one of the most powerful stations in the west.

A. P. Archer, Educational, Bert Henning, Educational booker, J. H. Ashby, First National manager, J. T. Sheffield, Columbia manager, G. B. Ashworth, chairman of the Board of Arbitration, and D. W. Dunbar, secretary of the Denver Film Board of Trade, left for Ft. Collins, Colo., Friday to attend the funeral of M. C. Gerhart, well-known Ft. Collins exhibitor.

New York and New Jersey

STUART HOLMES, Marguerite Clayton, George Walsh, Miriam Battista and a host of celebrities from New York's night clubs actively participated in the opening ceremonies of Loew's Grand Theatre, Fordam Road and Jerome Avenue, last Thursday evening. A wire was read from Marcus Loew, now in Palm Beach, regretting his inability to be present, by N. T. G. of WHN, who acted as master of ceremonies. Nicholas M. Schenck, first vice-president of Loew's Incorporated and general manager of all Loew Theatre properties, represented the vaudeville and photoplay magnate. Loew's Grand adopted its regular policy of vaudeville and feature pictures combined in continuous performances from 1 to 11 o'clock the following day.

The Calderone Circuit, managing motion picture theatres in Hempstead, Lynbrook and Valley Stream, L.I., has adopted a cooperative group insurance program for its employes. Underwritten by the Metropolitan Life Insurance Company, the life insurance established exceeds $58,000, while liberal benefits are payable under the terms of a health and non-occupational accident policy.

In the main group, composed of rank and file employes, each worker receives $1,000 life insurance, and under the health and accident policy, he will receive weekly benefits when unable to work due to sickness from any cause or injury received while off the job. These benefits amount to $10 a week and are payable for a maximum of thirteen consecutive weeks.

In addition to contributing liberally towards the cost of the insurance, the Calderone Circuit has arranged with the insurance company to provide sick or disabled employes with the advantages of a visiting nurse service, and the frequent distribution of health conservation pamphlets.

Louis Gold, formerly connected with the Steiner and Blinderman circuit for a long period, has purchased the Chester Theatre, Brooklyn.

Universal's new Brooklyn theatre project at New Utrecht Avenue, Boro Park section, will probably reach completion in a month or six weeks. This house will introduce the atmospheric type theatre to this zone.

Among those who will be missing at the Theatre Owners Chamber of Commerce Ball on Monday evening, will be Joe Hornstein, Eastern zone manager of the National Theatre Supply Company. Joe is still in Chicago.

New equipment sales reported by National include the Strand Theatre, Summit, N.J.; Roth Bros., new Maplewood, which will open on Feb. 28th, and the Tivoli, Brooklyn, a house reopening with Vitaphone.

Another theatre reported to be ready for its first night is the new Broadway at East Rockaway. The 28th of February is reported to be the definite date.

The Bergen Theatre, Tenafly, will also open on Feb. 28th.

Florida

THE Tampa Tourist Club, composed of winter visitors, are giving weekly entertainments for their members. This week the entertainment committee arranged for an airplane flight over the city for those who wished to go up in the air, and a matinee theatre party at the Victory for those who prefer to take their entertainment on terra firma. The theatre party had much the best of it.

Irene Reynolds, a singer known as "The Sweetheart of the Air," a title given her while broadcasting from station WOW at Omaha, is playing a return engagement at the Tampa this week.

The management of the Rialto gave a theatre party to the members of the Washington American ball club, who are now in Tampa for their training season. Clark Griffith, president of the club, Connie Mack of the Philadelphia Athletics and other notables of the diamond were there also.

The Tampa is showing a special reel this week, made up of scenes taken last week during the Gasparilla Carnival. It is very interesting. Another feature of this week's bill is the offering of the Symphony Orchestra, "Rhapsody in Blue."

Horseshoe pitching is becoming one of the most popular amusements of Florida's winter guests, so this week, in addition to the regular line up of amusements in St. Petersburg, we have an Annual Convention and Winter Tournament of the National Horseshoe Pitchers' Association. They get six-bits admission too.

W. H. Carroll, a former Tampa exhibitor, is now located in Douglas, Ga., and having wonderful success with the Rivoli there. Lately he gave a benefit performance for the Woman's Club. In appreciation of his efforts to help the local civic and social associations, the Woman's Club issued a public letter in which they commended him for running his theatre on such a high plane and being so public spirited. Last fall there was a shortage of homes in this city and Mr. Carroll headed a combination of citizens who each contributed a sum of money to be handled through a building committee, and new homes were erected as fast as there was a demand for them.

There's nothing like being loyal to your firm and having confidence in your line. The above thought was suggested by overhearing a film salesman doing his stuff. He told of the merit of his products and their wonderful drawing power. "Why," said he, "wise exhibitors know the value of our films. Whenever a mortgage comes due, or the house must be remodeled, or the taxes have to be paid, they simply order in our service which pulls the money, pays the bills and they bank the difference." Not bad, hey?

Milwaukee

THE theatre-going public was only mildly active last week, concentrating their patronage at the Wisconsin Theatre, showing "The Show," and at the Alhambra, where "Night of Love" was held over for its second week, drawing in its second week a goodly crowd. "The Four Horsemen," at the Merrill, drew a fair patronage, possibly seeming more slim by contrast to the unprecedented crowds that stood in line until 10:30 P.M. the week before to see "Tell It to the Marines." The snappy cold spell which finished up the last two days of a week of slushy, rainy weather, marked an increase in patronage at all theatres.

Ray Kerredge, of the Kerredge Theatre, Hancock, is seriously ill and is now at the Mayo Hospital at Rochester, Minn.

George Fischer, of the Milwaukee Theatre, Milwaukee, will take over the Allis Theatre, West Allis, in the fall. Gene Phelan is the present owner. Mr. Fischer is planning to strengthen his position further by the erection of a new 2,-200-seat house in the vicinity of National Avenue and Seventh on the South Side. This will be competition to Saxe's Modjeska and Tower, the two pre-release suburban houses of the Saxe chain.

J. P. Adler was in the city during the week, dating up pictures for the Adler and Trio at Marshfield, the Majestic and Lyric at Stevens Point, and the Waupaca Theatre at Waupaca.

Roman Bollenbeck, Sheboygan exhibitor, made his first visit in a long time to the exchanges here. Mr. Bollenbeck is managing the Majestic.

The opening of Saxe's new Ambassador Theatre on the East Side is scheduled for Decoration Day.

Louis Rossa, manager of the Douglas Theatre at Racine, spent a few hours in the city on business during the past week.

The opening of the Crown Theatre at Racine has been changed to the 12th of March. Steve Dorece, manager, was in the city to arrange bookings and also to arrange for the installation of the new Barton organ which just arrived.

Since he sold out his Parkway Theatre, E. W. Van Norman seems to have lost his bowling eye. Anyhow, his team in the exchange-exhibitor tournament is in cellar position, having lost three straight again last week to Charley Trampe's "Tigers." The "Tigers" continue to hold top place in the league.

George Bauch, formerly owner of the Mirth Theatre, Milwaukee, which was taken over by Saxe, is now traveling the territory in the interests of Charles Trampe's Midwest Exchange.

Harvey Hanson, of the Palace Theatre at Antigo, visited Milwaukee exchanges during the week.

Manager Wheeler, of the new Menominee Theatre, Menominee, is very proud, and justly so, over the excellent business the new theatre is doing. Formerly all Menominee crossed the bridge to Marinette for their entertainment, but now they stay at home.

A. J. Cooper was seen this week at the local exchanges. Mr. Cooper is an infrequent visitor. He manages the Bijou and Strand theatres in LaCrosse.

John Ludwig left this week on a trip to Fargo, N.D. Mr. Ludwig is planning to stop off at Minneapolis to look after his interests there.

William Roob, managing the Grand at Port Washington, was a recent Film Row visitor.

On Thursday, we met Louis Shimon at the exchanges. Mr. Shimon is manager of the Uptown in Sheboygan.

A trade screening of Will Rogers, Wednesday morning at the Strand, was well attended.

At the home of Eddie Pruesser on Thursday morning, there arrived a new nine-pound baby girl. Eddie admitted he would have liked a boy whom he might train to become an exhibitor. Mr. Preusser is manager of the South Side Palace.

With the completion of the Orpheum and the new picture house in Madison, in which the Saxes are interested, over 5,000 seats will be added to the city in the fall. It will be one of the most highly competitive situations in the state.

The Strand Theatre at Kenosha is undergoing extensive redecorating and remodelling. The cost of renovating, it is estimated, will be about $5,000. The theatre will be again opened on March 15.

"Doc' Honeck, P.D.C. branch manager, left Tuesday for a trip through the Southern part of the state.

Paul Conley, manager of the Majestic, Reedsburg, was among out-of-town exhibitors in the city during the week.

G. H. Adams, Port Washington exhibitor, was in the city during the week, looking over vaudeville acts he is intending to use on the Ozaukee Theatre program.

L. L. Ballard, United Artists representative, started out early this week on a trip through the state, and was brought back suffering with a severe attack of acute appendicitis. It was not found necessary to operate, and Mr. Ballard is now convalescing rapidly. We all miss Mr. Ballard's genial good humor and witty remarks, and hope he will be back along the Row soon.

L. Thurwachter, of the Park at Waukesha, made a brief visit to exchanges.

Seattle

B. WALLACE RUCKER, for the last six years a film salesman in this city, was last week appointed manager of the Educational branch office by Max Stahl, special representatives of the New York home office, who arrived here a short time ago. Mr. Rucker succeeds J. A. Gage. Rucker is essentially a Northwest film man, personally acquainted with practically every theatre man in Washington, Oregon, Idaho and Montana.

C. E. Farrell, Colonial Theatre owner and manager from Ellensburg, Washington, spent a few days in this city last week.

J. R. Allen, formerly a salesman for Manager George P. Endert's local Famous Players-Lasky Exchange, returned last week with the road show of "Beau Geste," which played at the Metropolitan Theatre. Mr. Allen is business manager for the Northwestern unit of the "Beau Geste" companies.

Duncan G. Inverarity, at one time manager for Alexander Pantages in the Pacific Northwest, last week was announced as managing director of the Will Starkey Theatre Enterprises in Lewiston, Idaho. He succeeds M. Morris, whose resignation was tendered to the Spokane organization a short time ago.

A. J. Kennedy, exploiteer for Manager Jack Bower's local First National branch office, returned last week from Spokane, where he has worked for the last few weeks with Manager Frieday,. of the Clemmer Theatre. After a few days at his desk here, he plans to visit Portland, where he will join the staff of Manager Al Oxtoby's F. N. office for a few weeks.

E. J. Reynolds, owner and manager of the Liberty Theatre in Pasco, Washington, last week announced that he has taken a lease on the Pasco Hotel, which he will operate in addition to his theatrical ventures. He plans a number of improvements on his newly-acquired property.

L. O. Lukan, Western Division Manager for First National, the division known as "Luke's Grizzlies," last week received a letter from John T. Spickett, of the Palace Theatre, Juneau, Alaska, to the effect that Mr. Spickett had mailed under separate cover two genuine Alaskan grizzly bear skins. The skins will be used by Mr. Lukan as "atmosphere" for the division selling campaigns.

Word was received from Wapato, Washington, this week to the effect that Joe Bkaschke, owner of the Wapato Theatre, is confined to his bed in a Yakima hospital because of illness, and the house is at present under the management of his son.

Bud Fish and A. J. Sullivan, manager and assistant manager, respectively, of the Metro-Goldwyn-Mayer Exchange, returned from Portland last week after a brief trip to visit Manager Lou Amacher at the Oregon office.

The Royal Theatre in Ellensburg, Washington, which has been operated on Saturdays and Sundays only for the last several months, is understood to be closing down entirely until April or May, according to information reaching Film Row last week.

Jack Schlaifer, former manager of the Universal Exchange here, and now general manager of Universal Chain Theatres, with headquarters in New York, arrived in town last week. During his stay here he had several conferences with Robert W. Bender, manager of the Universal Columbia Theatre, and Hugh W. Bruen, managing director of Universal's local chain of eleven suburban houses.

News was received from W. H. Crary last week to the effect that he has closed the Star Theatre at Echo Ore., and does not contemplate reopening for some time. The Star was operated as a community enterprise, but recent political events at Echo have made it impossible for the city to back the house, and the closing is a result.

Another theatre closing reported on Film Row was the Sunshine Theatre. at Lake Stevens, Wash., operated by Fred Marquardt. It is believed that the house will reopen late this spring.

D. C. Millward, General Manager of the Western Film Corporation, has announced a series of contests for exhibitors of the Northwest to be held in March, celebrating the anniversary of the Western establishment.

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Atlanta

MRS. ALMA W. KING, owner of the Bijou Theatre here, has leased the property to Ritz, Inc., for a term of years, a deal which brings the Ritz and the Bijou, the two Brunswick motion picture houses, under one management. The new arrangement becomes effective March 1st.

Road attractions and pictures will be presented at the Ritz, while the present policy of offering a strictly photoplay program will be maintained at the Bijou. W. F. Howell, manager of the Ritz, will be manager of both houses.

A. H. Yoemans, who recently sold the Rose Theatre at Tuskegee, Ala., to F. L. Wadsworth, was in Atlanta this week and announced that he is planning to open his new house, the Rose, in Dublin, Ga., about March 15. It will have a seating capacity of 500. This will give Dublin two picture theatres, as the Crystal, owned by T. N. Clements, has been operating there for some time.

It is also understood that Mr. Yoemans is planning to open a house in Macon, Ga., to be known as the Rose, having already leased property on Poplar Street, near Broadway.

T. J. Conners, Southern Sales Superintendent of Metro-Goldwyn-Mayer, and one of the best known executives in that organization, spent several days last week in Atlanta conferring with Charles E. Kessnich, district manager for M.-G.-M.

The Atlanta film fraternity is welcoming this week a new member to their ranks. Frank Howard, formerly connected with the Detroit branch of Producers Distributing Corporation, assumed Monday his appointment as manager of the Atlanta P.D.C. Exchange, succeeding J. S. MacHenry, who resigned last week.

Atlanta's film folks turned out last Monday night to participate in the highly enjoyable script dance staged by the local M.-G.-M. Club celebrating St. Valentine's Day.

Charles E. Kessnich, district manager of Metro-Goldwyn-Mayer, and Jimmie Hanlon, local M.-G.-M. manager, were among the guests present. Byron Cooper, of the Palace Theatre, Dawson, Ga., was another invited guest.

Universal's Star Theatre in Arcadia, Fla., under the capable management of Frank H. Bell, reopened last Monday after having been completely remodelled and thoroughly overhauled. Universal also operates the Opera House in Arcadia, although the Star Theatre takes its place now with the finest and most up-to-date of small-town houses.

W. B. Wood, who operates the Belle Theatre at Gadsden, Ala., and the Savoy, at Alabama City, was a visitor on Film Row.

H. A. Manus, of New York, vice-president of the American Cinema Association, was in Atlanta for a brief visit last week, and while here conferred with Arthur C. Bromberg.

Harry G. Ballance, District Manager for Famous Players-Lasky, is expected back from New York the early part of this week.

Major John W. Qullian, President of Enterprise Film Corporation, returned to Atlanta last Thursday.

Walter J. Price is back in Atlanta and expects to locate here.

Willard C. Patterson, assistant to Dan Michalove, head of Universal's Southern forces, has returned to Atlanta after a visit to Charleston, W. Va., and Danville, Va. In the latter city, Universal opened a new theatre, the Capitol, on Monday, February 21.

Oscar S. Oldknow, Vice-President; P. C. Parrish, Purchasing Agent, and J. R. McIlheran, Manager of the Atlanta office, of National Theatre Supply Company, left this week for Chicago to attend the N. T. S. Company's convention.

Malcolm Estes, manager for E. J. Sparks' new Riverside Theatre, arrived in Jacksonville recently. The Riverside is scheduled to open in March.

William A. Kraus, Jr., manager of the Empress, a Sparks theatre, has gone to Ft. Lauderdale for probably a month's work in the Garden Court Theatre, which has recently been taken over by Mr. Sparks. Mr. A. P. Talley, who came here as an assistant to Mr. Kraus, is in charge of the Empress.

William Saal, of the booking department, Publix Theatres New York office, is paying a visit to the district office of Publix this week.

Lee Marcus, General Sales Manager, F.B.O., is expected to visit the local exchange this week. Mr. Ellis is planning to accompany Mr. Marcus to Tampa and other points.

M. L. Stevens and B. P. Stiles, hard-working salesmen in Famous Players-Lasky Exchange, left Jacksonville for their respective zones last week.

Manager C. P. Lester, Universal, returned last Saturday from Clearwater, Tampa, Largo and St. Petersburg.

R. M. Marlowe, District Auditor for Universal, is leaving Monday for New York.

F. S. Riggins, Manager of the Royal Theatre, Blackshear, Georgia, was a business visitor at the Universal Exchange this week.

Earl Fain, Manager of the Palace Theatre, Leesburg, Fla., and the Grand at Lack City, was calling on Universal Tuesday.

Des Moines

A SNOWSTORM which with another sudden change of weather turned to slush on the Des Moines streets, broke into the middle of the week's run of pictures and so influenced in a measure the success of the features billed for the houses here last week. "The Flesh and the Devil," which played at the Des Moines, opened exceedingly well and did very well for the week's run, showing with Gene Austin, Victor recording artist, who was a drawing card. Indications are that John Gilbert's popularity would blaze brightly in Iowa with a little fanning.

Considerable effort was made to give "Love's Greatest Mistake," at the Capitol, strong support and the attention was especially directed in the ads, etc., to the added attractions, playing up the Black Bottom favorites, which was accompanied with a Castle Film and "The Roaming Gypsies," one of the Publix attractions. The strong program with the picture undoubtedly was responsible for its doing a pretty good week.

"The Nervous Wreck," which opened at the Strand did not play up as strong as had "Charley's Aunt" and other similar comedy numbers, though it did very well. It was played up strong with ballyhoo, billboards, newspaper space and everything extra in publicity. "Easy Pickings," which finished out the week at the Strand, did exceedingly well.

A. N. Davies has bought the Star at Sioux Rapids. This house was previously operated by R. H. Romillard.

J. A. Ashmore has sold his house at Hornick to William Barrett. The theatre is named the Owl.

The Star Theatre at Exline recently changed hands. Ida McDonald sold to C. R. Davies.

Robert L. Bailey has bought the Diagonal Theatre at Diagonal. He took immediate possession. The theatre was owned by Roy E. Bensen.

Tobin and Kraus have sold their theatre interests in Worthington. The Columbia Theatre there, which they owned, has been sold to George Kline.

Ludy Bosten sold the Wilton at Wilton Junction to Henry Brewin.

The Idle Hour at Klemme has been sold by T. C. Thompson to M. D. Barr.

The Ames Theatre Company at Ames, of which Joe Benjamin Gerbracht is the head, have completed plans for the remodelling of the theatres there in order to make it possible to handle road shows, presentations and vaudeville at two of the houses. The present houses are to be remodelled and a new theatre is to be built. This will increase the seating capacity to 2,700.

B. Jacocks, Universal auditor from the New York office, has been in Des Moines.

Little Miss Washburn, daughter of Thelma Washburn, at the Pathe offices, celebrated a twosome the other day. She celebrated her birthday at the home of her grandmother.

Mr. Eckenrode, exhibitor at Pocohontas, called at the offices of Producers Distributing Corporation to do some booking.

B. Pierce, of the Atlantic Theatre, at Atlantic, called at the Famous Players Exchange.

The Rialto Theatre, at Sioux City, has been leased by Joy Sutphen who has been manager of the Brandeis Theatre at Omaha for the past fourteen years.

A. G. Miller, who recently bought the Gem Theatre at Little Rock, Iowa, will make a few changes in the theatre under his management. He bought the house from A. Hokuf.

Harry David left for New York for a conference with Mr. Katz. Mr. David is in charge of the Publix Theatres of the A. H. Blank-Publix chain. Mrs. David will return to Des Moines with her husband and they will make their home at the Fort Des Moines Hotel.

The theatre at Dumont, which is operated by Mr. O'Keefe, will be closed for a time. Bad roads are a contributory cause to lack of business at this house, which was recently cut from two nights a week to a one-night show. Later, the manager says, he may be able to make the theatre pay.

Jack Osserman has been on the Universal sales force for the past several weeks and will cover Zone B for them. He comes from the office of Universal, at Washington, D.C., where he was manager.

R. S. Ballantyne, who has been made western division sales manager for Pathe, with the territory comprising Butte, Denver, Los Angeles, Portland, Salt Lake, San Francisco and Seattle, was one of the most popular of the exchange managers while he was in charge of the Des Moines offices of Pathe. His promotion is of interest to many Iowa friends.

H. P. Wolsberg, district manager for Metro-Goldwyn-Mayer, came to the Des Moines office last week from the Omaha exchange.

Miss Ollie Reese, who is secretary to N. C. Rice, manager of the F.B.O. Exchange, is ill with the grippe. Another illness reported is that of L. L. Wells, salesman for Metro-Goldwyn-Mayer, who has scarlet fever. Mr. Wells covers the state for Metro-Goldwyn-Mayer.

Robert Wynne, checker for Metro-Goldwyn-Mayer, who has been ill, has left the hospital.

Albany

THE "Big Parade" demonstrated its drawing power in Albany, for the second time during a year, when it played to absolute capacity business for the first three days last week at the Capitol Theatre with an admission of $1.65 top. The picture could easily have been held over for the entire week. That there was sufficient business, however, to go around, was evident from capacity crowds during the week at the Mark Strand where "The Kid Brother" was the attraction. At the Leland "The Magician" played to fair business.

J. J. McDonald, an auditor from the home office of Famous Players, is in Albany, checking over the books.

It must be that the snows of Berlin are giving way to the advance of spring, for L. B. Tefft, who runs the motion picture theatre there, drifted into town last week and called on several of the exchanges.

Rae Candee, of Utica, formerly connected with Nate Robbins, has just opened an insurance office, and will hereafter be his own boss. Mr. Robbins, it is said, plans to build a new theatre this spring, in the residential section of Utica. He and Barney Lumberg another well known exhibitor of Utica, are seen lunching together these days.

Abe Van Dusen, booker at the Albany F.B.O. office, did such good work in a recent drive that he is now sporting a new watch, presented by Harry Weinberg, the exchange manager, George Goldberg, and Eddie McAvoy. The latter left last Friday for Washington, where he will be located for some time.

C. H. Buckley left on Monday for New York, where he will purchase new seats for the Clinton Square Theatre. He will then go on to Boston to attend the dinner given to Tom Spry on Wednesday, after which he will return to New York.

Claude Fish, of the American in Schenectady, still has his eye on the bowling alleys and is rolling fully as well as he did last winter.

John Garry, manager of the Clinton Square in Albany, is due to be operated on as soon as he can be admitted to an Albany hospital.

W. H. Linton, owner of the Olympic in Utica, is now dickering for a theatre in one of the summer places in the Adirondacks.

Lew Fischer, of Fort Edward, made one of his periodical visits last week to Film Row and announced among other things that he was using vaudeville at his house in Chatham, and drawing big crowds. Al Barton, who is associated with Mr. Fischer at the Playhouse in Ticonderoga, is out of the hospital and was in Albany last week. He will leave for the south this week.

At Danby, Vt., M. L Ackert has taken over the theatre from Guy Sawyer, of Chester. Alex Feltman, owning the Lincoln in Schenectady, has acquired the Rialto from Arthur Dietz.

Joe Dwyer, of the Mark Strand, has become organist at the Clinton Square, while James Gilmore has gone with one of the Troy theatres. Double features will be continued at the Clinton Square Theatre.

Mrs G. Harry Brown has reentered the ranks of the exhibitors having opened her theatre at Old Forge. She plans to run the house twice a week until Decoration Day, when it will operate straight weeks. The theatre was leased to "Al" Sardino, who recently died.

The quarantine for smallpox has lifted in Cranberry Lake, and the motion picture theatre there is now operating. Mrs. Regan, who runs the Star in Greenwich, has been ill, but is considerably improved in health. Mrs. Harry McNamara, associated with her husband in the theatre at Valatie, has been ill, due to trouble with her teeth.

Sidney Katz Eastern District Manager for F.B.O., is in Albany this week for the purpose of leasing new quarters.

Mrs. A. E. Milligan, of Schuylerville, gave a largely attended benefit for a church choir a few nights ago, using local vaudeville along with the pictures.

Child's Restaurant in Albany has become the noonday Mecca for the film colony.

Flapping his vest as mute evidence, Julius Singer, local manager for Universal, is many pounds lighter than he was a year ago.

Members of the Schenectady fire department were at all theatres in that city last Saturday, at which time a collection was taken up for the hospital fund for crippled children.

W. W. Farley will take over the old Proctor Theatre on April 1, in Schenectady. There is a possibility that the Vitaphone may be installed in the Strand in Schenectady at about the same time.

The Capitol Theatre, in Ilion, was not secured by the Kallet brothers, the deal having fallen through at the last moment. The house will continue to be run by Whitney, Young and Pierce. The Big Ben is now a hardware store. The Capitol is using pictures as well as vaudeville.

L. W. Schine was in Watertown during the past week, inspecting the three theatres there that have been recently acquired. The Olympic is now being redecorated and will be closed for several weeks.

R. J. Henry, of Ogdensburg, will become manager of the Plattsburg Theatre on March 14, when it will be taken over by William Benton, of Saratoga Springs. Mr. Henry has been manager of the Strand in Plattsburg.

Mrs. Tony Veiller, wife of the manager of the Mark Ritz, in Albany, who is now at Palm Beach for the winter, writes that nearly all the men she meets have titles and that she is enjoying life to the fullest.

New England

WHEN storms break early in the morning, cause no-school signals to be sounded and then gradually clear away, theatres in Boston and the suburbs are pretty certain to do record matinee businesses. Twice within ten days these conditions have occurred with the result that attendances were materially boosted and receipts will show better than for many weeks. Evening shows were well attended as the storms had cleared by that time.

Despite two musical comedies and excellent bills at all the legitimate houses, last week's business at the picture theatres was one of the best of the entire season. Fox's "What Price Glory," principal road show, at the Majestic, continues to draw well with $1.50 top. An unusually good vaudeville bill at Loew's State brought up the box-office to a mid-winter record with Metro's "Faust." "Paradise for Two," at the Metropolitan, maintained receipts which have held steady for several weeks. Two weeks of grand opera apparently increased attendances at all downtown theatres instead of drawing from them, as expected.

National Theatres, Inc., Westerly, R. I., have sold the United Theatre in that town to J. B. Findlay, formerly manager of the house.

The Spa Theatre at Pittsfield, Mass., has closed. Henry C. Stache is owner.

Branch Manager O'Leary of Film Booking Office, Boston, is back at his desk after a month's vacation at Palm Beach.

Charles Repec of Metro-Goldwyn-Mayer's Boston exchange, believes things are coming his way. He was promoted to booker at the exchange, was also honor guest at a party tendered him and his fiancee, Miss Marie Buick, also of the same exchange, and was presented a silver service and a dinner set, both for twelve persons, and completed the week by marrying the girl of his choice. The presentation was made on behalf of the entire staff by Manager Maurice N. Wolf. Dancing and a collation followed.

Edward "Doc" Golden, of the Golden Distributing Corp., is in New York in connection with new films soon to be released.

Mrs. Rothenberg, wife of Louis Rothenberg, manager of the Strand Theatre, Lawrence, Mass., was badly injured during the week by a fall at her home.

Sam Goldstein, of the Goldstein Brothers Circuit in Western Massachusetts, was in Boston during the week arranging for several features for his houses and the spring releases.

The new Capitol Theatre at Buzzards Bay, Mass., has opened with a straight picture policy. At first it was planned to make it a summer theatre, but the demand from townspeople resulted in opening it as an all-year-around house.

Columbus Hall, Newton, Mass., has been opened as a motion picture theatre by A. Pereosoli.

Thomas Bailey, who has been in San Francisco and other West Coast cities with Famous Players, arrived in Boston this week as Famous Players' new district manager for the New England territory. He succeeds George Shaffer, who was promoted to the New York office the first of the year.

Shea's Theatre at Turners Falls, Mass., a new house, opened this week. It seats approximately 1,000. Pictures and road shows will be its policy.

Miss Elaine Liberman has resigned as booker's secretary at the Fox Exchange, Boston.

Plans have been prepared for extensive alterations to Loew's Orpheum Theatre, Washington Street, Boston.

Putnam Theatres Corp., Boston, has been incorporated with 1,000 no par shares. Incorporators are Catherine D. Boyle, Margaret L. Carroll and Marjorie C. O'Brien.

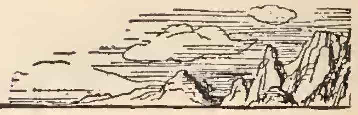
Mrs. Helen McCabe has secured a permit to make alterations to a business block owned by her in New Britain for a motion picture theatre. The work will cost upwards of $100,000 and the house will seat 1,100. The building has already been leased for fifteen years to a chain whose name is withheld for the present.

William Murphy has resigned as manager of the Somerville Theatre, owned by Arthur Viano at Somerville, Mass.

Henry I. Wasserman, one of the best know Boston exhibitors, is keeping things humming as head of the Roxbury Improvement Association and has secured action by the city council for a new system of street lights for the business section of that district.

Earl Wiedner has resigned as organist and musical director at the Strand Theatre, Malden.

Salt Lake City



L. J. McGINLEY, Manager of the local Famous Players-Lasky Corporation Exchange, returned recently from a four weeks' trip into the Montana territory, where he was accompanied by A. K. Shepherd, manager of the Ad Sales Department of the Paramount Exchange.

Miss Dorothy Mortensen has entered the employ of Famous Players-Lasky here in the contract department, it is reported.

Joe Koehler, of the Idaho Theatre, Twin Falls, Idaho, was a visitor along Film Row this week.

On February 13th, a showing of the Hays Organization Fire Prevention reel was made at the Victory Theatre of this city. The officers of the Film Board of Trade, as well as Fire Chief Walter Knight and Louis Marcus District Manager for Famous Players-Lasky, were in attendance.

At a regular meeting of the Intermountain Film Board of Trade this week, the Board was honored by visits from Louis Marcus, District Manager for Famous Players-Lasky, and Lon Hoss, publisher of the local trade journal.

D. T. Lane, Secretary of the Intermountain Film Board of Trade, conducted his regular inspection of the exchanges last week.

It was stated last week that the Columbia Theatre and the Princess Theatre of Provo, Utah, were both to be taken over by the Louis Marcus Enterprises, which was the intention, but it has further developed that the Columbia Theatre alone was taken over by this organization, according to the latest reports.

Louis Strike, of the L. N. Strike Company, has taken over the Princess Theatre at Provo, according to the latest announcements.

Don S. Mitchell, District Representative for Universal, is in this city for a few days from Denver. Mitchell held a very spirited sales meeting at the local office last week, which was attended by all salesmen.

Assistant Manager E. S. Winward of the Universal office here, and Salesmen J. R. Keitz and Tony Hartford are having a contest of their own in connection with the Universal Twenty-first Anniversary Drive, now on. They have each put up the sum of fifty dollars, with Manager W. J. Heineman putting up a like amount. Out of the three salesmen participating the man obtaining the most play dates will win the total amount. Each man is bent on winning this money in addition to helping Heineman win the trip with Carl Laemmle in June.

The Associated First National sales organization were all in from the territory last week to attend a sales meeting.

District Manager Howard Sheehan for Fox is visiting the exchange in this city, and is at present traveling with Local Branch Manager H. Bradley Fish in Montana.

John Rugar, who with Frank Knotts, recently erected the Egyptian Theatre at Park City, is visiting this city and is said to have commenced using Ackerman Harris Vaudeville at this house in connection with the picture program.

Ted Chesler of the Princess Theatre, at Bingham, Utah, is lining up new pictures here this week.

J. A. Epperson, manager of the Pathe Exchange in this city, had all of the sales representatives in last week for a conference.

L. T. Fidler, Columbia Branch Manager here, is on his way to the Wyoming territory. Mrs. Fidler is leaving for a six weeks' visit in the East with her mother.

L. F. Brown, owner of the Isis and Oak theatres at Preston, Idaho, is among exhibitor visitors here this week.

Walter S. Rand, having resigned the management of the Salt Lake Branch of United Artists, will be succeeded by B. J. McNerney, who assumes his new duties February 14th.

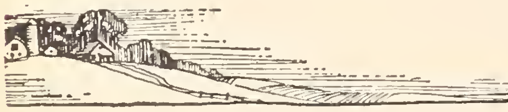
Milton Cohn has just returned to the local United Artists office from a trip through Western Wyoming and states that the thermometer registered thirty-two degrees below zero.

M. J. Weisfeldt, Western Division Sales Manager for F.B.O., left here the latter part of last week for Portland, Ore.

A. F. Hickox, Special Representative from the Warner Brothers Home Office, is visiting the Salt Lake branch for about six weeks.

George Cloward, well known in film circles here, and who left this city some time ago to take up film work on the Coast, is back in the capacity of representative for Warner Brothers, out of the local office.

C. W. Enneking has also just been added to the Warner Brothers' local sales force and will make the Montana territory.



Minneapolis

WITH the exception of one day, when the mercury dropped to ten below zero, the weather was unusually mild in the Twin Cities last week, and the movies profited as a result. "Ben Hur" played to capacity houses for a second week at the Metropolitan, while "Faust" was good for a second week at the Strand and "It" did a fine business at the State. There were not many counter attractions in Minneapolis, outside of a fight program at the Armory and the appearance of Ruth Draper at the Lyceum.

Abe Fischer, district manager for Warner Brothers, with headquarters in Minneapolis, resigned last week.

United Artists has announced the apopintment of Walter Seymour as manager of its Minneapolis branch. He was formerly manager of the Southern Division for U. A.

Spring is evidently on its way, for rumors of free movies are already passing through North Dakota. The story goes that Ingolf Sandbeck, of Davenport, Iowa, who showed free pictures in Walcott, N.D. last year, is planning to do it again this summer, and that he has lined up business men of that town in back of his project.

Theatre competition is seen for Fairmont, a thriving Minnesota town, with the announcement of Harry Gilbert that he will build a theatre there. The two Hay & Nicholas theatres, the Strand and the Haynie, now have a monopoly. Mr. Gilbert's plans call for the remodelling of a store. The new theatre, which is expected to be ready for business in May, would cost about $30,000 and have a seating capacity of 650.

Tom Burke, manager of the Minneapolis branch of First National, has returned from a business trip to New York.

Mrs. John Frana, whose husband operated the Cozy Theatre at Long Prairie, Minn., until his death, recently, announces that Laurel Lano is to manage the theatre for her.

C. R. Clark, of Minneapolis, has sold the Grand Theatre at Dassel, Minn., to James R. Elliott. Mr. Clark bought the house from the Supreme Amusement Company last fall.

Stockholders in the Orpheum Theatre at Fergus Falls, Minn., met recently to elect officers with the following results: W. T. McCarthy, president; C. W. Kaddatz, vice-president; Eugene T. McCarthy, secretary and G. W. Frankberg, treasurer.

Finkelstein & Ruben are planning to reopen the Miner Theatre in St. Cloud, Minn., early in March, after making a number of improvements. The Miner will be used for the bigger productions, while the Grand will be devoted to Westerns and melodramas.

Damage estimated at $1,500 was done to the Unique Theatre at Bricelyn, Minn., recently by a fire. Quick repairs allowed the theatre to continue its shows with little loss of time.

Kansas City

THE New Ritz Theatre, Springfield, Mo., owned by Bernard C. Cook, manager of the Economy Film Service, Kansas City, opened Sunday night to a capacity audience. Charles Neely opened his new Neely Theatre in Dighton, Kas., last week.

Harry Taylor, Universal; C. A. Schultz, P.D.C.; E. C. Rhoden, Midwest Film Distributors, Inc.; Roy Churchill, F.B.O., and John Nolan, Fox, will serve as members of the Kansas City Film Board of Trade with Guy Navarre, United Artists.

A young man "with the prettiest teeth she ever saw" poked a revolver in the face of Miss Vera Brandon, cashier of the Madrid Theatre, suburban house of Kansas City, Saturday night and scooped up $50 in change out of the ticket office. Apparently, there must have been something about Miss Brandon which also attracted the bandit, as he carelessly overlooked $300 in bills, rolled up and lying near the cashier's hand.

Among the out-of-town exhibitors in the Kansas City market this week were: Frank Weary, Farris Theatre, Richmond, Mo.; W. H. Weber, Great Bend, Kas.; J. J. Newcomb, Burlington, Kas.; John Tackett, New Tackett Theatre, Coffeyville, Kas.; W. H. Farpold, Dodge City, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.

With a breath of spring, Kansas City's Movie Row was looking up to better business this week.

W. P. Bernfield, Tiffany branch manager, made his initial trip into the territory, while John Graham was added to the Warner Bros. sales force.

Harold Cass, of First National Exchange, was receiving congratulations on having obtained membership in First National's K. O. Club.

John W. Quinlan, President of the Enterprise Film Corp., was a Kansas City visitor, while Truly B. Wildman, former Enterprise branch manager in Kansas City, bade good-bye to friends and departed for Dallas, Texas, where he has been made branch manager for Warner Bros.

Central Penn

WITH the weather in Central Pennsylvania for the week of February 14 about equally divided between the extremes of snow and sleet for three days and Springlike conditions for the other three, Harrisburg first-run theatres experienced a very fair average of business. At Wilmer & Vincent's Victoria, there were good crowds throughout the week to see Pola Negri in "Hotel Imperial," and while the title of the play was not one of any great amount of pulling power, the very high merit of the picture, after a day or two's showing, brought out very gratifying crowds. This picture and "The Flesh and the Devil," starring John Gilbert and Greta Garbo, which was the offering at Loew's Regent, produced the best box-office results for the week among the houses that show pictures exclusively, though at the State Theatre, where the film attraction, in addition to vaudeville, was Bert Lytell in "Obey the Law," the presence on the vaudeville bill of the much-advertised Siamese Twins helped to fill the theatre at almost every performance. At the Colonial, where the Harold Lloyd picture, "The Kid Brother," was on the screen for a second week's run—quite unusual for any Harrisburg theatre—the attendance was not so large as during the first week of this attraction.

The motion picture theatre owned by F. S. Sechrist & Son, in Shrewsbury, York County, is to be practically rebuilt into a modern structure. It will be materially enlarged and in addition to increased seating capacity there will be installed a stage for the accommodation of local home talent entertainments.

Benefit shows held during the latter part of the week of February 14, at the Rialto, Keystone and Grand theatres in Williamsport, to assist the family of Fireman Charles T. Maloney, of Engine Company No. 3, who perished in the fire which destroyed the Hippodrome Theatre in the $1,000,000 Linck block blaze, netted about $300. In addition, the management of the City Theatre sent a check for $10. It is expected the total fund for the dead fireman's family will be between $2,000 and $3,000.

A large percentage of the profits from the showing of the film play, "The Fire Brigade," in Loew's Regent Theatre, Harrisburg, the week of February 21, will be turned over by Manager Edward T. Melniker to the International Association of Fire Chiefs as the theatre's contribution to the national fire protection fund being raised during 1927, which has been designated as "fire prevention year." Another percentage of the week's profits will go to fire companies of the Harrisburg department. The picture was made in co-operation with Fire Chiefs' Association and is being shown throughout the United States as a part of the association's educational program for the year. The picture has been endorsed by the Harrisburg Safety Council.

San Francisco

C. LESLIE THEUERKAUF, for the past 12 years connected with the Universal Corporation and for the past two years manager of that company's Camco Theatre in this city, has severed his connection with Carl Laemmle and has accepted the position of right-hand-man of the Levin Syndicate of local theatres. Theuerkauf's office will be at the Harding Theatre and the first week he supervised the Coliseum.

January 30th the stork presented Mr. and Mrs. W. W. Kofeldt with an eight-pound girl, the finest in the land. Kofeldt is president of the Imported Pictures Corporation of this city. All believe Elsa Jeanne Kofeldt will now be the boss.

Sam Levin and M. Blumenfeld, the latter who originally obtained the theatre building site at 20th and Taraval, over in the Parkside district, have combined and started work on a new $250,000 theatre in that district. The house will seat upwards of 1,500 people and it is expected to be opened in about seven or eight months. MacDonald and Kahn are the contractors.

Max Blumenfeld and the Golden State Theatre & Realty Corporation, have taken over the West Coast Theatres, Inc., the Diamond at Fruitvale and Hopkins streets, in Oakland, and it will be operated under the banner of the Golden State Theatres direction. The Liberty and Casino theatres, under the arrangement with the new deal, will be closed.

J. Soloman, who recently stepped into the position of Feature Sales Manager of Pathe, reports business coming along nicely. Solomon came to San Francisco from Butte, Mont., where he held a similar position and has to his credit service in the film industry, formerly under the Universal and F.B.O. trade-marks.

When Mike Zar, of Progress, returned from a northern trip recently he was greeted by J. S. Jossey, of the East, in this city.

Max Blumenfeld has added to his chain of a dozen theatres the Lincoln in Stockton, formerly controlled by H. Muraki, the Japanese theatre manager of that city. The house will be renovated and operated under Blumenfeld's chain management.

B. Long, who formerly conducted the theatre in Dorris, will soon reopen. Long has been in this city for a few days, arranging matters.

W. A. Stokes, who has about completed his new theatre on Foothill Boulevard in Oakland, is about ready to open.

Sam Kaplan, President of the New York Local of Moving Picture Operators, and well known manufacturer of parts for Simplex moving picture machines, paid a visit to San Francisco recently.

Floyd St. John announces the engagement of Frank E. Lane, late feature salesman of Pathe, who will have charge of Co-operative Product in San Francisco, Oakland and Bay district.

Charles Lick, of Santa Monica, and Dan Wrinkle, of Los Angeles, were recent guests at Sacramento while in the Sacramento Valley for a duck hunt.

Buffalo

PATROLMAN DANIEL CLARK, shot by robbers when he interrupted them while they were engaged in blowing up the safe in the Strand Theatre, in Niagara Falls, Monday morning, February 15, will recover, say physicians. Clark was shot twice. Detective Chief George H. Callinan has discredited the statement that the cracksmen who blew the safe were amateurs. At the time the patrolman was shot four men were attempting to loot the Strand safe of $15,000 at 1:30 A.M. The four escaped after shooting Clark. Charley Hayman is president of the company which operates the Strand and Cataract theatres in Niagara Falls.

Herman Lorence, manager of the Lafayette Square, has arranged a special invitation performance for city officials, newspapermen, ministers and other leaders of the community to hear the Vitaphone, which will be presented for the first time Sunday, February 27.

Basil Brothers have installed a new Marr & Colton organ in the Central Park Theatre at Main and Fillmore streets.

Walter Hays, vice-president of the Mark-Strand Corporation, who has made his home in Buffalo for many years, has moved to New York City.

Charles M. Anthony, formerly local manager of the Warner Bros.' Exchange, who has been in Pittsburgh for many months, is back in town acting in a sales capacity for Freedom Film Corporation.

Al Beckenrich, of Loew's State, received some splendid co-operation from the local fire department the past week, when he presented "The Fire Brigade." Every firehouse in town had a sign in front which called attention to the presentation.

Rudy Interbitzen is managing the Riverside Theatre, one of the Schine community houses in Buffalo. Rudy formerly was a member of the First National sales staff.

A. H. Kirchhofer, President of the National Press Club and managing editor of the Buffalo *Evening News*, is a member of the Board of Decision, selected by Will Hays, who will decide the winners of the Laemmle Award of $5,000 for writers' ideas which might prove of benefit in the production of films.

Fredonia, N.Y., citizens will vote on the Sunday motion picture presentation proposition at the elections this month.

M. A. Shea, who controls a chain of theatres in Pennsylvania, New York and Ohio, has purchased the Strand Theatre in Auburn, N.Y. The purchase price is said to be $500,000.

Shea's Court Street Theatre was opened the past week for the showing of the Delaney-Maloney fight films. Charley Murray was interested in the presentation.

Richard C. Fox, manager of the Freedom Film Corporation office, is sporting the first new spring derby to arrive along Film Row.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	J. Johnston-R. Frazer-G. Astor-M. Carr	American Cinema	6790 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Pathe	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Pathe	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	5700 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6411 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast (Art Young)	Pathe	5673 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7181 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5663 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	5998 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur-D. Revier	Columbia Pictures	5330 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7100 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5726 feet	Dec. 11
Kentucky Handicap, The	Reed Howes	Rayart	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6350 feet	Nov. 20
Mountain Eagle	Nita Naldi	Artlee Pictures	5302 feet	
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5479 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Sin Cargo	S. Mason-R. Frazer	Tiffany	6147 feet	Jan. 7

Feature	Star	Distributed by	Length	Reviewed
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blind Man's Bluff	Buffalo Bill, Jr	Pathe	4441 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5200 feet	Nov. 6
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6454 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Readin','Ritin','Rithmetic	E.Marion-G. White	Artlee Pictures	4983 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5278 feet	Jan. 3
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 17
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D.Costello-J Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Uneasy Payments	A. Vaughn-J. Luden	F. B. O.	4770 feet	Feb. 18
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	Feb. 18
General, The	Buster Keaton	United Artists	7440 feet	Feb. 25
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O.	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O.	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6421 feet	
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M.Davies-O.Moore	M-G-M	6337 feet	Feb. 25
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	M. Harris-G. Glass-M.Carr-R.McKim	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore.	M-G-M		
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pic. (S.R.)	6712 feet	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Sun of Montmartre, The	Norma Talmadge	First National		
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Bachelor's Baby, The	H. Chadwick-H. Meyers	Columbia	5260 feet	
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Burnt Fingers	E.Percy-G.O'Hara	Pathe	5854 feet	Feb. 18
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany		
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal	5292 feet	Feb. 25
Don Mike	F. Thomson-R. Clifford	F. B O	5723 feet	
Easy Pickings	Nilsson-K. Harlan	First National	5250 feet	
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	Feb. 25
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe	4524 feet	Feb. 25
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M.Prevost-C.Ray	Prod. Dist. Corp	6859 feet	Feb. 18
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros		
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures	5700 feet	
It	A. Moreno-C. Bow	Paramount	6452 feet	Feb. 18
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount		
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keene	F. B. O	6807 feet	Feb 25
Marriage	V. Valli-A. Durant-G. McConnell	Fox	5440 feet	Feb. 25
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	Feb. 25
Midnight Watch, The	R. Stewart-M. McAllister-D. Torrence	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox		

Feature	Star	Distributed by	Length	Reviewed
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	ColumbiaPictures		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romance of an Actress	B. Bedford	Chadwick		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satan, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4953 feet	Feb. 18
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Blazing Days	Fred Humes	Universal	4639 feet	
Brides Will be Brides	Laura La Plante	Universal		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers	L. Fazenda-J. F. McDonald-D. Phillips	Fox		
Flaming Timber		Tiffany		
Fourth Commandment, The	Belle Bennett	Universal	6863 feet	Oct. 30
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
High Hat	Lyon-Brian	First National		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	Leo Maloney	Pathe	5814 feet	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess of Hoboken, The	E. Burns-B. Mahaffey-E. Clayton-L. Tellegan	Tiffany		
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	5705 feet	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Somewhere in Sonora	Ken Maynard	First National		
Sonora Kid, The	Tom Tyler	F. B. O		
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut-K. Thomson	Prod. Dist. Corp		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	F. Vidor-C. Brook-M. Carr	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	N. Talmadge-A. B. Francis	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A. Menjou-L. Brooks-V. Valli-N. Beery	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held By the Law	M. De La Motte	Universal	6929 feet	
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall-G. Short	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	C. Bow-R. Howes-D. Gilmore	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Spuds	L. Semon-D. Dwan	Pathe	4930 feet	
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	Feb. 18
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	L. Joy-A. Hale	Prod. Dist. Corp		
Wild Geese		Tiffany		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Mother	Belle Bennett	F. B. O		
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Snowbound		Tiffany		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Bulldog Pluck	Bob Custer	F. B. O		
Drums of the Desert (tentative)	W. Baxter	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Squads Right		Tiffany		
Tale of a Vanishing People		Tiffany	6500 feet	
Ten Modern Commandments	Esther Ralston	Paramount		
Whirlwind of Youth, The	L. Moran-J. Hall-D. Gilmore-L. Kent	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ace	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
Ali Gazam	Neely Edwards	Univ	Mar. 21	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Aloma of the South Seas	"Mutt & Jeff"	Short Films	Nov. 15	1 reel	
Along Came Fido	"Cartoon"	Bray	Jan. 7	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Angel's Feathers		Hi-Mark	Nov. 1	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O.	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At It Again		Hi-Mark	Nov. 29	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Mar. 30	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Mar. 23	2 reels	
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Birthday Greetings	Harris-Kitchen	Fox	Mar. 6	2 reels	Feb. 25
Blisters Under the Skin	Morris-Luden	F. B. O.	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Blue Friday		Hi-Mark	Nov. 22	2 reels	
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Secret	Trimble and Dog	Univ	Mar. 7	2 reels	Feb. 25
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O.	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cash and Carry	Neal Burns	Educat	Mar. 27	2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series of 10)	Gulliver-Lewis	Univ		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	Feb. 25
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Dec. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid me, Monk	"Mr. X" (Monkey)	Bray	Mar. 5	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	
Draw-Back, The	J. Arthur-K. McGuire	Educat		2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	Feb. 18
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan 9	1 reel	Feb. 18
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Barnyards	"Sullivan Cartoon"	Educat	Mar. 20	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat is Pedigreedy	"Sullivan Cartoons"	Educat	Jan. 23	1 reel	Feb. 25
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Sees 'Em in Season	"Sullivan Cartoon"	Educat	Mar. 6	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 15	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O.	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
First Prize	Phil Dunham	Educat	Mar. 27	1 reel	
Fishing Snookums	Snookums-Clair-Dooley	Univ	Jan.	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Food for Thought		Hi-Mark	Jan. 10	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod		2 reels	Sept 11
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched		Bray Prod		2 reels	
Gid Up Napoleon		Hi-Mark	Jan. 30	2 reels	
Girl	"O. Henry"	Fox		2 reels	
Globe Trotters, The	"Mutt & Jeff"	Short Films	Dec. 1	1 reel	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C	Nov. 1	2 reels	Sept. 18
Grandpa's Boy	"Big Boy"	Educat	Mar. 6	2 reels	
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series of 12)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.	Nov	2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb 13	1 reel	Feb. 25
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb. 21	2 reels	
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Here Comes Precious	Jimmie Adams	Educat	Mar. 13	2 reels	
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home Brewed Youth		Hi-Mark	Dec. 12	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat	Mar. 6	2 reels	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
I'm the Sheriff	"The Gumps"	Univ	Mar. 7	2 reels	
Indigo Sunday		Hi-Mark	Jan. 3	2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jailhouse Blues	Arthur Lake	Univ	Mar. 28	1 reel	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Mar. 16	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Jolly Tavern, The	Wm. Cassio	Boheme Films		2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in 1999	"Cartoon"	Red Seal	Mar. 10	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko Ko Makes 'Em Laugh	"Cartoon"	Red Seal	Feb. 10	1 reel	
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ko-Ko the Kavalier	"Cartoon"	Red Seal	April 10	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	Feb. 25
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Local Talent	"Life Cartoon"	Educat	Mar. 13	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	Jan.	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Languid Lure	Ben Turpin	Pathe		2 reels	
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lunch Hound	"Cartoon"	Bray	Mar. 4	1 reel	
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	Feb. 25
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Master Mind, The	Wm. Cassio	Boheme Films		2 reels	
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Ravart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C	Nov.	2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Dec. 5	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov 14	2 reels	Nov. 6
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series of 12)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Sept. 5	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O.	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Nothing to Think About		Hi-Mark	Dec. 12	2 reels	
Not So Big (Wisecracker)	Eason-Hill-Cooke-Guard	F. B. O	May 8	2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougal Alley Kids"	Bray	Feb. 1	2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray Prod		2 reels	Sept 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	Feb. 25
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm		Bray Prod		2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perfect Day, A	Davis-Dunham	Educat	Mar. 13	1 reel	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Petering Out	"Cartoon"	Bray	Feb. 4	1 reel	
Pete's Haunted House	"Cartoon"	Bray Prod		2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray Prod		1 reel	Nov. 6
Pete's Pow Wow	"Cartoon"	Bray	Mar. 11	1 reel	
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Polo Bear	Sargent-Wiley	Bray	Mar. 20	2 reels	
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 1	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Professional Ethics		Hi-Mark	Nov. 8	2 reels	
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 15	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Jan. 21	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Roman Scandal, A	"Mutt & Jeff"	Short Films	Nov. 1	1 reel	
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roped In	Al St. John	Educat	Mar. 20	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F. B. O	Mar. 28	1 reel	
Ruling the Rooster	"Life Cartoon"	Educat	Mar. 27	1 reel	
Runaway Match		Hi-Mark	Jan. 24	2 reels	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
Scent					
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shoosh!	Charley Bowers	F. B. O	Mar. 21	2 reels	
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Shoulder Arms (Re-issue)	Charlie Chaplin	Pathe		3 reels	Feb. 18
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	Feb. 25
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
S'Matter Pete	"Cartoon"	Bray	Feb. 13	1 reel	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan 30	1 reel	
Somebody's Fault	Lloyd Hamilton	Educat	Mar. 13	2 reels	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	Feb. 25
Sophomore, The	G.O'Neil-L.Graydon	Hi-Mark			
Sorority Mix-Up, A	"Mr X" (Monkey)	Bray	Mar. 10	2 reels	
So's Your Monk	"Mr X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur L'ake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoons"	Bray	Nov. 12	1 reel	
Take It Easy		Hi-Mark	Dec. 19	2 reels	
Taking the Air	"Aesop Fbles"	Pathe	Mar. 6	1 reel	
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec 18
Tennis Wizard The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
That's Nothing	Wm. Cassio	Boheme Films		2 reels	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
Three Glad Men	"Fat Men"	F. B. O	Jan 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Try and Do It	Sargent-Wiley	Bray	Feb. 20	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Way of a Boy		C. & C	Nov. 15	1 reel	
Wedding Yells	Johnny Arthur	Educat	Feb. 6	2 reels	Feb. 18
Westerner, The	Reata Hoyt	Fox		2 reels	
What Happened to Jane (Series of 13)	T. Daniels-C. King	Univ		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What Price Swimming?		C. & C	Dec. 12	1 reel	
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 19	2reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
When Martin Gets Here		Hi-Mark	Jan. 17	2 reels	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	M. Daw-C. Hale	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	Feb. 18
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Why Worry		Hi-Mark	Nov. 15	2 reels	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct 30
Wild Roomer, A	Charley Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You'd Better Get It		Hi-Mark	Dec. 5	2 reels	
You're Next	"Fat Men"	F B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S.O.S	C. & C	Nov. 5	2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod		1 reel	Feb. 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Boy, The (Colorart Picture)	Tiffany	Jan. 15	1 reel	Feb. 25
Bashful Suitor (Famous Painting)	C. & C	Dec. 1	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark	Dec. 1	2 reels	
Beautiful Britain	C. & C.		1 reel.	
Beauty and the Beach	C. & C.			
Beechnuts	C. & C.		2 reels	
Beggar Maid (Famous Painting)	C. & C	Nov. 15	1 reel	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Bird City (Novelty)	Film Exch., Inc	Dec. 15	1 reel	
Birds in the Treetops	C. & C.			
Birds of Bonaventure Island (Novelty)	Film Exch., Inc	Nov. 30	1 reel	
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	Feb. 25
Bruce Scenic Novelties, No. 8	Educat	Mar. 20	1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Canning the Salmon	Film Exch., Inc	Nov. 29	1 reel	
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Climbing Into Cloudland (Hodge Podge)	Educat	Mar. 13	1 reel	
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany	Feb. 1	1 reel	Feb. 25
Custer of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray		1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Creepy Things (Nature Special)	Bray Prod	Mar. 21	1 reel	
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark	Jan. 5	2 reels	
Diary of Rob O'Day, The (Kelly Color Films)				
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog of Dogs (Fearless—Dog)	Chester. (S.R.)	Dec.	2 reels	
Dog Scouts (Fearless—Dog)	Chester. (S.R.)	Dec. 1	2 reels	
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Driven From Home (Twisted Tale)	Short Films	Dec. 1	1 reel	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series of 13)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	Feb. 25
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educat	Feb. 13	1 reel	Feb. 18
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany	Dec. 1	1 reel	Feb. 25
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fresh From the Deep (Novelty)	Film Exch., Inc	Dec. 31	1 reel	
From Catch to Can (Novelty)	Film Exch., Inc	Dec. 20	1 reel	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Furry Tale, A (Nature Special)	Bray Prod	Feb. 21	1 reel	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark	Jan. 20	2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Hair Cartoons, No. 23	Red Seal	Feb. 15	1 reel	
Hair Cartoons, No. 24	Red Seal	Mar. 15	1 reel	
Hair Cartoon, No. 25	Red Seal	April 15	1 reel	
Hair Cartoons, No. 26	Red Seal	May 15	1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark	Nov. 15	2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films	Jan. 28	1 reel	Feb. 11
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope (Famous Painting)	C. & C	Nov. 1	1 reel	
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The	Bray Prod		1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
How It Happened (Twisted Tale)	Short Films	Dec. 1	1 reel	
Hung Without Evidence (Twisted Tale)	Short Films	Jan. 5	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
If Dreams Come True (Color Romance)	C. & C	Dec. 5	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
In the Good Old Summertime (Song Car-Tune)	Red Seal	Mar. 1	1 reel	
Isle of June, The (Colorart Picture)	Tiffany	Dec. 15	1 reel	Feb. 25
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Jingle Bells (Song Car-Tune)	Red Seal	April 1	1 reel	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Feb. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Mar. 20	1 reel	
Keeping 'Em Guessing, Issue F	Red Seal	April 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Last of the Bison, The	Film Exch.,Inc	Dec. 16	1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films	Dec. 3	1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Little Brother of the Wild (Nature Special)	Bray Prod	Jan. 24	1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Logging the Logs	Film Exch.,Inc	Jan. 2	1 reel	
London Bridge (Song Car-Tune)	Red Seal	May 1	1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.	Nov. 15	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
Monarch of the Plains (Novelty)	Film Exch.,Inc	Jan. 15	1 reel	
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 17	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1 reel	Oct. 30
Oh You Beautiful Doll (Song Car-Tune)	Red Seal	Mar. 15	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany	Jan. 1	1 reel	Feb. 25
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Our Arctic Frontier (Novelty)	Bray Prod	Feb. 7	1 reel	
Out of the Inkwell (Series)	Red Seal		1 reel	
Over and Under the Earth	Film Exch.,Inc	Nov. 22	1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	Feb. 25
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	Feb. 25
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peace Deputy, The (Mustang—Fred Gilman)	Universal	Mar. 26	2 reels	
Pearls (Movie Legend)	Castle Films	Jan. 21	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Piperock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	Feb. 18
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	Feb. 18
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Region of Romance (Novelty)	Film Exch.,Inc	Dec. 12	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial—Wm. Desmond)	Universal	Mar. 28	10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark	Nov. 1	2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark	Dec. 15	2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	
Robert E. Lee (Song Car-Tune)	Red Seal	April 15	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan 14
Romance of the Salmon	Film Exch.,Inc	Jan. 24	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C.	Nov 15		
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C. & C	Nov. 1	1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films	Jan. 8	1 reel	Jan. 21
Short Shots, No. 9	Castle Films	Jan. 21	1 reel	Feb 11
Short Shots, No. 10	Castle Films		1 reel	
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	Feb. 25
Silent Trailer, The (Fearless—Dog)	Chester. (S.R.)	Nov. 1	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Sleeping Beauty (Color Romance)	C. & C	Nov. 5	1 reel	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Oct. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan 17	1 reel	Jan. 21
Sport's Dream	C & C			
Sports on Lake Ontario (Novelty)	Bray Prod	Mar. 7	1 reel	
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners	Bray Prod		2 reels	
Tag-Mahal	C. & C	Dec. 1		
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holms)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod		2 reels	Oct. 23
Visit to Cloudland (Novelty)	Film Exch.,Inc	Jan. 28	1 reel	
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	Feb. 25

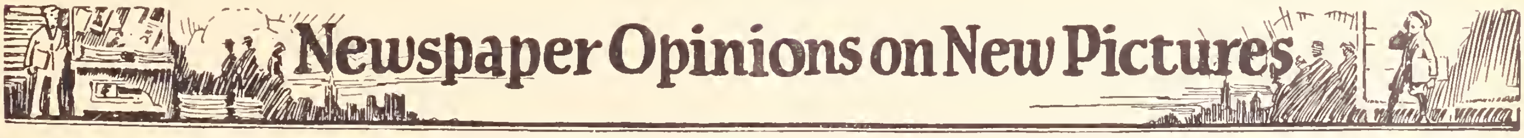
Title	Distributor	Rel. Date	Length	Reviewed
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
What the Doctor Ordered (Novelty)	Film Exch., Inc	Nov. 26	1 reel	
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Guide Meets Guide	Film Exch., Inc.	Dec. 27	1 reel	
When Oscar Went Wild (Mustang-Holmes & Corbett)	Universal	April 2	2 reels	
Where the Moose Runs Loose	Film Exch., Inc	Dec. 4	1 reel	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whiriwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With Deer and Hound	Film Exch., Inc	Jan. 16	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am Cinema		1 reel	
Young Painter, The (Famous Painting)	C. & C	Dec. 15	1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Air Raiders, The	Al Wilson	F. B. O.		
Alex the Great		F. B. O		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
American Beauty	B. Dove	First National		
American Eagle, The	R. Keane-B. Kent	Universal		
Anna Karenina	J. Eagels-V. Varconi	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	Gary Cooper	Paramount		
Arizona Whirlwind, The	Bill Cody	Pathe		
A. W. O. L	G. Cameron-S. Cohen-T. McNamara	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Back to God's Country	R. Adoree-R. Frazer	Universal		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beau Sabreur		Paramount		
Beautiful Woman	R. Griffith-D. Hill	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky	S. O'Neil-O. Moore-G. Olmstead	M-G-M		
Bed and Board (tentative)	L. Stone-Nilsson	First National		
Behind the Lines	Sandow (Dog)	Pathe		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Beware of Widows	La Plante-T. Moore	Universal		
Be Yourself	Raymond Griffith	Paramount		
Big Bertha	C. Murray-G. Sidney-N. Kingston	First National		
Big Sneeze, The	Wallace Beery	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent-Nissen	Paramount		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-C. Nagel	M-G-M		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	J. Coogan-H. Rawlinson-C. Windsor	M-G-M		
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
California	T. McCoy-A. Pringle	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Call of the Heart	Dynamite (Dog)-E. Cobb-J. Alden	Universal		
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation	L. Hanson-G. Fawcett	M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B. Compson-K. Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt-M. Nixon-H. Bosworth	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Clancy's Kosher Wedding		F. B. O		
Claw, The	Kerry-Windsor	Universal		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small (producers)		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confessions of a Bride	M. Harris-V. Varconi	Pathe		
Congressional Medal, The		Fox		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K. Maynard-D. Dwan	First National		
Coward, The		F. B. O		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Artlee Pictures	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Specia'Cast	United Artists		
Daughter of the Slums	Mary Pickford	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil Is Alive, The	F. Wray	Paramount		
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamonds in the Rough	M. Sills	First National		
Dirty Work	Johnny Burke	Pathe		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Dog of Mystery, The		M-G-M		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Down the Stretch	Agnew-Nixon	Universal		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Empty Saddle, The	Fred Humes	Universal		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Envy	L. Tellegen-H. Ferguson-M. Carr-M. Loy	Atama Prod		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Fury	Sandow (Dog)	Pathe		
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fares Please	G. Sidney-C. Murray	First National		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fate	T. Meighan	Paramount		
Fifth Horseman, The		Artlee Pictures		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S.R.)	5600 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B O.		
Finders Keepers	L. La Plante	Universal		
Fireman Save My Child	Wallace Beery	Paramount		
First Auto, The	P. R. Miller	Warner Bros		
Flag Maker, The	C. Ray-B. Love	G. K. Spoor-J. S Blackton (producers)		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flight	R Keane	Universal		
Flying Patrol, The	Al Wilson	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict (S.R.)	5650 feet	
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller	Capital (S.R.)		
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Freckles		F. B. O		
Free Souls	Norma Shearer	M-G-M		
French Dressing		First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Gingham Girl, The		F B. O		

Feature	Star	Distributed by	Length	Reviewed
Girl Friend, The	E. Cantor	Paramount		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Girls of Today		Trem Carr (producers)		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Harvester, The		F. B. O		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Heart of Salome	A. Rubens	Fox		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Hero on Horseback, A	Hoot Gibson	Universal		
Her Sacrifice	B. Tennant-B. Washburn-G. Brockwell	Sandford (S.R.)	6100 feet	
Hey, Hey, Cowboy	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son	L. Stone	First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A	B. Jones-G. Hale	Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imperfect 36, The	M. Alden-M. Clayton-H. T. Morey			
In His Arms	Special Cast	M-G-M		
In the First Degree		Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	Dolores Costello	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
Is That Nice?	George O'Hara	F. B. O		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The (Vitaphone)	George Jessel	Warner Bros		
Jenny Lind		M-G-M		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
King of Soho, The (tentative)	Emil Jannings	Paramount		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies Night in a Turkish Bath	D. Kenyon	First National		
Ladies of Ease		Chadwick		
Lady Be Good	Mackaill-Mulhall	First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last House, The		Columbia Pictures		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laurels	Mae Murray	M-G-M		
Lea Lyon	M.Philbin-I.Moskine	Universal		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Reporter, The	J. Walker-S. Breamer	Elbee Pict. (S.R.)	5415 feet	
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Artlee Pictures		
Lonely Ladies	L.Stone-A.Q.Nilsson	First National		
Look Who's Here	Dick Talmadge	Universal		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Love Thrill, The	La Plante-T. Moore	Universal		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Artlee Pictures		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Mad Lover, The	R. Dix	Paramount		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Forgot God	E. Jannings-L. Dagover-B. Bennett	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Midnight Watch, The	R. Stewart			
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Miracle, The	Special Cast	First National		
Miracle, The	Special Cast	M-G-M		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Mob, The (tentative)	J. Murray-E. Boardman	M-G-M		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountains of Manhattan	D.Devore-C.Delaney	Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Newsboy to Millionaire		F. B. O		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Now We're in the Air	W. Beery	Paramount		
Officer Jim	R. Hughes-G. Gray	Artlee Pictures	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Age Handicap, The	G. Hughes-D. Devore-M. Carr-G. Glass	Pacific Pict		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
On Ze Boulevard	L. Cody-R. Adoree	M-G-M		
Open Book	Special Cast	M-G-M		
Ordeal, The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaws of Red River	T. Mix-M. Daw	Fox		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Pedigree		F. B. O		
Perfect Gentleman, A	M. Banks	Pathe		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Love	Ivan Moskine	Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B. O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romantic Age, The	E.O'Brien-A.Vaughn	Columbia Pictures		
Romeo and Juliet	N. Kerry-M. Philbin	Universal		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The	L. Stone-M. Astor	First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		

Feature	Star	Distributed by	Length	Reviewed
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Senorita	B. Daniels	Paramount		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros.		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Sky Call, The		F. B. O		
Sky High Saunders	A Wilson-E. Tarron	Universal		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever	Wm. Haines	M-G-M		
Spurs and Sparkplugs	F. Humes	Universal		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The	M. Astor-L. Hughes	First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Thirteenth Chair, The	L. Barrymore	M-G-M		
Three Miles Up	Al Wilson	Universal		
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Timid Terror, The (tentative)	W.C.Fields-M.Brian	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke-R. Forbes	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez-E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford-N. Kerry	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding March, The (road show)	von Stroheim	Paramount		
We're All Gamblers	Meighan-Nissen	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros.		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	Feb. 18
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wide Open	D. Grace-G. Darmond	Sunset (S.R.)	5000 feet	
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wine, Women and Broadway		F. B. O		
Wine, Women and Song		Asher-Small-Rogers (producers)		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman on Trail, The	Negri-Cortez	Paramount		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yes-Man, The	Harry Langdon	First National		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O.		
You Too	Special Cast	M-G-M		
Yukon Trail, The		Universal		



Newspaper Opinions on New Pictures

'Flesh and the Devil"—Metro-Goldwyn-Mayer, Forum Theatre, Los Angeles

Record: "When the Devil has such a tool as Greta Garbo for wrecking the heart of a man, you can just know there are going to be a lot of fluttering hearts in the audience. . . . To Greta Garbo, honors must go as the most finished siren of the screen. . . . John Gilbert is at his best. Is the ardent wooer. Gives that touch of humanness to his work that makes him appear a real personality to his audience. . . . Lars Hanson is a newcomer who is going to go far. . . . Much credit is due Clarence Brown, the director. He has had the courage to produce a play that portrays red-hot emotions as Sudermann intended they should be. . . . It is splendidly done."

News: "A sweeping victory for Metro-Goldwyn-Mayer. It has sex appeal. . . . There is plenty of emotion stimulus coupled with beauty and romance. What more can one ask for in the way of entertainment? . . . Gilbert is the idealized type of American hero. The picture is beautiful . . . contains enough drama to hold one tense from its opening scene to the end."

Times: "'Flesh and the Devil' is brilliant. . . . Brown gains new place as director. . . . Garbo, Gilbert and Hanson applauded. . . . You can count it as ideally representative of the art of telling a story on the screen. . . . It is the supervamp outburst of 1927 and though it runs smoothly as a mountain stream in its plot unfolding, it is one of the most torrentially daring productions yet to be seen. . . . An achievement in filmdom. . . . Its popularity will be great. . . . There is a forceful theme which gives the production a novelty and dramatic power that is far above the ordinary. . . . The atmosphere is so definite as to make you believe at times that the film was made abroad rather than in this country."

Express: "Proved worthy last night of the fanfare attending a pretentious opening. . . . Its power and grip lie in its sincerity. . . . Clever use of camera angles. . . . Absorbing plot. . . . The acting is the very essence of restraint. There is constant evidence of masterly guidance. . . . Atmosphere is brilliantly maintained. . . . Fine imagination marks the entire course of 'Flesh and the Devil.' It has 'IT'. . . . A production that is likely to be set down as one of the cinema's mileposts."

Herald: "Gives every promise of becoming the sensation of the season. . . . Mr. Gilbert appears always at his best. Mr. Hanson's one scene, wherein he discovers his unfaithful wife, lifts him to stellar heights. . . . I have never seen acting of higher grade on the screen. . . . And now we get to Greta Garbo. Never has her Sirenic Majesty worked her exotic potency with greater effect or enchantment. . . . Faultless direction was a great help.

Unrivaled screen quality

The photographic superiority of Eastman Film—zealously safeguarded by Kodak Research Laboratory experts—naturally makes prints on Eastman Positive Film from negatives on Eastman Negative Film unrivaled in screen quality.

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EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

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BLANCHARD PRESS
NEW YORK

SUPPOSE you had been in the Motion Picture Business for 287 Years

¶ Suppose your family, reaching back generation upon generation, had been operating motion picture theatres for almost three centuries. Wouldn't you feel that your theatre was just a little better equipped to appeal to popular tastes . . . . to please your audiences . . . . than any other theatre possibly could be?

¶ That's just the way that Kilgen feels about pipe organs. It matters not whether an instrument is to serve in theatre, auditorium or church, if it is Kilgen-built it will fit its environment. Since 1640 the Kilgen Family has been building pipe organs. Doing nothing else. During that memorable span its craftsmen have contributed much to the development of the modern instrument.

¶ Kilgen's greatest achievement is the nation-known Kilgen Wonder Organ which in scores of communities provides "The Voice of Silent Drama," to delight millions of theatre-goers. Let us tell you how these Kilgen installations have affected the box-office returns of successful exhibitors.

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Builders
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MIRABILE AVDITV

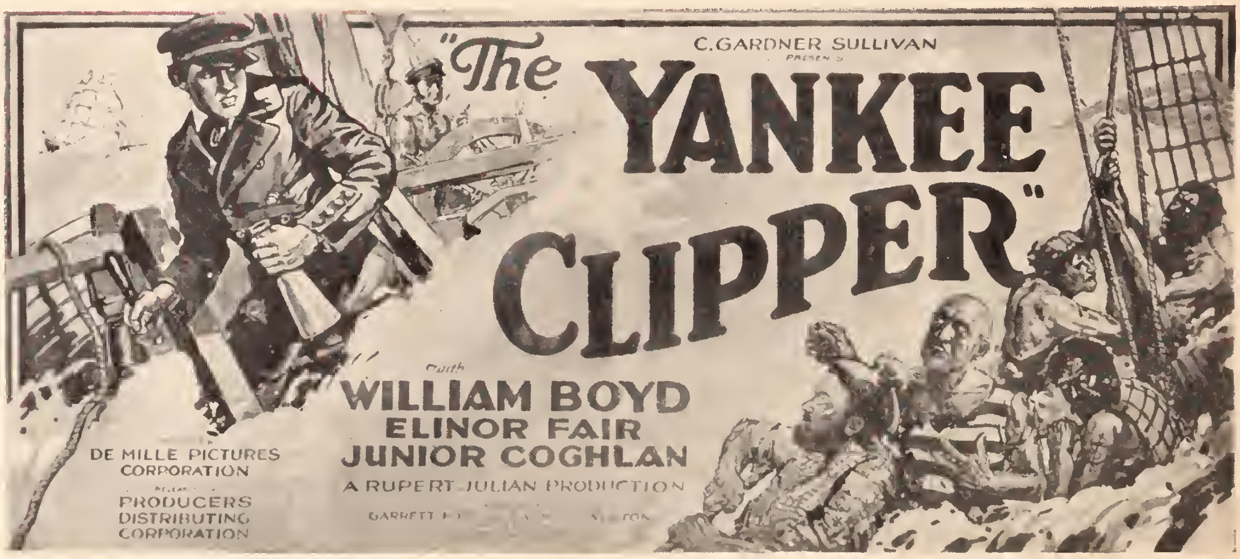
You will find an experienced Kilgen Wonder Organ architect located at each of the National Theatre Supply Company's branch offices.

Good Posters

are the backbone of your exploitation campaign

¶ One of the tried and true fundamentals of good showmanship advertising is the use of posters

¶ Paper your town with attractive lithographs and you have taken the biggest step towards selling the picture to your patrons ∕ ∕ ∕


C. GARDNER SULLIVAN
PRESENTS
"The YANKEE CLIPPER"
with
WILLIAM BOYD
ELINOR FAIR
JUNIOR COGHLAN
A RUPERT JULIAN PRODUCTION
DE MILLE PICTURES CORPORATION
PRODUCERS DISTRIBUTING CORPORATION

One of the attractive 24 sheets available on "The Yankee Clipper"

The Morgan Lithograph Co

General Office: Cleveland, Ohio
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March 11, 1927

Motion Picture News

Reg. U. S. Patent Office

SCARLET LETTER JUST BROKE HOUSE RECORD CAPITOL THEATRE, YORK PA.—*And Everywhere!*

Metro-Goldwyn-Mayer does it!

Vol. XXXV No. 10

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879

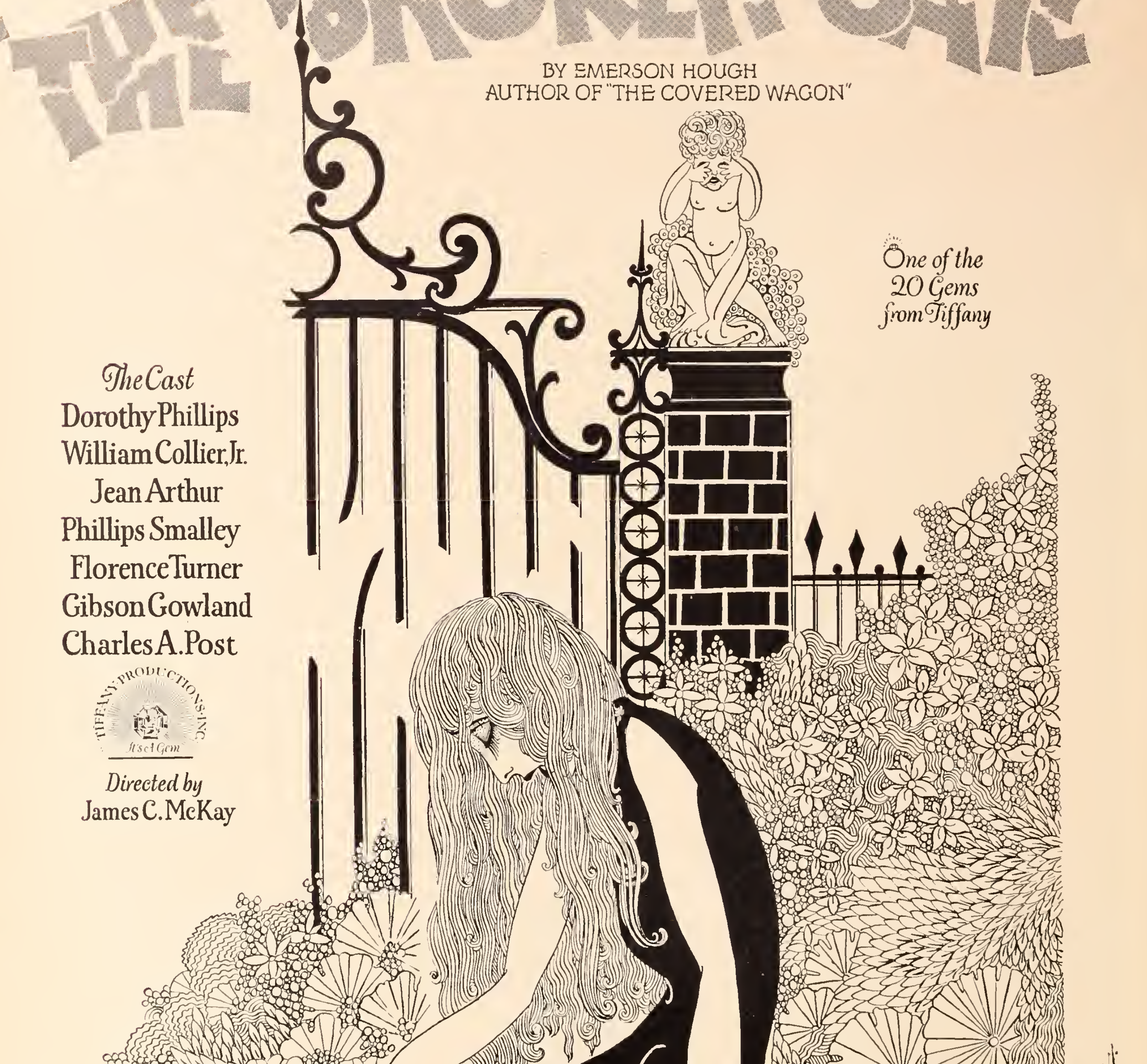
PRICE 20 CENTS

Published Weekly—$2.00 a Year

Los Angeles — *New York* — *Chicago*

"THE BROKEN GATE"

BY EMERSON HOUGH
AUTHOR OF "THE COVERED WAGON"



One of the
20 Gems
from Tiffany

The Cast
Dorothy Phillips
William Collier, Jr.
Jean Arthur
Phillips Smalley
Florence Turner
Gibson Gowland
Charles A. Post

TIFFANY PRODUCTIONS INC.
It's A Gem

Directed by
James C. McKay

TIFFANY PRODUCTIONS, INC.
M.H. HOFFMAN, *Vice. Pres.*
1540 BROADWAY
EXCHANGES EVERYWHERE
NEW YORK CITY

Paramount announces

the big LONG RUN

Surprise Special

Starring **CLARA BOW** AND

The "IT" Girl

A FRANK LLOYD PRODUCTION

of 1927's most sensational novel

"CHILDREN OF DIVORCE"

. . . the clean-up chance of a life-time . . . !

Fresh from her triumph in "It" comes Clara Bow. Co-starring with Esther Ralston, hit of "Old Ironsides." In a lavish picturization of 1927's most sensational novel — "CHILDREN OF DIVORCE"! A drama of the reckless, restless jazz orphans of today.

Get it for extended runs at raised admissions!

ESTHER RALSTON

Showmen, what an opportunity!

Two big stars, a star director, a great timely serial story and novel on a popular theme! Get behind it. Exploit it. Clean up with it!

Cast includes Gary Cooper, Einar Hanson and Norman Trevor. From the novel by Owen Johnson. Screen play by Hope Loring and Louis D. Lighton. B. P. Schulberg, Associat

The Book — out March 15!

Serial in Red Book — (circulation 1,000,000)

Book it from Paramount Now!

'Play it like a ROAD SHOW; it's THERE at the box office!"

says a leading exhibitor
in Exhibitors Herald—
one of an avalanche of
enthusiastic reports on

HAROLD LLOYD

6TH BIG WEEK
AT THE
RIALTO
NEW YORK

in

"THE KID BROTHER"

Produced by Harold LLoyd Corporation
a Paramount Release

THEY ALL PROCLAIM IT LLOYD'S BEST!

Exhibitors

"We congratulate Paramount and the Lloyd Corporation on 'The Kid Brother.' Opened to packed house and audience went wild. This is certainly Lloyd's greatest."

Princess Theatre,
L. L. McMillin,
Winnebago, Minn.

"Congratulations on 'The Kid Brother.' Beyond a doubt the greatest Harold Lloyd picture ever produced."

Grand Theatre,
Everett L. Dilley,
Northfield, Minn.

Public

A. L. FARRINGTON
Official Court Reporter
Eleventh Judicial District
Duluth, Minn.

Mr. James B. Clinton,
Lyceum Theatre,
Duluth, Minn.

You are to be congratulated upon the showing of HAROLD LLOYD in "THE KID BROTHER."

I think the public owes the Lyceum management a card of thanks for the privilege of seeing such a genuinely good thing.

Sincerely yours,
A. L. FARRINGTON

Critics

"Perfect. Lloyd never made a funnier picture."

—N. Y. *Herald Tribune*

"Lloyd has rung the bell louder than ever. 'The Kid Brother' is his funniest picture."

—*Los Angeles Record*

"It will require a wonderful picture to keep 'The Kid Brother' from being the Big Laugh of 1927."

—*Chicago Herald Examiner*

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Better Lighting
Means
Better Business

Light Up---

with Edison MAZDA Lamps

SURELY no medium offers greater opportunities for building theatre patronage than lighting. Properly applied at the entrance of your theatre it at once arrests attention and attracts people inside. In foyer, auditorium, lounge and rest rooms, it can play a very important part; in enhancing the charm of your furnishings, in creating a cheerful atmosphere and in many other ways adding to your patrons' enjoyment.

But it must be properly applied to give full value. Of first importance is the selection of lamps which can be depended upon to do the job desired of them; to give the right tonal quality of light; to give maximum quantity of light from the current they consume; to have long life; to make your lighting pay you a real profit.

That is why you should light up with Edison MAZDA Lamps. They represent the highest standard of lamp quality. There is a type to meet every lighting requirement. And Edison Lamp Works' illuminating engineers are always ready to assist you in planning the lighting of each department of your theatre.

EDISON MAZDA LAMPS

GENERAL ELECTRIC

HARD-BOILED!

SOFT-BOILED!

MOTHERS!

HUSBANDS!

SWEETHEARTS!

WIVES!

They all flock to see

THE FIRE BRIGADE

at the Central Theatre
New York

—and they all tell the manager

THEY LOVE THIS LOVE STORY!

TAKE A LIVE TIP FOR YOUR SHOWING!

"THOUSANDS of people have passed through the doors of the Central Theatre in three months of '*The Fire Brigade*'," says the Manager. "I have never heard an adverse comment. I have heard only the warmest praises. People tell me that this picture carries the finest love story of any picture they ever saw. That's what the public wants."

"IF I were asked to say what I consider the basic reasons for the public success of '*The Fire Brigade*', I should say foremost its marvelous love story—plus the heart-throbs of that wonderful mother's devotion—against a background of really unforgettable thrills. Those are my tips to exhibitors based on what I have heard people say. That's the advertising angle that packs 'em in."

THE FIRE BRIGADE **METRO-GOLDWYN-MAYER**

A. H. SEBASTIAN
PRESENTS

"RUBBER"

A story of the modern covered wagon --- *the automobile*

WITH

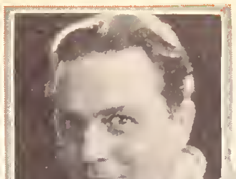
HARRISON FORD
BESSIE LOVE
MAY ROBSON and
JUNIOR COGHLAN

Adapted by **ZELDA SEARS**
and **TAY GARNETT** *From the*
story by **FRANK CONDON**
Directed by **ALAN HALE**

An **ALAN HALE**
PRODUCTION

Produced by
De MILLE PICTURES CORPORATION

TIRES"



HARRISON
FORD

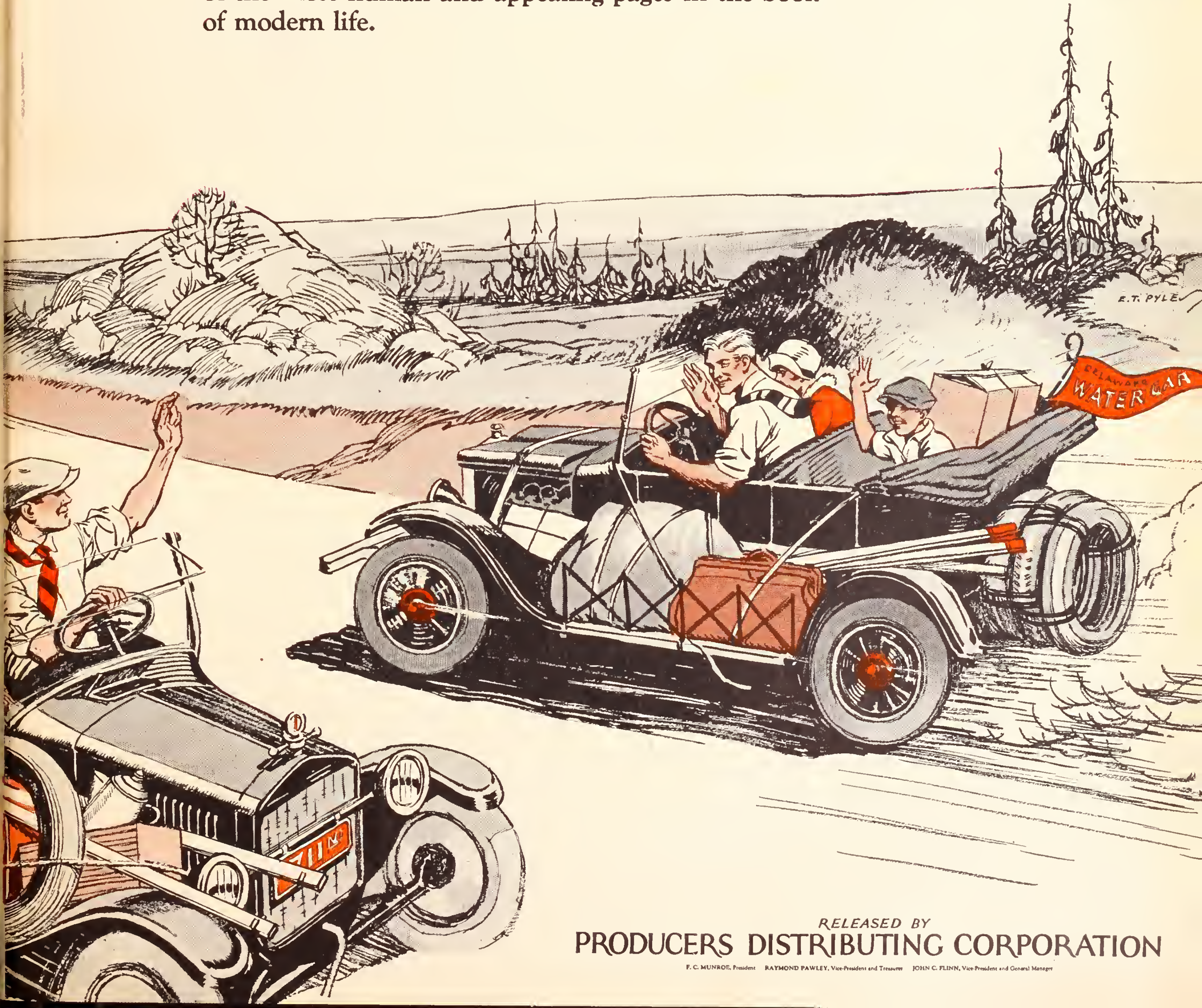
BESSIE LOVE

MAY
ROBSON

JUNIOR
COGHLAN

What the Covered Wagon was to the early pioneers, the gasoline-charged, rubber-tired cars are to the millions of today who trail through the wide-open spaces, in search of adventure, recreation and the thrill of "going somewhere."

The drama, the pathos, the romance, the comedy, that punctuates the lives of devotees of the "car" make one of the most human and appealing pages in the book of modern life.



RELEASED BY
PRODUCERS DISTRIBUTING CORPORATION
F. C. MUNROE, President   RAYMOND PAWLEY, Vice-President and Treasurer   JOHN C. FLINN, Vice-President and General Manager

2 BIG STARS

LEATRICE
JOY *in*
"Nobody's Widow"

A DONALD CRISP
PRODUCTION
With CHARLES RAY.
PHYLLIS HAVER
AND DAVID BUTLER

ADAPTED BY CLARA BERANGER
AND DOUGLAS Z. DOTY ~ FROM THE
STAGE PLAY BY AVERY HOPWOOD
DIRECTED BY DONALD CRISP
PRODUCED BY DE MILLE
PICTURES CORPORATION

Foreign Distributors Producers International Corporation
130 W. 46th St. N. Y. WILLIAM M. VOGEL, *General Manager*

in 2 BIG HITS

JETTA GOUDAL

in

FIGHTING LOVE

WITH VICTOR VARCONI AND
HENRY B. WALTHALL
ADAPTED BY BEULAH MARIE DIX
FROM THE NOVEL "If the Gods
Laugh" by ROSITA FORBES
Supervised by
BERTRAM MILLHAUSER
DIRECTED BY
NILS OLAF CHRISANDER
PRODUCED BY DE MILLE
PICTURES CORPORATION

RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

Now Booking—A Real Box Office Attraction

Authentic Motion Picture of the XXVIII International

Eucharistic Congress

SIX COLORFUL REELS---FILMED IN

TECHNICOLOR

There is only one Motion Picture of the Congress
Done in **TECHNICOLOR** - *It is:*

FAITH OF MILLIONS

For bookings, write or wire nearest office

CHESTER PRODUCTIONS, Inc.

NEW YORK	CHICAGO	SAN FRANCISCO
723-7th Ave.	624 S. Mich. Blvd.	934 Market St.

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FERDINAND
V. LUPORINI,
Inc.

EXHIBITORS NOTE:

CHESTER PRODUCTIONS, INC. will prosecute anyone stating they have a EUCHARISTIC CONGRESS Motion Picture in TECHNICOLOR, unless it is TITLED "FAITH OF MILLIONS"

Remember the thrilling technicolor scenes in THE BLACK PIRATE—BEN HUR—THE TEN COMMANDMENTS—And *NOW* FAITH OF MILLIONS in technicolor with sub-titles in story form. The Eucharistic Congress received front page publicity worth millions of dollars.

☛ *CASH IN ON IT AND BUILD UP YOUR BUSINESS* ☚
DURING LENT BY ARRANGING FOR BOOKINGS NOW.

SHORT TALKS
ON
SHORT FEATURES

--Reputation

Otto H. Kahn has just addressed to the students of Princeton University some excellent advice. The "ten rules of success" which Mr. Kahn offers would be excellent thoughts no matter who wrote them, but his remarkable career in the banking world gives them real authority.

The rule that impressed me most was this: "The most serviceable of all assets is reputation."

Why is one man's word as good as his bond, while another's means but little? Why is one company's good will valued in millions; another's hardly recognized at all? Reputation!

It is reputation that builds up for a theatre that steady week in and week out business that makes fortunes—reputation for always giving the patron a good all around show for his money. It is reputation that has brought *Educational* to its position of dominance in the short features field—reputation for the best pictures, the best service, the best advertising support, and for keeping faith with you at all times. And it is reputation that makes our promise of a splendid program for 1927-1928 a serviceable asset for you as well as for us.

Educational Pictures
"THE SPICE OF THE PROGRAM"

E W Hammons
EDUCATIONAL FILM EXCHANGES, INC.
President

Member, Motion Picture Producers and Distributors of America, Inc. ◆ ◆ ◆ ◆ WILL H. HAYS, President

We Have Eliminated the

For five years Motion Picture News has been striving to distribute its circulation scientifically.

Bulk circulation in this highly specialized field is not enough. Unless the advertiser is able to reach the real purchasing power of the trade, a motion picture trade journal fails in part of its mission.

That's just self-evident fact.

To this end all subscription efforts have been directed to effectively covering the picture theatres where the purchasing is done and to do this intelligently it has been necessary to compile records and statistics of elaborate nature, complete in every detail.

As an example of how well we have done this job, we offer on the following page some statistics on the theatre situation and our coverage therein for six key centers.

The facts related in this exhibit or of any other city in the United States of 25,000 population or over are open for audit by any advertiser. We will gladly prove every step in the compilation of our figures and welcome the opportunity of showing our coverage of the field.

Permit Us to Prove to You What We Have. That's All We Ask.

MOTION PIC

Guesswork of Circulation

Analysis of six Cities showing population, number of theatres in each city, number of seats in each city, number of seats per thousand of population and the number of persons in each city per seat.

Also the number of theatres covered by Motion Picture News subscriptions, the amount of average admissions per week to which these theatres play, the gross admission of theatres not reached by Motion Picture News.

	Population	No. Seats in City	No. Seats per M of Pop.	No. Persons Per Seat	Av. Weekly Attendance	Av. Weekly Attendance Theatres Covered By M. P. News	Av. Weekly Attendance Theatres Not Covered By M. P. News
Los Angeles	700,000	94,100	135	7.4	881,370	819,470	61,900
New Orleans	419,493	56,685	133	7.5	289,100	215.200	63,900
Cleveland	796.830	93,570	120	8.3	722.200	631,200	91,000
Omaha	211,664	25,387	120	8.3	206,500	142.800	63.500
St. Louis, Mo.	830.000	99.357	118	8.4	772,850	647,450	145.400
Buffalo, N. Y.	506.575	44,552	88	11.3	417,500	342,500	75,000

TURE NEWS

FIRST NATIONAL'S new STAR

BILLIE DOVE

makes *Good*

don't take anybody's *dust*--

AN AFFAIR OF THE FOLLIES

Last Saturday's debut at
N.Y. Strand
is still the
talk of
New York

First National Pictures

Presented by **First National Pictures, Inc.**
With
LEWIS STONE, BILLIE DOVE and LLOYD HUGHES
Adapted from Dixie Wilson's Story "Here Y'Are Brother"
Scenario by Carey Wilson
Directed by Millard Webb
Produced by Al Rockett

again FIRST NATIONAL does the BIG THING

Motion Picture News

Volume XXXV NEW YORK CITY, MARCH 11, 1927 No. 10

France

Second of Series of Articles on European Situation

By William A. Johnston

IN France I met with a group of French gentlemen interested in a project of new theatres. They represent prominently the financial, industrial and political worlds of France, so I was given an opportunity to learn first hand of general business conditions. The franc is stabilized at last, and while it is said that the business situation in France may be worse before it gets better—occasioning perhaps a mild crisis this Spring—the outlook is sound. There is general confidence now in the business future.

France needs new picture theatres and France will have them.

To an American the theatre situation in Paris is somewhat appalling.

Paramount is reconstructing the historic Vaudeville. When completed it will have 1,800 seats. Since there are but 400 orchestra seats one can imagine the shape of the theatre—narrow and high. It is being rebuilt inside of a block of stores and apartments—a most difficult piece of construction: all concrete, no steel. The location is excellent, one of the best in the city. It opens in September.

The Gaumont Palace, some distance from the heart of the city, is doing good business under the Loew-Metro management. The orchestra, organ and presentation approach the American style of show. There are about 6,000 seats.

The Marivaux, with only 1,200 seats, does the largest business today of all the theatres of Paris. It is independently owned, buys the best pictures obtainable, and runs them away in advance of the general release, some about the same time as the American releases.

The Madeleine, 1,200 seats, another Loew-Metro theatre, also centrally located, is running "The Big Parade," which has scored in Paris its unusual remarkable success.

The Cameo, with 650 seats, owned by Reginald Ford, who got his training in this country, has more of the American style of lobby and exploitation.

Aside from these houses there are groups of theatres in Paris owned by Aubert, Fournier, Sapene. They have no outstanding features. They are just good theatres to meet profitably the present theatre attendance in Paris, neither ahead nor behind the public response, giving little and yet asking good prices.

Some are not much better than a remodelled "opera house" in a minor city in New York State.

An Amazing Situation

When you consider that Paris is still a publicity centre of the show world, that it is a compact city of four millions with a large tourist population, the situation is astounding. In Versailles, for instance, one of the largest and best suburban towns in the world, there are two little picture houses that wouldn't suffice for Bayside, Long Island, a town of 10,000.

It is not an exaggeration to say that movie Paris today approximates the situation in New York City just before the Strand was built thirteen years ago. The Paris public, of course, doesn't go to picture theatres: but neither did the New York public, until adequate theatres were built.

Opinion, of course, on the subject is divided—just as it was in New York trade circles when the Strand and Capitol were launched—just as it was when Balaban & Katz stepped forth with the beautiful Tivoli in Chicago—just as it always is in the show business everywhere.

Caution says that Paris is a dinner loving, cafe loving, home loving city. The movies are generally looked down upon. The attending public is small and scarcely increases.

THIS week Motion Picture News presents a new service feature of great importance to exhibitors:

Key City Reports

giving an impartial statement of the business done in the key center first-run houses, the information being gathered by our own correspondents.

Watch for a still further expansion of this service.

William A. Johnston's Survey

The optimist says that a bold step forward is the thing, a big theatre opened and operated with eclat, a theatre like the best in America. True, the public doesn't respond today to the picture, but why should the public go? There's the new generation to consider. They are changing fast. The old social order is disappearing in France.

The real nigger in the woodpile, it seems to me, is the tax situation. The combined tax—government, municipal, charity, etc., today, amounts to about forty percent of the box-office. That, of course, is out of the question, although it is perfectly simple to see that more and better seats will yield more tax income at reduced taxes. Not only is the tax figure prohibitive but also the method of tax collection. Three men go through an elaborate system of bookkeeping over each admission ticket. Under such circumstances the rapid handling of crowds in a continuous run theatre is simply impossible. The tax in Holland today is 20 percent and in Germany from 15 to 20 percent, except in a few localities where the municipal tax makes it higher.

Tax Collection Hardships

These tax and tax collection hardships must be done away with and I believe they will be.

Theatre conditions in the other key cities of France—Marseilles, Bordeaux, Lille, Lyons, etc., are quite the same.

The optimist contends that France should have at least twenty large modern theatres—right away, large ones in the key centres, with neighborhood theatres to follow.

Summing up, there are in France today about 3,000 theatres, with about 200 in chains, owned by Aubert, Sapene, Fournier, Ford and a few smaller French chains, also the small group in the larger cities owned by Loew-Metro-Gaumont and by Paramount.

Not one of these theatres is up to present day standards in the United States, Great Britain, Germany or Holland. Only a very few approach the modern standard and the very great majority are just halls with screens.

Naturally, the theatre attendance in France today is low, per capita. Lyons, an industrial city of half a million population has but 35 seats per 1000 population; Strassbourg, 42; Toulouse, 48; Rouen, 49; Roubaix, 69; Lille, 77; Marseilles, 80; Bordeaux, 82. Paris is far from the top. With its 4,000,000 population, there are but 45 seats for every thousand people.

As a contrast with this country, here are a few figures on cities in the United States picked at random from a recent survey by MOTION PICTURE NEWS: Buffalo, 88 seats per 1000 inhabitants; St. Louis, 118; Kansas City, 120; Omaha, 120; Cleveland, 120; New Orleans, 133; Los Angeles, 135.

A peculiar situation exists with respect to American pictures in Paris. No one brand has any particular prestige. Whatever degree of prestige does exist is a reversal from the situation over here.

There has been no national advertising and only a measure so far of key theatre exploitation. A picture is judged upon its appeal to the French taste. And that, as I say, is the story, not the star appeal. The very big pictures, of course, excite attention.

France and American Films

The American companies are compelled to regard France as a country of very low film rentals. They take the stand, therefore, that the distribution of their pictures is at present a foremost consideration and they look upon theatre projects as show windows to this end. If, therefore, the theatres they build or acquire are to exploit their product regardless of other considerations, they hesitate to go into a heavy investment.

A theatre in France today showing only the pictures of one program is bound to run at a loss—at the box-office or in film rentals or both.

The percentage of American pictures played in French theatres is lower than in any country in Europe. I heard estimates of from 50 to 65 percent but never higher.

The French public, apparently, wants a good proportion of home made product. Stories count most with them and naturally their own kind of stories appeal. American stars count for little, excepting only our comedy stars and Norma Talmadge. Most every list I secured from trade and lay people gave these names: Lloyd, Chaplin, Fairbanks, Menjou, Talmadge—and also Keaton, Langdon, Denny, Griffith. But the story is the telling attraction.

I had a most interesting interview in Paris with Mr. Jean Sapene. He is a power there in the newspaper world as the owner and director of *Le Matin*, a leading morning paper with a circulation of a million and a half. The leading newspapers of Paris reach circulations as high as two millions and appear simultaneously in the large cities.

Two years ago Sapene purchased the Pathe Consortium with its string of theatres and he is now deep in production with Louis Nalpas as production chief. His latest notable picture is "Michael Strogoff" which has just recently closed its run in New York and which is still running successfully at the Capitol Theatre in London.

Nalpas is just finishing "Casanova," and from all accounts it will be a spectacular production. The company was at Venice for several weeks and during this time a section of the canals was closed to permit the picture taking. As the story of a famous libertine, it remains to be seen just how this picture will be greeted by the American trade. Several negatives, I believe, are being made for the Latin and Anglo-

# of European Film Situation

Saxon countries. J. V. Bryson of London has purchased the British rights for Universal.

The decline in the number of American pictures shown in the French houses has been in progress for the past six months. It is commensurate with the increase in French production.

For a Film U.S. of Europe

Production in France is more spirited but still irregular. The present output is about fifty features a year, of which, according to M. Sapene, fully half are made by Cineromans of which M. Sapene is the head, and by the companies producing for Pathe Consortium, which distributing machine is also owned by M. Sapene.

The French pictures are heavily booked. A casual tour along the boulevards in Paris would indicate a preponderance of French pictures. They get good rental prices, too. The same situation exists with respect to home made product in Germany. Colvin Brown, whom I met in Paris, told me that German pictures were securing four times at least the rentals paid for the average American picture. Another bit of interesting information from him was that "Ben-Hur" has already contracted in Germany for well over a million dollars in business. Only our specials are in good demand in Western Europe.

Sapene is outspoken on the subject of a film United States of Europe. He reckons already a population of 200 millions and when Russia is admitted to the Continental group of nations a population of two hundred millions more.

It was evident that he excluded Great Britain from this great picture-going population.

"Why?" I asked.

"Oh!" said he, throwing up his hands. "Great Britain is an island.

"Great Britain," he went on, "doesn't produce pictures. Great Britain never will. They are too insular over there. They are non-creative."

He referred to the fact that he made a picture with Betty Balfour which played in Great Britain to the extent of $27,000. But her following picture, made in England, could get no bookings in France.

"I will make another Betty Balfour and it also will sell in Great Britain."

I give M. Sapene's words here as he gave them to me and drawing no conclusions except the obvious one that there is a wide diversity in film taste between the Latin and Anglo-Saxon peoples. The fact is that few if any British pictures are shown in France and few French pictures get on the British screens. German pictures do better in both countries, though they are still by no means a factor.

With M. Sapene I met his right hand man, Marcel Knecht, who is well known in this country and who came here recently to attend the advertising convention in Philadelphia, at which time the Cineromans production, "Les Miserables" was shown; also Louis Nalpas, production chief—and a capable one—of Cineromans.

Sapene's Note to Hays

Sapene is strong for co-operation with film America, but he insists there must be no submersion of French production and French production interests. He is a powerful character but it seems to me that he is far from understanding the importance of the theatre in the development of the film industry in any country. His mind is upon production only. He is not evidently aware of the highly important fact that in this country it was larger and finer theatres—theatres up to the highest mark and appealing to all classes—that paved the way for larger and finer pictures.

He sent an important note to Will H. Hays, and I have his permission to publish it here. It seems it should be published.

"Friendly relations between American Moving Picture concerns and those of other countries are an essential of tomorrow if the public, the world over, is to be kept attracted to the moving picture theatres by being assured of choice programs. No one country, however big or strong, or whatever the methods and capacity of production it may command, can accomplish this alone for it must of necessity lack that diversity and originality of ideas which each nation *on its own soil*, each race out of *its own brain,* can give and which should be utilized.

"Your great country has, in few years, covered the field of American originality, and you will not be able to bear for much longer the intellectual burden of getting out five hundred to six hundred new pictures every year.

"The public, on the other hand, will tire more and more of always seeing, although perhaps under different headings, the same conceptions and the same elements. At the intellectual restaurant of the 'Movies,' too great similarity in the 'menus' will create disappointment among the patrons.

Urges Co-operative Production

"It is my opinion that the big producers of the world should get together without delay and arrange in common accord for the production of a certain number of pictures, which would be assured of wide diffusion and which could be so turned out as to be pleasing to any audience. Each such picture should be produced in the country of origin of the scenario and, while the artists could be of different nationalities, their selection should be made with great discernment, and *talent* should take precedence over *fame*.

"Therein lies, in my opinion, the future of World Moving Pictures. I am a practical man and each

(*Continued on next page*)

The Week in Review

Comment on Passing Affairs

JOSEPH P. KENNEDY told us this week that the basis for the motion picture lectures at Harvard will be the volume of "The Annals of the American Academy of Political and Social Science," issued last November. In particular, he referred to the chapter on "The Structure of the Motion Picture Industry," written by the editor of *The News.*

In this connection, we find that The Annals volume is proving of great value to exhibitors who are scheduled to address Rotary Clubs and other organizations. We have a few extra copies of The Annals here in the office, and will be glad to send them out to exhibitors on application, if they will be good enough to return them so that we may pass them around to the greatest possible number of theatre men. They cover the entire industry in all its branches, each subject being covered by an expert in his field, and we know of no other place where so much information is to be had within the covers of one book, authoritatively related and yet interestingly told in readily accessible form.

AT THE PARK LANE

AT the opening of Charles L. O'Reilly's new theatre, the Park Lane, the other night, Charlie Chaplin was introduced to the audience and received a great demonstration. It was spontaneous, and started when the star appeared on the stage, paused for a moment while he made a few remarks, and was renewed until he was out of sight. There was no mistaking the sincerity of the applause, or its meaning.

The new O'Reilly theatre, by the way, is a fine house, located at 89th Street and First Avenue, New York City, which bids fair to become fashionable in a few years. This is an interesting instance of a theatre leading the way to community betterment.

France: *By William A. Johnston*

(*Continued from preceding page*)

day I think about the future of this tremendous field of human activity—not, however, in a selfish manner, but with a view to accomplishment.

"Those who will be the first to grasp this formula can, by associating themselves together, create a wonderful and stable business. Really great possibilities lie only in the grouping together of forces, in the exchange of ideas and the inter-penetration of minds and souls. Otherwise, nothing new can be accomplished.

"You may continue to produce by yourselves over the length and breadth of your vast territory with the tremendous means at your disposal. We may continue to work in our small territories with our restricted means, true, but with that ardent Faith that triumphs over the greatest difficulties.

"But this will then come to pass, and it will not be a good thing for Universal Art—namely: that the little territories will end by uniting to form one large territory and, instead of being associated with you, you and we, will become competitors.

"The number of artists capable of producing scenarios and the number of those capable of executing them artistically is not so great but that all could not find the opportunity of being happy in a powerful organization, which would become the most wonderful business in the world.

"Will you understand this, you Americans, while it is still easy of accomplishment? And will I have had the great joy of opening your eyes?

"You are at the head of the great organization of American Moving Pictures. If you will understand my appeal, the others will not fail to understand you, and what splendid work could then be accomplished."

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Refreshingly different in type and beauty is Barbara Worth, Universal player, who has been doing the leading feminine role in "Fast and Furious" (Universal).

Del Monte, Filipino tennis expert, is giving special instructions to Ben Lyon, First National player, and declares that Ben is a most promising pupil

Big Boy, of the Educational-Juvenile comedies, seems unimpressed by the presence of authority in the person of Mrs. Sabiston, his mother, and Director Charles Lamont

PICTURES AND PEOPLE

First Film "Frothblowers"

SPECIAL cable advices from London to the New York *Times* inform a waiting world that on Monday night Harold Lloyd was made a member of The Ancient Order of Frothblowers, a recently founded charitable organization headed by Sir Alfred Fripp, famous surgeon, who is the Grand Typhoon. Lloyd was made an honorary Typhoon, although that distinction is usually reserved for those who have brought in a hundred new members. Each Frothblower is supplied with specially designed cuff links. If challenged to show them by another member and unable to do so, the penalty is drinks all around. We suggest that the next time Lloyd goes to London he'd better remember his cuff links.

A Thirty-Year Log

MONDAY night, at Carnegie Hall, New York City, saw the presentation of "Thirty Years of Motion Pictures," by the National Board of Review. Excerpts from films from the earliest days down to the present were included, taking in color, slow motion, and the like, in addition to dramatic photoplays. The proceeds from the showing will be used for the preservation of this film record, which will be added to from time to time.

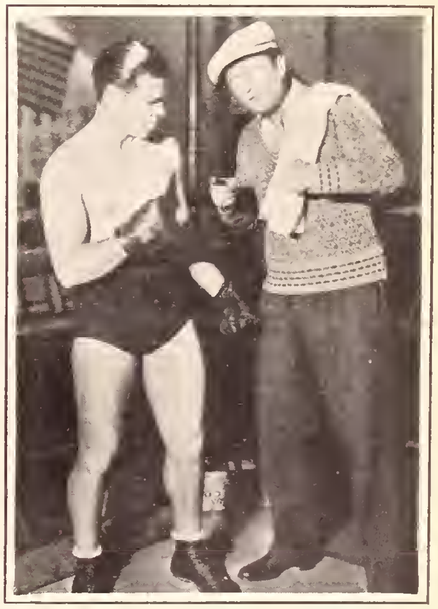
Lillian Phones Dorothy

LILLIAN GISH is in California and Dorothy is in England, but that did not prevent Lillian from getting Sister Dorothy on the telephone Monday morning to find out when she was returning home. The extension of the transatlantic radiophone service to Los Angeles made this possible.

Arthur Loew (right), head of the Metro-Goldwyn-Mayer foreign department, visits Director Ernst Lubitsch and Ramon Novarro during the filming of "Old Heidelberg" at the M-G-M Culver City studios

June Marlow, whose stock has been sent soaring by her work in Universal's "Alias the Deacon," joins the Gentlemen's Preferred class in a blonde wig

Jackie Coogan, Metro-Goldwyn-Mayer star, in the uniform of the Urban Military Academy, where he is preparing for his role in "The Bugle Call" (M-G-M)



Edmund Lowe, playing the fight manager in "Is Zat So?" for Fox Films, gives a bit of sound advice to Mickey Walker, middleweight, a recent studio visitor

The animation staff at the Sullivan studios, New York City, pauses for a moment to "look pleasant" for the photographer. Pat Sullivan, creator of the "Felix, the Cat" cartoon comedies released by Educational, is at the extreme left, with O. Messmer, chief animator, sitting next to him.

When the call was made it was 8 o'clock in the morning for Lillian and 4 o'clock in the afternoon for Dorothy—who, by the way, starts home in April.

Naked Truth Guests Registering

MANY screen celebrities will be "among those present" at what is promised to be the most brilliant Naked Truth dinner yet planned by the Associated Motion Picture Advertisers. Telegrams declaring they would attend the annual Eastern film frolic slated for the evening of Saturday, April 2, at the Astor Hotel, have already been received by Walter Eberhardt, president of the A.M.P.A., from Richard Dix, Ben Lyon, Lois Wilson, George Walsh, Robert Kane, Sam Hardy, Ruth Dwyer, Forrest Halsey, Leland Hayward, Joseph Boyle and Andres De Segurola.

A surprise visitor at last Thursday's luncheon of the A.M.P.A. was R. H. Burnside, former director general of the New York Hippodrome, now with Famous Players, who talked on his pleasant relations with the corporation. Other honor guests were Karl Brown, photographer, producer, director and author of "Stark Love," the production made in the mountains of North Carolina with a cast of real Hill Billies, many of whom had never even seen a motion picture, much less acted in one; Charles Christie, who, like most comedy producers, spoke very seriously of the fun business; and John H. Waldron, Mack Sennett's business manager. Wallace Beery will be a guest of the A.M.P.A. at this Thursday's gustatory gabfest of the screen's Apostles of Truth.

Arthur, East, in Hospital

JOHNNY ARTHUR, star of Educational-Tuxedo comedies, underwent a successful nasal and throat operation at the Manhattan Eye, Ear and Throat Hospital, New York City, Monday, February 28. Arthur was reported to be getting along nicely on Tuesday, following the operation.

He arrived in New York the latter part of last week from Hollywood, where he recently completed his sixth comedy, the final one on this season's schedule. Arthur probably will be able to leave the hospital in a week or ten days.

Celebrate Silver Wedding

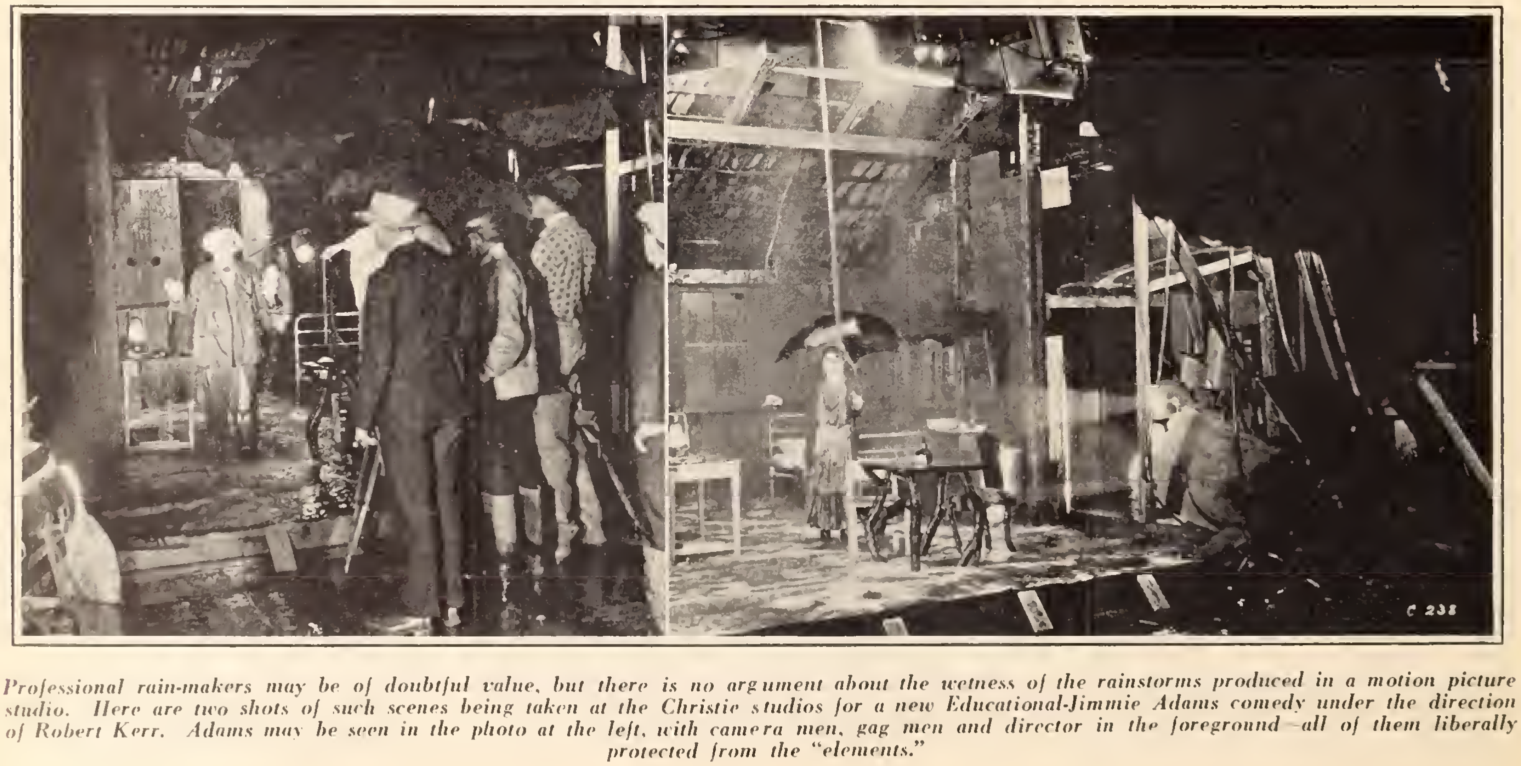
M. H. HOFFMAN, vice-president of Tiffany Productions, Inc., and Mrs. Hoffman celebrated the twenty-fifth anniversary of their wedding on Friday, February 25, by giving an informal dinner at their residence in Midwood Manor, New York, to their relatives and friends.

The executives and office force of Tiffany, as a token expressing their esteem and affection for "M. H." and his wife, presented the couple with a magnificent pair of antique Sheffield silver candlesticks.

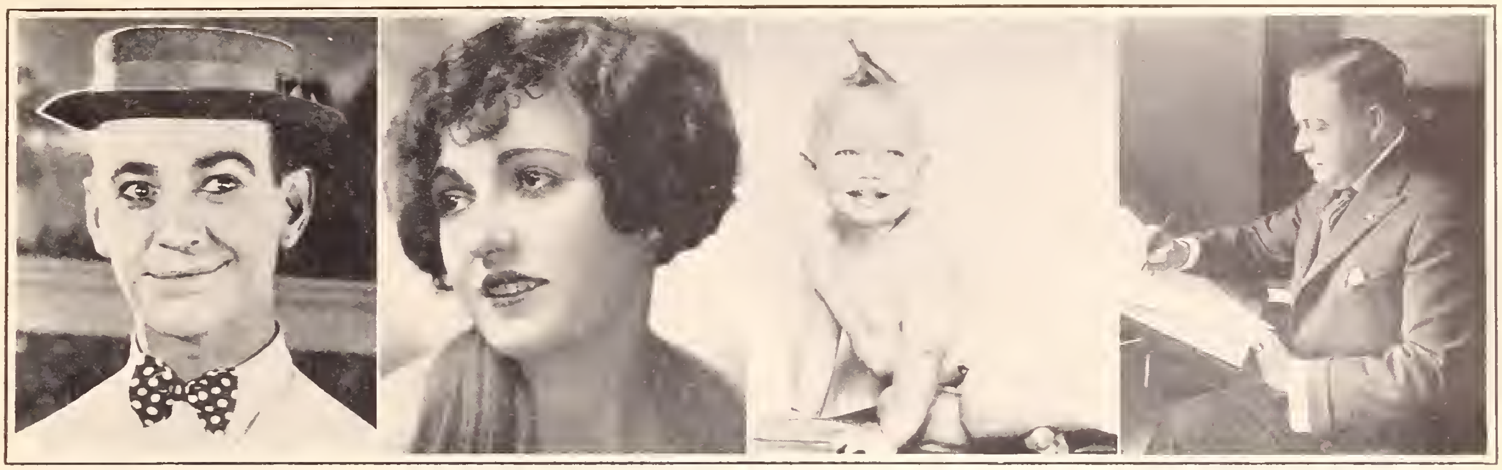
Back to Sunny Spain

AFTER delaying her departure several months to complete her exclusive contract to make "Movietone" recordings for Fox-Case Corporation, Raquel Meller sailed for her native Spain aboard the Spanish Royal Mail liner *Alphonso XIII* recently.

The celebrated Spanish star made four talking pictures in the Fox-Case studios on Tenth Avenue, New York. Senorita Meller appeared in the rich Spanish costumes and settings which won her acclaim in her theatrical programs. The four recordings made for Fox-Case are "La Mujer del Torero" (The Wife of the Toreador), "Flor del Mal" (Flower of Sin), "La Tarde de Corpus (Corpus Christi Day) and "Noi de la Madre" (Song of Motherhood).



Professional rain-makers may be of doubtful value, but there is no argument about the wetness of the rainstorms produced in a motion picture studio. Here are two shots of such scenes being taken at the Christie studios for a new Educational-Jimmie Adams comedy under the direction of Robert Kerr. Adams may be seen in the photo at the left, with camera men, gag men and director in the foreground—all of them liberally protected from the "elements."



George McManus (at the right), famous cartoonist and creator of "The Newlyweds and Their Baby," and "Let George Do It," both of which series Stern Brothers are producing as comedy two-reelers for Universal, together with three of the players who bring his characters to life on the screen: Sid Saylor, appearing in both series; Ethlyne Claire, and Snookums, both appearing in "The Newlyweds."

He Hasn't Changed

IT is always a genuine pleasure to interview (if such it could be called) Harold Lloyd on his infrequent trips East. We dropped in on him this week at the Ambassador, where he and Mrs. Lloyd (not to overlook the faithful Joe Reddy, minus a considerable amount of avoirdupois) are stopping for a few days. They planned to stay for several weeks, but owned up to considerable homesickness already, so it would not be surprising to hear of their return to the Coast next week.

This is the first time Lloyd has been in New York during the presentation of one of his pictures in a Broadway house. He is well pleased with the reception given "The Kid Brother" throughout the country to date, and feels that it is a better picture than "For Heaven's Sake."

His plans are very indefinite for his next picture, with several ideas under consideration. He tries to give his fans constant variety, however, and his next will have less pathos and "heart stuff" than "The Kid Brother."

Lloyd is as unspoiled and sensible as ever, and is wearing the same sized hat he has worn these many years—a fact which it is always pleasant to record about any outstanding personality. Mrs. Lloyd (Mildred Davis) is looking very well indeed. She returns to the screen in "Too Many Crooks," which was scheduled for a preview on the Coast this Friday night. Lloyd, by the way, must find a new leading lady for his next picture to succeed Jobyna Ralston, now with Famous.

Marines Coast Opening

COMBINING the brilliance of a West Coast premiere with the pomp and ceremony of a military affair, "Tell It to the Marines" opened last week at the Million Dollar Theatre, Los Angeles. A military parade through the streets preceded the showing. Brigadier General Smedley Butler of the San Diego Marine base, who supervised many sequences in the picture, arrived as guest of honor and was greeted by a thirteen-salvo salute from a Marine Corps cannon. William Haines enjoyed the distinction of attending both the New York and Los Angeles premieres, as he was in New York when the picture opened here last December.

"Don Juan" in London

MONDAY night, February 14, saw the London premiere of "Don Juan" at the Astoria Cinema, Charing Cross Road. A brilliant audience turned out, including distinguished members of the English and American stage and a striking list of titled guests.

Bert Lytell, Actor

CHATTING with Bert Lytell the other afternoon at the Lambs, during his appearance in a sketch at the Palace in New York, we fell to reminiscing over other days and he mourned the fact that he had never been given another role with the "meat" to it of that which he played in "The Right of Way," same years ago. That picture will never be forgotten by those who saw it, and it seems a pity that this vein was never followed up, but it is a not uncommon condition. Hobart Bosworth made three classics in "The Sea Wolf," "Below the Surface" and "Behind the Door," yet he has been given nothing comparable with them in years.

Lytell will continue his vaudeville tour until April, after which he will do another crook drama for Columbia, for whom he did the highly successful "The Lone Wolf Returns." He is keenly interested, just now, in the synchronized music and talking pictures, and believes that while these will never replace the silent drama they may lead to a new type of "spoken photoplay" with effects not now possible in either the spoken drama or the motion picture.

Man Ray En Route

MAN RAY, the noted modernist artist and experimenter in futuristic cinematography, sailed from Paris, Wednesday, on the *Paris*, to attend the American premiere of his latest screen opus, "Emak Bakia," which will be presented at a special subscription performance at the Guild Theatre, on West Fifty-second Street, on Sunday, March 6th, at two performances.

The same program will also include the American premiere of "The Living Dead Man," based on Pirandello's novel, "The Late Matthew Pascal," which features Ivan Mosjoukine, formerly of the Moscow Art Theatre, now with Universal, and Lois Moran.

Gil Pratt, comedy director, signs with F.B.O. to do a series of short features starting with "The Wisecrackers." Left to right: Sam Nelson, assistant director; James Wilkinson, production supervisor, and Gil Pratt, director.

Members of First National's K.O. Club, representing the top-notch salesmen of the F. N. field organization. In the upper row, reading across: N. R. Mitchell, Toronto; C. J. Morrison, Denver; S. D. Chapman, Detroit; M. L. Pincus, Buffalo; F. J. Leonard, Philadelphia; lower row: Walter B. Collins, Detroit; Lee W. Moffit, Louisville; Albert B. Bibber, Boston; H. L. Cass, Kansas City, and H. P. Underwood, Pittsburgh.

Carewe Producing Play

NEXT Tuesday night at the Forrest Theatre, Edwin Carewe, in association with the Shuberts, will make his bow as a New York theatrical producer. The play is "The Heaven Tappers," formerly "The Celestial Hi-jackers," written by George Scarborough and produced on the West Coast by Carewe. Carewe is directing the Broadway production, which will have its tryout in Stamford, Conn., on Monday night. Margaret Lawrence was added to the cast this week, and the prospects for the play are declared to be bright. The story, as Carewe told it to us, should make perfect picture material—so watch for "The Heaven Tappers."

Here, transmitted by wire from California to New York, is a photo of Richard Barthelmess as he appeared shortly after breaking a bone in his foot while playing tennis. With him are Al Rockett, unit production manager, and Molly O'Day, Barthelmess' leading lady in First National's "The Patent Leather Kid."

Carewe was filled with plans and preparations for the opening of the play—but not too much so to express his enthusiasm over "Resurrection," which he has just produced with Inspiration for United Artists. He has adhered closely to the Tolstoi story in spirit and, in fact, he declares, simplifying and eliminating characters rather than altering situations. Dolores del Rio's work in the leading feminine role is an amazing performance, he says, and coupled with "What Price Glory" and "Carmen" should carry her far toward stardom.

He told us something of his plans for his next picture, and, while they are not yet ready for announcement, it may be said that he intends to maintain the standard he has set for himself in "Resurrection."

Review Rewarded

EIGHTEEN subjects were looked at in the past two weeks by the National Board of Review and four asterisks of merit were awarded, going to Pathe Review, all of them—issues No. 11, 12, 13 and 14.

Colleen Talks to London

COLLEEN MOORE, First National star, enjoys the distinction of being the first private user of the newly opened Los Angeles to London phone service. At the other end of the "wire" was J. Franklin Brockliss, managing director of British First National.

Real School Co-operation

ERNEST L. CRANDALL, director of lectures and visual instruction in the New York City schools, considered the showing of "Mona Lisa," the Educational Romance picture in technicolor, in Loew houses of sufficient importance to warrant bringing it to the attention of district superintendents and principals in a special letter.

Hungarian Stage Idol Coming

HUNGARY is about to make another contribution to Hollywood and American films in the person of the actor-idol of Budapest, Paul Lukas, who has been signed to an exclusive management contract by E. M. Somlyo, Hollywood and foreign producer, who plans to bring the star to the United States upon the conclusion of his present stage engagement in Budapest.

Although Lukas's fame and popularity have been won chiefly by his work on the stage in Budapest and Vienna, he has also played in a number of pictures in Europe, and will be no stranger to the camera. Alexander Korda, now here directing for First National, has directed Lukas in pictures in Hungary.

As might be expected, Lukas is young, tall, and handsome, but is a very distinctive type. However, it is not upon his good looks, but upon his acting, with which a number not only of his compatriots here but of American directors are familiar, that his proponent relies for Lukas to attain in Hollywood and in America a popularity comparable to that he enjoys abroad. Somlyo, who has recently returned to Hollywood after five years abroad, has watched Lukas's work during all that time, and since, in 1923, he saw the actor in "Ivanov," a Russian play which advanced him to stardom, Somlyo has wished to bring him to America and the films.

The golf bug, which has become almost epidemic in the near fatality of its bite in the last generation, has finally been isolated and rendered visible to the human eye by scientists working at Universal City. Here it is seen about to sting Barbara Kent, Universal featured player and 1927 Wampus Baby Star.

Lukas's name goes "in the lights" of the National Theatre in Budapest, and he is himself a "national player" or star member of the State endowed company. He speaks no English except the little he has learned for occasional scenes in his stage plays. The date of his sailing for the United States is as yet uncertain, but will shortly follow the completion of his current stage engagement in Hungary.

De Segurola Likes Films

ANDRES DE SEGUROLA—a name familiar to every opera goer—was a star of the Metropolitan Opera for more than a dozen years, and resigned a few years ago at the height of his career to enjoy life before advancing years took away his relish for it. He wanted freedom and leisure—and now, thanks to Gloria Swanson, whom he has known for a number of years, he is more of a slave than ever, and to an entirely new master, Motion Pictures.

De Segurola makes his bow on the screen in "The Love of Sunya," and he has found pictures so fascinating that he intends to continue in them. It is not unlikely that he will appear in the next Swanson vehicle as well. His sense of rhythm and timing, the fruit of a musical education, has stood him in good stead in the studio.

As a result of his first experience he advances the pertinent suggestion that from the standpoint of the actor it would be valuable if technical arrangements in the studio could be made so that longer, sustained scenes might be played, with different cameras recording close-ups, long shots and various angle shots during the uninterrupted performance of an entire sequence. This, he feels, would make it possible for the players to get into the role more thoroughly and to build up a properly shaded, consistent performance.

Edmund Goulding, M-G-M director, rehearsing a scene for his motion picture demonstration before students of Photoplay Composition at Columbia University. The leading man is William Twiddy, '27, and the "heroine" is "Bill" Easton, '29, a Columbia track star.

Photographer's Sex Determined

IN crediting a photographer with the Fox company for good judgment in selection of subjects and skill in taking pictures of the same, a reviewer of THE MOTION PICTURE NEWS drew his letter: "I know you would not purposely go on breaking a lady's heart, so I am taking the liberty of writing you this letter. . . . But, instead of calling me a 'cameraman' won't you, please, sir, call me a lady.

"Sincerely yours,
"(signed) ELIZABETH PICKETT."

Fair enough: henceforth Miss (or should it be Mrs.?) Pickett shall be classified with the fair sex.

Babe Ruth gets his first salary check for his work in First National's "Babe Comes Home," from the hand of Richard A. Rowland. In the group are M. C. Levee, Mr. Rowland, Mr. Ruth, John McCormick, and Wid Gunning, producer of the picture.

One-Man T.N.T. Committees

ANNOUNCEMENT of committees for the Naked Truth Dinner-Dance of the Associated Motion Picture Advertisers at the Hotel Astor, April 2, has been made. One-man committee will, in general, be the rule.

Tom Wiley will have charge of the music and hotel arrangements. Victor M. Shapiro, of United Artists, has consented to enact his annual role of getting together the news reel. George Harvey, Producers' Distributing Corporation, will have charge of advertising and trade paper relations. W. E. Mulligan, First National, will be in charge of publicity. Kenneth Hallam, F.B.O., will be master of props.

Radio arrangements will be handled by A. L. Selig of Tiffany Productions. John Flinn, Producers' Distributing Corporation, will be marshal of the evening with several capable assistants. Bert Adler and Al Feinman will be general members of the dinner committee.

Seating arrangements will be handled by Tom Wiley, Al L. Selig and Lon Young. A committee composed of Arthur James, Hopp Hadley, Ed McNamee and Hal Howe will be in charge of the entertainment part of the program. The sale of tickets will be under the management of the board of directors, the past presidents and the advisory council.

Walter Eberhardt, president, is taking over the handling of finances and business arrangements for the dinner. Although tickets will not be available until next Monday, six tables have already been reserved, a result of the announcement that the assignment of seats will be made in order of cash reservations. Eberhardt can be reached at First National Pictures, 383 Madison Avenue.

Rutgers the Third

RUTGERS NEILSON, 3rd, arrived at St. Ann's Hospital, New York, last Saturday morning to greet Mr. and Mrs. Rutgers Neilson. He is reported to have had a pencil over one ear and a ream of copy paper in his hand, and as soon as the introductions were over with he issued a statement to the trade press in which he announced that he would launch a campaign for bigger and better milk bottles. (His father, may we add, is with the Pathe publicity department.)

Taylor's Title Trouble Tale

THE several controversies which arose recently over the use of the title "All Aboard" for Johnny Hines' latest First National picture produced by C. C. Burr have now been amicably settled through mutual agreements between the producer and distributing corporation concerned, and exhibitors can be assured the picture will be released under the original title of Matt Taylor's story, "All Aboard," from which the comedy was adapted.

Shortly after the picture went into production, it was discovered that Fox Films had released a two-reel picture under the title of "All Aboard" some time ago. Negotiations were gone into, after which officials of the Fox organization came to the decision that the First National picture would not conflict with their short subject of the same name.

Upon the completion of all camera work on "All Aboard," it came to the notice of First National that Producers Distributing Corporation had registered the title for future use. Again negotiations were gone into, and through the courtesies of Cecil B. De Mille and John Flinn that organization waived their rights to the title in favor of Johnny Hines.

Connie's Thirtieth Picture

WITH the filming of final scenes in "Venus of Venice," Constance Talmadge completes the thirtieth picture of her screen career. It is a little more than ten years since she came into prominence in Griffith's "Intolerance."

Ford New M.P.D.A. Head

AS president, John Ford will direct activities of the Motion Picture Directors' Association during the ensuing year, following the annual election of officers, the results of which have just been made public. Associated with William Fox, Ford is best known for "The Iron Horse," "Three Bad Men," and other specials. He succeeds Reginald Barker, of Metro-Goldwyn-Mayer.

The newly chosen vice-president is Al Rogel, of First National, and Reeves "Breezey" Eason is the new treasurer. The newly elected board of governors includes William Beaudine, George Irving, Phil Rosen, Reginald Barker, Orval MacGregor, and Roy Clements.

Outlining a program of progress and advancement for the coming year, Ford announced his policies immediately following his elevation to the new post.

Laemmle Buys Coast Home

CARL LAEMMLE celebrated the establishment of a permanent residence on the West Coast last Sunday evening at a house party to two hundred guests at his newly acquired home, the Casa Grande del Monte. It was built by the late Thomas H. Ince and purchased by Laemmle from Mrs. Ince. He will still spend a certain amount of time in New York and Europe, but will devote a large portion of his energies to personal supervision of production at Universal City.

Mabel Normand Better

AFTER a serious and threatening attack of bronchial pneumonia, Mabel Normand is finally announced as well on the road to recovery and likely to be out of the hospital in a week or so.

Babe's Home-Coming

THE story, "Babe Comes Home," in which Babe Ruth is featured with Anna Q. Nilsson, was not written with the baseball star in mind for the lead, according to John McCormick, general production manager on the West Coast for F. N. The story was bought months ago, he said, under the title "Said With Soap," and was written by Gerald Beaumont. Ruth came to Los Angeles in a vaudeville turn, and the production executives seized on the idea of having him play the lead.

Movie Section Added

THEATRE MAGAZINE has added a new motion picture department, conducted by Sylvia B. Golden. It embraces pen portraits of film notables, exclusive sketches and photographs, and interesting interviews, making up an attractive department.

A Flock of New Faces

BETWEEN two and three hundred new faces, never before seen on any motion picture screen, will make their debut in "Rubber Tires." Director Alan Hale took his principals on a long tour of the tourist auto camps in filming this, and in each camp announced that he would need a certain number of extras the following day. In every instance he had more than he could use, and these fledgling troupers will make their bow when "Rubber Tires" rolls across the screen for the first time.

Evidently Not A Universal Custom

PAUL GULICK, the ever affable publicity advertising and exploitation head of Universal, was asked by a magazine writer for pictures of Carl Laemmle's directors with their children. His response: "I don't know what sort of race suicide our directors practice but it may be that they have merely kept their progeny away from the publicity department."

Dry Precipitation

SOMETHING new in rain-making is being tried out in "Old Heidelberg" at the M-G-M studios. Instead of jets of water before the camera, under this new method the water is at a distance and is reflected into the camera, protecting sets and costumes. In a scene where Novarro, as the newly created ruler, sits before his window gazing at the raindrops pattering against the glass, the rain is really some two hundred feet away, on the other stage, and by an ingenious system of reflectors a perfect illusion is created.

Theatre Total for U. S. 14,991

Motion Picture News Survey for 1926 Completed; Information on States Given in Detail

By J. S. Dickerson

THE following table of statistical information concerning the motion picture theatres of the United States and their classifications, contains material for some interesting comparisons and deductions.

The total number of houses recorded is 14,991, an increase of 306 over the 1925 compilation. The totals for the country divided into five groups, A. B. C. D and E, and representing comparative purchasing power is as follows:

Class A	1,041
Class B	1,706
Class C	3,511
Class D	4,356
Class E	4,377
Total	14,991

Theatres are not adjudged as Class A in cities of less than 10,000 population and B theatres do not extend below the group of towns of 5,000 population. All theatres in towns of less than 3,000 are termed either E or D class houses. Towns of less than 1,500 population are classed in the E group.

Class A and B theatres in seating capacity and general characteristics may be equal and the only difference is likely to be the amount of film rental they can or do pay.

Unless a theatre runs once per week or more it has not been included in the table, and clubs, fraternal organizations or other non-theatrical accounts have not been considered.

ANALYSIS OF ALABAMA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Birmingham 21)	1	21
Group 2	50,000 to 100,000	1	7
Group 3	25,000 to 50,000	1	4
Group 4	15,000 to 25,000	4	10
Group 5	10,000 to 15,000	3	9
Group 6	5,000 to 10,000	28	30
Group 7	2,500 to 5,000	20	23
Group 8	1,500 to 2,500	28	30
Group 9	1,500 and less	25	25
			159

CLASSIFICATION DIVISION

Class A	6
Class B	20
Class C	35
Class D	64
Class E	34
Total	159

ANALYSIS OF ARIZONA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	25,000 to 50,000	1	7
Group 2	10,000 to 25,000	1	3
Group 3	5,000 to 10,000	8	14
Group 4	2,500 to 5,000	9	11
Group 5	1,500 to 2,500	5	5
Group 6	1,500 and less	19	19
			59

CLASSIFICATION DIVISION

Class A	3
Class B	9
Class C	17
Class D	13
Class E	17
Total	59

ANALYSIS OF ARKANSAS THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 2	50,000 to 100,000	1	9
Group 3	25,000 to 50,000	1	5
Group 4	15,000 to 25,000	1	3
Group 5	10,000 to 15,000	3	6
Group 6	5,000 to 10,000	8	18
Group 7	2,500 to 5,000	30	40
Group 8	1,500 to 2,500	27	31
Group 9	1,500 and less	76	80
			192

CLASSIFICATION DIVISION

Class A	5
Class B	16
Class C	32
Class D	74
Class E	65
Total	192

ANALYSIS OF CALIFORNIA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Los Angeles 102) (San Francisco 49) (Oakland 23)	3	174
Group 2	50,000 to 100,000	4	47
Group 3	25,000 to 50,000	6	41
Group 4	15,000 to 25,000	8	30
Group 5	10,000 to 15,000	5	16
Group 6	5,000 to 10,000	21	44
Group 7	2,500 to 5,000	45	65
Group 8	1,500 to 2,500	45	47
Group 9	1,500 and less	109	111
			575

CLASSIFICATION DIVISION

Class A	58
Class B	105
Class C	210
Class D	152
Class E	50
	575

ANALYSIS OF COLORADO THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Denver)	1	44
Group 2	50,000 to 100,000	..	..
Group 3	25,000 to 50,000	2	11
Group 4	15,000 to 25,000	..	..
Group 5	10,000 to 15,000	3	9
Group 6	5,000 to 10,000	5	12
Group 7	2,500 to 5,000	14	28
Group 8	1,500 to 2,500	13	13
Group 9	1,500 and less	80	83
			200

Compilation Shows Increase of

CLASSIFICATION DIVISION

Class A	12
Class B	17
Class C	39
Class D	67
Class E	65
Total	200

ANALYSIS OF CONNECTICUT THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Bridgeport 17) (Hartford 15) (New Haven 17) (Waterbury 8)	4	57
Group 2	50,000 to 100,000	1	4
Group 3	25,000 to 50,000	4	15
Group 4	15,000 to 25,000	6	17
Group 5	10,000 to 15,000	5	9
Group 6	5,000 to 10,000	15	19
Group 7	2,500 to 5,000	15	15
Group 8	1,500 to 2,500	25	25
Group 9	1,500 and less	16	16
			177

CLASSIFICATION DIVISION

Class A	22
Class B	48
Class C	39
Class D	55
Class E	13
Total	177

ANALYSIS OF DELAWARE THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	1	15
Group 7	2,500 to 5,000	4	6
Group 8	1,500 to 2,500	7	10
Group 9	1,500 and less	9	9
			40

CLASSIFICATION DIVISION

Class A	4
Class B	4
Class C	5
Class D	21
Class E	6
Total	40

DISTRICT OF COLUMBIA

1 City .... 50 Theatres

CLASSIFICATION DIVISION

Class A	7
Class B	4
Class C	18
Class D	21
	50

ANALYSIS OF FLORIDA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Jacksonville 12) (Miami 13)	2	25
Group 2	25,000 to 50,000	2	11
Group 3	15,000 to 25,000	3	11
Group 4	10,000 to 15,000	2	7
Group 5	5,000 to 10,000	9	21
Group 6	2,500 to 5,000	16	24
Group 7	1,500 to 2,500	26	32
Group 8	1,500 and less	85	85
			216

CLASSIFICATION DIVISION

Class A	22
Class B	33
Class C	60
Class D	54
Class. E	47
	216

ANALYSIS OF GEORGIA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Atlanta)	1	15
Group 2	50,000 to 100,000	3	20
Group 3	25,000 to 50,000	1	6
Group 4	15,000 to 25,000	3	8
Group 5	10,000 to 15,000	4	6
Group 6	5,000 to 10,000	12	20
Group 7	2,500 to 5,000	30	31
Group 8	1,500 to 2,500	31	33
Group 9	1,500 and less	48	49
			188

CLASSIFICATION DIVISION

Class A	11
Class B	25
Class C	45
Class D	59
Class E	48
Total	188

ANALYSIS OF IDAHO THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	..	..
Group 2	50,000 to 100,000	..	..
Group 3	25,000 to 50,000	..	..
Group 4	15,000 to 25,000	1	3
Group 5	10,000 to 15,000	1	4
Group 6	5,000 to 10,000	7	18
Group 7	2,500 to 5,000	11	22
Group 8	1,500 to 2,500	11	14
Group 9	1,500 and less	44	44
			105

CLASSIFICATION DIVISION

Class A	1
Class B	9
Class C	23
Class D	28
Class E	44
Total	105

ANALYSIS OF INDIANA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	1	57
Group 2	50,000 to 100,000	6	63
Group 3	25,000 to 50,000	5	28
Group 4	15,000 to 25,000	8	27
Group 5	10,000 to 15,000	11	37
Group 6	5,000 to 10,000	22	52
Group 7	2,500 to 5,000	40	71
Group 8	1,500 to 2,500	36	41
Group 9	1,500 and less	154	154
			530

CLASSIFICATION DIVISION

Class A	33
Class B	55
Class C	111
Class D	177
Class E	154
Total	530

306 Theatres Over 1925 Total

ANALYSIS OF ILLINOIS THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Chicago 321)	1	321
Group 2	50,000 to 100,000	4	37
Group 3	25,000 to 50,000	12	60
Group 4	15,000 to 25,000	10	45
Group 5	10,000 to 15,000	13	31
Group 6	5,000 to 10,000	42	75
Group 7	2,500 to 5,000	72	91
Group 8	1,500 to 2,500	71	71
Group 9	1,500 and less	299	299
			1,030

CLASSIFICATION DIVISION

Class A	54
Class B	115
Class C	266
Class D	296
Class E	299
Total	1,030

ANALYSIS OF IOWA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Des Moines)	1	21
Group 2	50,000 to 100,000	2	23
Group 3	25,000 to 50,000	4	28
Group 4	15,000 to 25,000	7	28
Group 5	10,000 to 15,000	4	13
Group 6	5,000 to 10,000	15	33
Group 7	2,500 to 5,000	46	69
Group 8	1,500 to 2,500	49	67
Group 9	1,500 and less	297	298
			580

CLASSIFICATION DIVISION

Class A	22
Class B	40
Class C	66
Class D	144
Class E	308
Total	580

ANALYSIS OF KANSAS THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Kansas City 13)	1	13
Group 2	50,000 to 100,000	2	17
Group 3	15,000 to 25,000	5	19
Group 4	10,000 to 15,000	9	27
Group 5	5,000 to 10,000	9	21
Group 6	2,500 to 5,000	35	53
Group 7	1,500 to 2,500	36	37
Group 8	1,500 and less	249	249
			436

CLASSIFICATION DIVISION

Class A	8
Class B	37
Class C	58
Class D	84
Class E	249
Total	436

ANALYSIS OF KENTUCKY THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Louisville 33)	1	33
Group 2	50,000 to 100,000	1	7
Group 3	25,000 to 50,000	1	5
Group 4	15,000 to 25,000	1	4
Group 5	10,000 to 15,000	2	8
Group 6	5,000 to 10,000	13	29
Group 7	2,500 to 5,000	26	32
Group 8	1,500 to 2,500	42	47
Group 9	1,500 and less	78	78
			243

CLASSIFICATION DIVISION

Class A	9
Class B	25
Class C	56
Class D	85
Class E	68
Total	243

ANALYSIS OF LOUISIANA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (New Orleans 60)	1	60
Group 2	50,000 to 100,000	1	7
Group 3	25,000 to 50,000	1	6
Group 4	15,000 to 25,000	1	3
Group 5	10,000 to 15,000	2	7
Group 6	5,000 to 10,000	8	15
Group 7	2,500 to 5,000	24	29
Group 8	1,500 to 2,500	17	18
Group 9	1,500 and less	59	70
			215

CLASSIFICATION DIVISION

Class A	9
Class B	25
Class C	56
Class D	65
Class E	60
Total	215

ANALYSIS OF MAINE THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	50,000 to 100,000	1	6
Group 2	25,000 to 50,000	2	9
Group 3	15,000 to 25,000	1	2
Group 4	10,000 to 15,000	4	11
Group 5	5,000 to 10,000	7	19
Group 6	2,500 to 5,000	21	23
Group 7	1,500 to 2,500	23	34
Group 8	1,500 and less	98	98
			202

CLASSIFICATION DIVISION

Class A	9
Class B	17
Class C	32
Class D	46
Class E	98
Total	202

Purchasing Power Represented

ANALYSIS OF MARYLAND THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Baltimore 98)	1	98
Group 2	25,000 to 50,000	2	11
Group 3	10,000 to 15,000	2	6
Group 4	5,000 to 10,000	3	7
Group 5	2,500 to 5,000	10	12
Group 6	1,500 to 2,500	12	13
Group 7	1,500 and less	15	15
			162

CLASSIFICATION DIVISION

Class A	12
Class B	18
Class C	39
Class D	78
Class E	15
Total	162

ANALYSIS OF MASSACHUSETTS THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Boston 110) (Fall River 12) (Lowell 10) (New Bedford 12) (Springfield 13) (Worcester 11)	6	168
Group 2	50,000 to 100,000	6	41
Group 3	25,000 to 50,000	6	22
Group 4	15,000 to 25,000	17	33
Group 5	10,000 to 15,000	13	24
Group 6	5,000 to 10,000	40	49
Group 7	2,500 to 5,000	34	37
Group 8	1,500 to 2,500	23	23
Group 9	1,500 and less	9	9
			406

CLASSIFICATION DIVISION

Class A	54
Class B	103
Class C	133
Class D	107
Class E	9
Total	406

ANALYSIS OF MICHIGAN THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Detroit 157) (Grand Rapids 23)	2	180
Group 2	50,000 to 100,000	2	20
Group 3	25,000 to 50,000	9	56
Group 4	15,000 to 25,000	1	4
Group 5	10,000 to 15,000	13	31
Group 6	5,000 to 10,000	31	57
Group 7	2,500 to 5,000	30	38
Group 8	1,500 to 2,500	41	35
Group 9	1,500 and less	145	145
			566

CLASSIFICATION DIVISION

Class A	41
Class B	61
Class C	130
Class D	189
Class E	145
Total	566

ANALYSIS OF MINNESOTA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Minneapolis 48) (St. Paul 29)	2	77
Group 2	50,000 to 100,000	1	10
Group 3	25,000 to 50,000	0	0
Group 4	15,000 to 25,000	3	12
Group 5	10,000 to 15,000	5	16
Group 6	5,000 to 10,000	16	30
Group 7	2,500 to 5,000	31	41
Group 8	1,500 to 2,500	51	52
Group 9	1,500 and less	166	166
			404

CLASSIFICATION DIVISION

Class A	20
Class B	27
Class C	81
Class D	110
Class E	166
Total	404

ANALYSIS OF MISSISSIPPI THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	15,000 to 25,000	3	11
Group 2	10,000 to 15,000	5	10
Group 3	5,000 to 10,000	7	12
Group 4	2,500 to 5,000	13	16
Group 5	1,500 to 2,500	23	25
Group 6	1,500 and less	37	37
			111

CLASSIFICATION DIVISION

Class A	6
Class B	11
Class C	17
Class D	40
Class E	37
Total	111

ANALYSIS OF MISSOURI THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (St. Louis 111) (Kansas City 59)	2	170
Group 2	50,000 to 100,000	1	13
Group 3	25,000 to 50,000	2	9
Group 4	15,000 to 25,000	2	6
Group 5	10,000 to 15,000	6	18
Group 6	5,000 to 10,000	17	29
Group 7	2,500 to 5,000	32	43
Group 8	1,500 to 2,500	57	58
Group 9	1,500 and less	110	110
			456

CLASSIFICATION DIVISION

Class A	25
Class B	58
Class C	95
Class D	166
Class E	112
Total	456

Stanley-West Coast Merger Seen

Figured as One Step in Control of First National by Stanley; National Chain Being Created

LOS ANGELES, March 2.—Officials of the Stanley Company of America, headed by John J. McGuirk, President, are expected here shortly to arrange for a giant theatre merger with West Coast Theatres, Inc.

This is an aftermath of a series of meetings held in the East which have resulted, according to the understanding here, of the acquisition of control of First National by Stanley.

This was brought about by Hayden, Stone & Co., bankers interested in both First National and West Coast, and E. B. Smith, Philadelphia bankers interested in the Stanley Company. Richard Hoyt, of Hayden, Stone & Co., is on the First National Board of Directors.

National Theatre Circuit

The deal also means a new era for First National, because, under the Stanley regime, a national theatre circuit is being created, with West Coast Theatres an important link in the chain.

It had been expected that Stanley extension to the Middle West would happen about the same time as the West Coast deal, but this, apparently, has not proved to be the case. The understanding now is, however, that the Mid-West will be represented eventually in the national chain by Ruben & Finkelstein in the Northwest; the Saxe interests in Wisconsin; and Skouras, St. Louis.

This would bring the chain's total to more than 500 houses, and make it a still more formidable contender for first honors in the circuit war. The Stanley Eastern holdings, including Crandall, the Moe Mark group, Jake Wells, Rowland & Clark and the Fabians, number 210 theatres. The West Coast total is now 136.

Col. Fred Levy, of Louisville, is expected to line up his theatres with the Stanley group, thus bringing in one section of the South.

One of the biggest factors in the situation is E. V. Richards, of the Saenger Amusement Co., New Orleans, which has been rapidly extending its interests throughout the South and even into South America. Saenger is affiliated with Publix. Just what the attitude of Mr. Richards will be toward the new deal remains to be seen, but it is known that he is still with First National as a member of the Executive Committee, though the Saenger theatres are allied with Publix.

Atlantic City Meeting

In this connection a bit of interesting history comes to light. About a year ago, at Atlantic City, the move for Stanley control of First National was initiated. This had been preceded by efforts on the part of some of the First National franchise-holders to persuade Richards to become the controlling head of the company, even to the extent of moving to New York. Mr. Richards declined to do this, preferring to devote himself to his strong theatre interests.

Subsequently, the handling of the problem by the banking group has become more marked. It should be remembered that Stanley, from its viewpoint, was a great theatre chain without its own production supply. The bankers, desiring to harmonize the whole situation by strenghthening First National and at the same time making the position of Stanley more impregnable, have swung, in the opinon of observers, control to Stanley, with the national theatre chain and increased capital for First National the ultimate object.

Franklin's Job

With the Stanley-West Coast merger in prospect, the importance of the job undertaken by Harold B. Franklin looms still bigger. Last week announcement was made that Mr. Franklin would become head of West Coast Theatres, which is already a fact.

In some quarters the speculation now is that Mr. Franklin may be slated for the job of managing director of all the Stanley-First National theatres so far as actual operation of the houses is concerned. This, however, may not prove to be the case. Those who take an opposite view maintain that Mr. Franklin will operate West Coast, while the various chains, as they are brought into the national circuit will continue under the direction of the present franchise-holders.

In any event, all signs point to a new deal in First National, with a view to pushing forward the company's position in the trade, and financially. Further interesting developments may be looked for soon.

It is also understood that West Coast may acquire some of the houses of the North American Theatres, Inc., though this development in the situation is not clearly defined.

Nearly 200% Rise in Liability Rates

THEATRES in Greater New York are operating under a high rate of liability insurance which has taken a jump from the old rate of 18 cents per theatre seat to the present schedule which places the figure at 40. This charge in rates adds to the cost of operating a theatre in the New York district a financial burden of tremendous weight. Exhibitors have been paying about 13 cents per seat despite the full rate of 18 cents. The new rate of 40 cents will reduce itself down to approximately 33 cents. Insurance agents claim that the increase in rates is due to the activity of the "negligence" lawyer, one who makes a specialty of handling accident claims against exhibitors.

The new rate covers liability claims of $5,000 to $10,000. But because of the fact that theatre owners carry protection which ranges from $50,000 to $300,000, the liability rate jumps to 92 per cent above the 40 per seat figure.

Conciliation in British Boycott is Likely

SEVERAL developments in the British situation this week indicate that a peaceful settlement of the boycott against Famous Players is likely. A number of prominent exhibitors have refused to support the move, and Councilor Hewitson in a speech before the Rotary Club in Birmingham stated that exhibitors were ready and willing to confer amicably on the whole question of safeguarding the interests of British exhibitors and the key city theatre problem.

It is understood that the proposed quota law calls for licensing of producers, distributors and exhibitors, with revokation of the license of any one of these who fails to conform to the quota law, now set at 7½ per cent.

Stanley Chain Financial Report Shows Eleven Million Gain

Philadelphia, March 2.—The financial report of the Stanley Company of America as of December 31, 1926, shows a gain in receipts at the box-office of approximately eleven million dollars over the previous year. This is due to an inerase in theatre holdings which jumped from a chain of 93 houses to 210; the greater number of consolidations became operative only in the last quarter of the year however, so that the statement reflects receipts from acquired theatres only for a short period.

The board of directors held a meeting February 25, 1927, and declared a stock dividend of 20% payable to stockholders of record April 9, 1927, and a stock allotment of one new share at $65 for each five shares held by the stockholders of record March fifth. At the same time the regular quarterly disbursement of 75 cents was voted. It was stated that $1,000,000 received by the company from insurance of Jules E. Mastbaum was not included in the 1926 statement of earnings.

Bad Buying Seen as Danger to Industry's Future

Pictures Will Always Dominate, Says Goldwyn; Kennedy Says Circuits Must Buy Fairly

EFFORTS by circuits to use their buying power to force rentals below an adequate figure will work harm to the entire industry, and in time react on exhibitors, in the opinion of Samuel Goldwyn, independent producer, and Joseph P. Kennedy, president of Film Booking Offices.

Mr. Goldwyn, who was in New York for a few days this week, returning to the Coast on Thursday, stated his views on theatre domination with his customary frankness.

"Pictures will always dominate this business," he said, "in the long run, even though men controlling 50 theatres or 500 theatres appear to dominate it for a time. They are merely riding for a fall, for without pictures their theatre investments are worthless—and you can't buy the type of brains needed to make them.

"I have been looking for a story for eleven months. You don't have to look that long for bricks and mortar. Pictures made in quantity will never fill the demands of those houses. I am putting as much thought and effort into four pictures a year as I used to put into thirty-six, and even then I don't always get what I want. Joseph M. Schenck has the financial resources to produce any number of pictures, but he only makes a few each year, and makes them right. That sort of independent product will always dominate the situation, regardless of any attempts by circuits to rule. All we ask is that they play fair."

Joseph P. Kennedy, at F.B.O., was optimistic as regards the present but saw a possible danger in future misuse of buying power by large circuits, in view of the many consolidations being made.

"F.B.O. is not trying to intimidate exhibitors and circuits with threats of building next door to them if they don't buy our product," he said, "and it would not be fair to penalize us for that. The men behind F.B.O. could readily finance theatre building on a large scale, but we don't believe that further moves of that sort are for the good of the business.

"There is no need to point out again that exhibitors must keep us (and by that I mean the independent group) alive for their own preservation. We are delivering good merchandise at a price at which the exhibitor can make money on it—not by cheapening production but by careful management. We could easily double our negative cost if we didn't keep everyone working at top speed and full efficiency.

"If the circuits and the first runs will not be fair, the distributor must get his cost back from the smaller exhibitors, which is bad for the business. All we ask is a fair return based on the revenue which our pictures are bringing in at the box-office. In most instances we are getting that—but should future changes bring about a condition where the circuits pay fair rentals only to those who threaten to build in competition to them, and 'take it out' on those who don't—where will this business be?"

Goldwyn Signs Gilda Gray for Five Years

Gilda Gray

GILDA GRAY affixed her signature to a five-year contract with Samuel Goldwyn this week. According to the producer, Miss Gray will do one picture per year each of the five years, United Artists to be the distributing company. Gil Boag, the star's husband and director, is now completing negotiations with David Belasco for the screen rights to "Marie Odile," Edward Knoblock's play which Belasco presented in New York City in 1914. As soon as contracts have been formally signed, the producer will employ the play as the first Gilda Gray vehicle.

In this production she will play the role of a nun. Mr. Goldwyn said:

"The public has seen only one side of Gilda Gray. There is much of her that has never been revealed. She has spirituality and the very real emotional quality of a natural actress."

Block Cites Script Needs

Tells How Famous Players Has Put Continuity in Proper Role; Approves NEWS Articles

By L. C. Moen

RALPH BLOCK, editor-in-chief at the Long Island studios of Famous Players, commenting this week on the series of articles which has been appearing in "The News" on Visual Continuity, concurred in the opinion that continuity may easily be one of the chief dangers and drawbacks in production today.

Many scripts, he pointed out, have deceived production executives as to the story merit because of their splendid literary style. For that reason, the Long Island studio has attempted to sidestep this danger by placing continuity in a somewhat minor role in the planning of a picture.

The first step, once a story is selected for production, is to boil it down to a bare outline, with no hint of literary style or adjectives. From that point on until the final preparation of continuity, the story is kept a matter of conversation. The scenario writer, the director and other members of the staff talk it over from every angle. Characterization is definitely established first, since that is the basis of drama. Then the actual plotting of the screen story starts, with every point weighed and discussed and argued over. The director "acts out" the principal scenes as he sees them, and the story is talked out from all angles.

When that is completed, the director could go out and shoot the picture without any continuity, so firmly has he established it in his mind. A script is necessary, however, for the information of the estimating department, the design of settings and costumes, and such details, so one is written in simple, newspaper style, recording the ideas developed in the various story conferences.

In this way the dangers of the literary script are largely avoided, and the picture is pretty well visualized in advance. The ideal method, Block pointed out, is what we have referred to in these articles as Improvisation, but this is impractical in quantity production to meet a releasing schedule.

We now bring to a close this series of articles on Continuity for the present. We have pointed out that continuity, being a thing of words, is a deceptive factor in production, and should either be relegated to a very minor position (Improvisation), or changed in character so as to become the keystone of the production arch (Composition).

What the character of that change should be must be rather obvious to anyone who has given serious thought to this problem. We might describe a method of Visual Continuity here at great length, but a trade journal is scarcely the medium for this.

One striking fact which has been borne home by the reaction to these articles has been the amount of thought which is being given to such problems within the industry. King Vidor is using a means of controlling tempo; Fairbanks and De Mille are using methods of visualization; an astonishing number of the directors, writers, executives, cutters, actors and whatnot whom we have interviewed have volunteered ideas closely paralleling these.

A great deal of thinking is being done, and one of these days it will take concrete form, at which time you may expect a radical change in standard practice throughout the industry. There is nothing mysterious about what needs to be done. A common-sense consideration of Rhythm and Tempo as they are to be found in Music, Poetry and the Dance, of Composition as it is to be found in Painting, Sculpture and Architecture, and of Motion as it is to be found in Dynamics and Kinetics, plus a study of the physiology and psychology of vision, should readily point the way. Continuity will become visual—of that we are convinced—and when it does a way will have been found to sounder, surer production.

William Lord Wright Re-Signed by Universal

WILLIAM LORD WRIGHT, studio expert on short subjects and Western dramas, was recently re-signed to a new twelve months' engagement with Universal Pictures.

December Film Exports are Below November Total

Motion picture exports in December dropped $60,000 below those of the preceding month, it is shown by figures just compiled by the Bureau of Foreign and Domestic Commerce, totaling 23,035,208 feet with a value of $727,178, against 25,668,107 feet with a value of $787,283.

The decreased total was due entirely to reduced exports of positive films, which dropped from 19,401,336 feet, valued at $579,076, in November, to 17,563,401 feet, valued at $501,798, in December. Despite this drop, however, Australia set a new high record for imports of American positives, taking 3,184,583 feet, valued at $84,472.

Exports of negatives in December totaled 909,753 feet, worth $127,197, against 696,905 feet, worth $104,218, in November, and shipments of raw stock totaled 2,946,670 feet, worth $79,765, against 3,469,996 feet, worth $75,158. Shipments to non-contiguous territories amounted to 1,615,384 feet, valued at $18,418, against 2,099,870 feet, valued at $28,831.

Peruvian Government Puts Official Stamp on Film

The Peruvian Government has declared of an official character the preparation of a Peruvian film undertaken by the Compania Cinematografica Nacional "Inca" Film, for exhibition at the Seville Ibero-American exposition.

Lexico Film to Use Name "Vitaphone," is Plan

An unusual situation was created this week by the announcement that the Lexico Film Producing Company, Inc., of New York, will produce synchronized singing and talking films under the name "Vitaphone," to which it claims a right as the result of use 16 years ago. It will not seek to prevent use of the name by Warner Bros. but will defend its own right to the employment of the word "Vitaphone."

A. J. Bloome

In 1911, it is stated, a talking picture was marketed by the Vitascope Company under the name Vitaphone. Jacob Schlakman and Milton Berkstone were the owners, and Mr. Schlakman retained control of the patent after the death of Mr. Berktone. The former is vice-president of Lexico.

The old Edison studio at 2826 Decatur Avenue, New York, has been leased and production will start within a month under the direction of A. J. Bloome, a pioneer producer, who will be remembered as having been identified with "Satan" as early as 1912, and who, later preleased productions starring James K. Hackett through First National.

Sam Warner stated this week that he was not worried by this move, as the name "Vitaphone" has been protected in every state and country where it will be shown.

Famous Feature Production Will Be Centered at West Coast Studio

JESSE L. LASKY this week announced that in the future Famous will concentrate all of its feature producing in the new studio in Hollywood. For some time twenty-five percent of the feature pictures have been made at the Long Island plant, said Mr. Lasky, owing to lack of facilities at the West Coast studio. The company opened its new studio in Hollywood last Fall and it is now believed that production can better be carried out under the new system. There will be no reduction in the Paramount schedule, said the Famous producing head.

Mr. Lasky stated the Long Island studio will not be closed; as space becomes available, when units at present engaged have finished current pictures, Publix Theatres, Inc., will use the studio stages for the rehearsal of presentation shows used in the Publix houses throughout the country. Other space will be given over to the Paramount short features, now being organized for release beginning next August. The Eastern laboratory will be devoted to the needs of Paramount News and short features. "The executive forces of the Long Island studios will be transferred to the West Coast," stated Mr. Lasky.

Ontario Tax Is Reduced

Abolished on Tickets Up to Twenty-five Cents; Remains on Higher Rate Stubs

EXHIBITORS of the Province of Ontario obtained their promised reduction in the Ontario Amusement Tax on February 24, when the Hon. J. D. Monteith, Provincial Treasurer, announced the reduction in conjunction with the presentation of the budget on the floor of the Legislature at Toronto.

All amusement tax is abolished on tickets up to 25 cents, it was stated by Hon. Mr. Monteith. This means the dropping of revenue of approximately $600,000 a year, he said, but it was possible because of the prospect of a surplus in Provincial financing in 1927. The one-cent tax on admission tickets up to 15 cents is entirely wiped out and the two-cent tax from 15 to 25 cents also disappears. There is yet a two-cent tax on tickets up to 45 cents, and approximately 10 per cent. on tickets over that value.

Last September more than 100 exhibitors waited on Premier Howard Ferguson at Toronto, when the promise was made that relief would be afforded the moving picture business. That promise has now been carried out and it is intimated that the move is only the first in a series of reductions in the amusement tax in Ontario, which became effective some 12 years ago as a war measure.

The abolishment of the small end of the amusement tax is chiefly beneficial to suburban and small town theatres and it also makes a difference with children's tickets and matinee admissions at the larger theatres. The movement against the tax was led by the M. P. T. O. of Canada and the Motion Picture Distributors and Exhibitors of Canada, the latter being the Canadian branch of the Motion Picture Producers' and Distributors' Association of New York.

The Provinces of Quebec and Manitoba have also given consideration to the amusement tax question. In Quebec, steps have been taken to secure the collection of the tax on season and other complimentary passes. In Quebec the Provincial Government turns over the tax proceeds to the cities for local hospitals.

In Manitoba, Premier John Bracken announced in the Manitoba Legislature that substantial changes would be made in the amusement tax which would afford relief to exhibitors and theatre patrons. For a number of years this has been agitated by the Manitoba Exhibitors' Association.

British Foreign Trade in 1926 Shows Decline

British imports of motion picture film for 1926 showed a heavy decline over 1925, according to advices from the American Consulate General, London, made public by the Department of Commerce. In 1925, however, there was a period of six months during which no import duty was levied, in addition to which two months' prior intimation having been given of intention to reimpose the customs duty on July 1, a great influx of films took place. Imports of raw stock declined by 67.75 per cent and positive films declined 65 per cent. Negatives declined 31 per cent. The aggregate exports were 33 per cent below 1925 and 26 per cent under 1924.

French Film Exports Fall Off; Imports Rise

French exports of film for 1926 fell off while her imports increased, as compared with 1925, according to advices to the motion picture section, Department of Commerce, from the Paris office. Exports from France during 1926 totaled 4,823 metric quintals, as compared with 5,210 quintals in 1925. Imports in 1926 amounted to 2,704 quintals, compared with 2,692 in 1925. The United States continued in 1926 to be the principal supplier of developed film to France, but showed a decline as compared with 1925.

Fox-Case Movietone is Ready for Market

Device Recording Pictures and Sound on Same Film Demonstrated for Daily and Trade Writers

COMMERCIAL production of motion pictures with voice or music photographed on the same film has been started at the Fox Case Movietone studios in West 54th Street, New York City. On Thursday of last week a group of daily newspaper and trade journal writers witnessed a practical demonstration of the device perfected by the Case Company which, in brief, affords the recording on a single strip of film of synchronized picture and sound, the latter through the filming of variations in light intensity on a narrow edge of the film.

The writers gathered at the studios and witnessed the taking of a reel of short subjects made in the course of experimentation; this included the recording and filming of artists playing various instruments and a canary atop its cage in a burst of song. Next Raquel Meller in a group of five short subjects, all Spanish in words and settings; these are intended for distribution. Some of the press representatives made short addresses which were filmed and recorded and later projected at the Harris Theatre, New York.

Following the demonstration the writers lunched with executives of the Fox Film Company who added dissertations to the practical work-out witnessed at the laboratories. Courtland Smith of the Fox Company told of the plans for the future of Movietone and the hopes of the promoters. One thing he stressed, of the greatest possible interest to theatre-owners, is that the Vitaphone projection machine is the most successful for the projection of the Fox-Case product, emphasizing that the only additional equipment necessary for the use of Movietone on a machine using Vitaphone projection is a small light box the expense of which is nominal.

E. I. Sponable, who for ten years has been working on the Fox Case device at the Case Laboratories in Auburn, N.Y., gave a more detailed and technical explanation of the working of the machine and this was supplemented by a talk by D. B. Eldred, head of the Fox Case Corporation, on what the company intends doing with its patent. J. E. Otterson of the Western Electric Company, which manufactures the theatre equipment used by both Vitaphone and Movietone, stressed the advantage to the public of having these two different systems of reproducing ''talking movies'' projected by means of the same equipment in the theatre.

Novel Newsreel Promised

Emmanuel Cohen Enthusiastic Over Plans for Paramount News; Short Subject Plans Maturing

WHEN the plans for Paramount News are announced they will prove of sensational interest, in the opinion of Emmanuel Cohen, head of Paramount's short features production department. The nature of this cannot yet be disclosed, for obvious reasons, but Mr. Cohen believes that he will be able to surpass any past efforts in this field and carry out plans which he has had in mind for years. With the resources of the Paramount organization at his command, the former editor of Pathe News is confident that the new semi-weekly service, due to start about August, will prove of great popularity.

Mr. Cohen is in charge of all short subjects, and negotiations are now being closed for the entire lineup of releases. The schedule will not be large at first, he says, but will be sufficient to furnish a complete program from the beginning.

For 13 years Mr. Cohen was associated with Pathe News, during more than 11 of which he was the editor. Although outstandingly successful in the newsreel field he has never been a newspaperman. After leaving Columbia he devoted a year to travel and writing on political and economic subjects. He then went with Pathe News as assistant editor, later became editor, and remained there until his present connection with Paramount.

In his building of a strong organization for the production of Paramount News, he has appointed Albert J. Richard news editor of the semi-weekly service and William C. Park, make-up editor.

Richard is a pioneer in motion pictures, having first entered the field 20 years ago. At that time he devoted himself to specialization in the processes of developing film and in the technique of photography.

In 1910 he entered the news reel field with the French organization of Pathe. His record with this company, and his subsequent activities, ranked him as one of the outstanding cameramen in the newsreel field.

Richard not only was one of the first newsreel cameramen, but he also was one of the first to take motion pictures in flight, a perilous undertaking which has been developed to a high degree since the war. Prior to joining Paramount, Richard was assistant editor of Pathe News under the direction of Cohen.

Park, before entering the newsreel field in 1919, was on the editorial staff of the Newark ''Evening News.'' After 10 years of newspaper work, he joined the editorial department of Pathe, later being assigned to the ''Pathe Review.''

Since 1922 he has been assistant editor of the Review, which was produced under the supervision of Cohen.

M-G-M Corp. Elects Officers and Directors

NEW officers and directors for the coming year were elected at the annual meeting of stockholders of the Metro-Goldwyn-Mayer Pictures Corporation. The following directors were elected.

Marcus Loew, Nicholas M. Schenck, David Bernstein, J. Robert Rubin, David Warfield, Edward Bowes, Arthur M. Loew, David L. Loew, Messmore Kendall, F. J. Godsol, Leopold Friedman, Edward Schiller, Felix Feist, E. M. Saunders, and William Braden.

The directors met subsequently and elected the following officers for the ensuing year:

President, Marcus Loew; executive vice-president, Nicholas M. Schenck; vice-presidents, J. Robert Rubin, Louis B. Mayer, Edward Bowes, and Arthur M. Loew; treasurer, David Bernstein; assistant treasurers, Charles K. Stern and David L. Loew; secretary and general counsel, J. Robert Rubin; assistant secretaries, Jessie T. Mills, Leopold Friedman, S. S. Braunberg and Hattie Helborn.

"All Aboard" Title Disputes Amicably Settled

The controversies which recently arose over the rights of the title ''All Aboard,'' Johnny Hines' latest First National comedy, have now been amicably settled through mutual agreements between the Fox Film Corporation and Producers' Distributing Corporation and C. C. Burr and First National. The picture will be released under its original title, ''All Aboard.''

Not long after the Hines vehicle was placed into work it was discovered that Fox Films had released a two-reel picture under the title of ''All Aboard'' some time ago. Upon the completion of all camera work it was also brought to light that Producers' Distributing Corporation had registered the title for future use. When negotiations were entered into, Fox officials decided that the title of the Hines comedy would not conflict with the Fox short subject. Through the courtesies of Cecil B. De Mille and John Flinn, Producers' Distributing Corporation waived rights to the title in favor of Johnny Hines.

Poli Acquires More Land for Springfield Theatre

Additional purchases of land have been made by Samuel Z. Poli for the proposed Memorial Theatre at Springfield, Mass., bringing the total cost of the site to $2,250,000 to date. Mr. Poli has now acquired all of the land bounded by Vernon, Broadway and Pynchon streets adjoining the Municipal Group of the city of Springfield. The first tract of land was bought from the city after efforts had been made by the Goldstein brothers to secure it.

The additional tract was purchased from Justin B. Perkins for $300,000 and establishes a new record high price for real estate in Springfield of $3,750 per front foot. There are two residences on the property, which contain 8,200 square feet. These will, like the other buildings on the other tracts, be demolished at once.

Motion Picture Companies Obtain N.Y. Charters

Motion picture companies chartered in Albany, N.Y., during the past week, included the following, according to papers filed with the department of state: Lew Cantor, Inc., $5,000, Sidney Kalfus, New York City; Frank J. Friedman, Bertha Safief, Brooklyn; Windsor Terrace Amusement Co., Inc., $20,000, Hyman Winograd, New York; William W. Kapell, Milton B. Barnett, Brooklyn; Corstate Corporation, capitalization not stated, Gloversville, N.Y., Peter T. Dana, E. P. Keiner, J. G. Selmser, Gloversville; Meyer Golden, Inc., $10,000, Meyer Golden, Maurice Golden, Dorothy Lefkon, New York City; Lyons and Lyons, Inc., $6,000, Arthur B. and Samuel T. Lyons, New York City; Frank J. Friedman, Brooklyn; Alldeno Incorporated, capitalization not stated, Anthony P. Uihlein, Frank Martocci, James V. Hayes, New York City; Pearschal Theatrical Corp., $5,000, Henry Pearlman, Emma Dresdner, Cora Fitzgerald, New York City.

Turkish Film Monopoly Is Proposed in New Plan

The creation of a monopoly for the importation of films for the benefit of the Turkish Aviation League has recently been submitted to the Grand National Assembly, states a report to the Department of Commerce from Commercial Attache Julian E. Gillespie, Constantinople, it being for the purpose of providing additional revenue for the league.

The project of law provides that the importation of motion pictures shall be reserved exclusively to the Aviation League; that the league may exploit these itself or may lease all or part of the monopoly to others; that all films arriving more than 30 days after the law comes into effect shall be declared contraband and turned over to the league or its leasing companies.

Ground Broken for U.A. Theatre in Los Angeles

WITH Mary Pickford operating steam shovel and Fred Niblo acting as master of ceremonies, ground was broken Tuesday last, March 1, for the "photoplay skyscraper," to be erected on Broadway between Ninth and Tenth Streets, Los Angeles, over a United Artists' theatre, one of the houses in the projected chain of twenty pre-release United Artists' theatres. It will have a frontage of 150 feet.

The theatre will embrace the three lowest floors of the structure, which in itself will represent a total investment of more than $3,500 000. The architect is C. Howard Crane, of Detroit, the associate architects, Walker and Eisen, of Los Angeles. Plans for the structure have been let to Scofield Construction Company.

Among those present at the first actual construction work on the house were Sid Grauman, Roland West, several members of the United Artists coterie, Mayor George E. Cryer, of Los Angeles, and delegates from the Los Angeles Chamber of Commerce, the Builders' Exchange and the Major Business Center Association.

On Saturday, February 26th, in the office of Jesse L. Lasky, the contract was signed which gives Paramount the screen rights to "Abie's Irish Rose," the theatrical production which has played more than 2,000 performances on Broadway. Seated, left to right: Adolph Zukor, Anne Nichols, author and producer of the play, and Jesse L. Lasky. Standing, left to right: Louis E. Swaras, attorney for Famous Players; Moses L. Malevinsky, attorney for Miss Nichols, and William de Lignemare, general manager for Miss Nichols.

"Abie" Screen Rights to Famous Players

Anne Nichols Comedy Sold On Profit-Sharing Arrangement; Will Aid Supervision

FOLLOWING months of negotiation, Anne Nichols, author and producer of "Abie's Irish Rose," this week signed a contract with Famous Players-Lasky Corporation for the screen production of her stage comedy. The terms of the sale were not made public, but it is understood that Miss Nichols will receive a large sum of money by virtue of a profit-sharing arrangement with Famous.

Start Filming Soon

It is expected that filming of the picture version will be started in the near future and that Miss Nichols will help supervise the production. No details were announced as to director and cast, but Jesse L. Lasky stated that one of the best known directors had been engaged for the assignment.

Adolph Zukor and Mr. Lasky represented the film company, and Miss Nichols and William de Lignemare acted for Abie's Irish Rose of New York, Inc. "I consider 'Abie's Irish Rose' the greatest motion picture property we have ever handled," said Mr. Zukor. "Simple, human, it has gone directly to the hearts of the American people on the stage and has reached the greatest audience enjoyed by any play in this generation. These same qualities insure its success as a motion picture, and we are confident that on the screen we shall duplicate the amazing success which Miss Nichols' play has achieved on the stage."

The play last month celebrated its 2,000 performance at the Republic Theatre, New York City. Since the Fall of 1922, in which year the comedy opened, it has been presented in every city and large town of the United States by from six to ten road companies for a total of 9,211 performances. At present, seven companies are presenting the Irish-Jewish romance. Mr. de Lignemare, who has been general manager for Miss Nichols throughout the run, declares "The surface has scarcely been scratched. We will show 'Abie' in barns and grange halls where no theatrical company has ever appeared."

$18,000,000 *Receipts*

Nine million people in the United States, Canada and Australia have paid a total of $18,000,000 in admissions for this play, of which it is estimated that Miss Nichols' personal profits are $5,000,000.

One of New York's favorite speculations has been the cause of the play's popularity. Miss Nichols says, "The success of 'Abie's Irish Rose' is the result of its human and genuine qualities, and its great message—the spirit of tolerance. In spite of all obstacles, I always had profound faith in the play because of its fundamental appeal, and I never allowed anything to discourage me."

"The Big Parade" Has Third Longest Run in History of American Theatre

EXCEEDED only by "Abie's Irish Rose" and "Lightnin'," two legitimate plays, "The Big Parade," the Metro-Goldwyn-Mayer production, now enjoys the distinction of having the third longest run known to the American theatre. At the present time the box-office total at the Astor Theatre, New York City, where the film is showing, is a trifle under $1,300,000. It reached its 933rd performance on February 27.

Every big motion picture that has been nationally road-showed at legitimate theatre prices since the "Birth of a Nation," which was the first of the "two-dollar" motion pictures, ran for more than six hundred times on Broadway. There have been many pictures shown in legitimate Broadway theatres since the first presentation of "The Birth of a Nation" twelve years ago, but they did not tour the country for a full theatrical season nor did they achieve the six hundredth performance on Broadway. This is an unusual record for the screen; in twelve years each of the six recognized road-show pictures ran for more than six hundred times here and in the one hundred and sixty years of New York theatricals there have been only twelve plays to pass the six hundredth mark.

High "U" Income Expected

Dividend Distribution on Common Stock May be Started, Forecasts Wall Street Journal

OPERATIONS of Universal Pictures, Inc., since the beginning of its current fiscal year on November 7, 1926, are understood to have been running substantially in excess of the corresponding period a year ago, declares "The Wall Street News."

"Present indications are that this situation will continue during the remainder of the current period, which would mean that the company may experience its most prosperous year during the period to end next November," the publication states.

"During the last fiscal year, Universal's gross and net income established new high records, the former reaching $27,676,926, an increase of $2,853,400 over the previous high mark of the preceding year, and net income after all charges, taxes, etc., amounted to $1,968,089, equal after preferred dividend to $6.41 a share on 250,000 no par value common stock outstanding, compared with $1,925,506, or $6.18 a share on common outstanding in 1925.

"Increased returns of Universal during the 1926 period were more gratifying when consideration is taken of the fact that the company, during that period carried on its most ambitious production schedule, most of the pictures of which have been released during that time. As Universal follows a policy of writing the entire cost of a picture off at the time of its release, they have been charged against net income, thus lowering the actual profits accruing during the period. Universal has announced recently the largest program in its history for 1927-28.

"In view of the excellent earnings of the past few years, coupled with Universal's strong financial structure as of Nov. 6, 1926, it would appear that the company is in position to inaugurate dividend distributions on the common. However, before any action of this kind can be taken, an accumulation of dividends on the 7 per cent cumulative second preferred stock of the company, amounting to 14 per cent on December 31 last, will have to be paid off. On the 20,000 shares of $100 par value this will amount to only $280,000. While no information is forthcoming officially as to the possibility of future initiation of dividends on the junior stock, earnings would justify a rate of $2 or $3 annually."

In And Out of Town

MORRIS SAFIER, head of the extended run department of Warner Bros., has hit the trail again after returning, two weeks ago, from a three weeks' trip. His new itinerary will take him to Cleveland, Indianapolis, Chicago and St. Louis.

M. H. HOFFMAN, vice-president of Tiffany Productions, left last Saturday, February 26th, for Miami, Fla. After a few days at that resort he will proceed to Hollywood via Chicago. His trip to the West Coast is for the purpose of outlining the Tiffany production schedule for 1927-28.

CRESSON E. SMITH, United Artists general sales manager, Middle West Division, left Sunday, February 20th, for a fortnight's sales trip through the Middle West. He will visit Chicago, Indianapolis, Detroit and other cities in his territory.

MONLEY HILL, United Artists general sales manager, Eastern Division, returned Monday, February 21st, to the home office after a sales trip of two weeks through New England. He visited Philadelphia as well as centers throughout the New England locality in the interest of the seven new pictures United Artists are now offering.

ED. J. SMITH, Tiffany general sales manager, left last Wednesday, February 23d, for an official visit to the Tiffany exchanges in the Middle West. He also intends making a detour to the South.

Erich Pommer

Pommer Associate M-G-M Producing Executive

Erich Pommer, prominent German film executive lately connected with Famous Players-Lasky, has been signed by Metro-Goldwyn-Mayer to serve as associate producer under Irving Thalberg. During his stay of less than a year in this country, Pommer has been studying the methods of American production. Though his first assignment for Metro-Goldwyn-Mayer has not yet been decided upon it is expected that it will save a significant bearing on the company's plans of expansion for the new season.

Production Humming at F.B.O. Hollyw'd Studio

EXPRESSING the conviction that 1927 will be F.B.O.'s greatest year, Edwin King, vice-president in charge of production, has remarked that months of preparation and reinforcing have resulted in "a rock-bound organization in the matter of executives, directors, stars and stories." Within the next few days work on the company's new schedule of 104 pictures will get under way when Director Ralph Ince begins production on "Not for Publication." Following the initial production on the new program, Charles Giblyn will launch "Ladies Beware." There will then follow "The City of Shadows," preliminary scenes of which are being filmed at Santa Suzanna Pass under the direction of J. P. McGowan. Jack Luden and Sharon Lynn will have the leads. A newcomer on the lot, Elsie Tarron, will have her first asignment in Tom Tyler's "Cyclone of the Range." This company is now on location shooting exteriors under Bob De Lacy's direction. Viola Dana's latest vehicle, formerly called "Nice and Wicked," will now be known as "Naughty Nannette." Ed Brownell, another new face on the screen, is playing opposite the feminine star.

Tom McNamara, cartoonist and writer, has signed a long-term contract with F.B.O. and at the present time is working on the adaptation and continuity of "The Beauty Shop," a new H. C. Witwer series."

Loew to Build in Charlotte, N. C., Is Rumor

A report was circulated from Charlotte, N.C., this week that Loew's, Inc., would erect a theatre in Charlotte in the near future. The rumor, unauthenticated, emanated from the report of J. H. Cutter, owner of the plot of ground now occupied by the First A.R.P. church and which is now being torn down. As no future disposition of the property has been mentioned as yet, the Cutter report has been linked with the official announcement made last week by E. A. Schiller, vice-president of the Loew interests, that a Southern office of his company would be re-established in Atlanta. The reason for this, it was pointed out by Mr. Schiller, was to make more practicable the Loew expansion policy which Loew will embark upon in the South.

Particular interest, according to Mr. Schiller's official statement will be vouchsafed by his company to the smaller metropolises and towns of this section, with Loew planning to erect and operate theatres, in many Southern cities of less than major importance, on a twice-weekly change policy of vaudeville and pictures.

Vote for Sunday Pictures in Fitchburg, Mass.

By an overwhelming majority of 7,801 to 4,363, and with but 15 blanks cast and about 1,500 not voting, Fitchburg, Mass., went on record in favor of Sunday motion picture entertainments at its theatres. The vote was taken by Mayor Joseph A. Lowe and a citizens' committee headed by George L. Parmenter, by means of postal cards, one of which was sent to every one at the 13,500 voters.

More Theatres in Britain Than in Germany

There are 3,896 motion picture theatres in the United Kingdom as compared with 3,878 in Germany, according to advices to the Department of Commerce from Paris. London has 755 houses while Berlin has 342.

According to a survey conducted by a German film publication, 80 new theatres have been announced for construction in Germany during this year. The total seating capacity is about one hundred thousand.

Winston - Salem Erects $1,000,000 Thea. Bldg.

PLANS for the erection of one of the South's largest theatre buildings in Winston-Salem, N.C., were announced Wednesday by the Carolina Building, Inc. The announcement followed the signing of a lease for 25 years to the Publix Saenger Theatres, Inc.

The building will be an eleven-story combination theatre and apartment house and will be erected at the corner of West Fourth and Marshall streets. The theatre will have a seating capacity of 3,000, the largest of any theatre in the state.

The project will represent an expenditure of approximately of $1,000,000.

Grainger Scanning Theatre Situation; Fox Will Build Where Necessary

WITH the sole object of looking over the first-run theatre situation in the South and exchange centers west of Chicago as it affects Fox Films, James R. Grainger, general sales manager of the company, is now on tour throughout the South and will wind up the first part of his trip at the Fox West Coast studios. There he will go into conference with Winfield R. Sheehan, general manager, regarding production plans for the new season and it is not improbable that William Fox will journey to the Coast for the meeting.

Fox is determined to have adequate representation in all cities, states Mr. Grainger, who will confine his trip to an investigation of that phase of distribution and will do no selling while on it. He will prepare a report for Mr. Fox embodying a recommendation as to those points in which he believes it necessary that the company build theatres.

Mr. Grainger's itinerary through the South includes stops at New Orleans, Atlanta, Dallas and other points in the Southwest.

Roxy Theatre Opening Set for March 11

World's Biggest Picture House Has Many Innovations and is An Architectural Marvel

S. L. (Roxy) Rothafel

MARCH 11 has been definitely set as the opening date for the Roxy Theatre. This announcement was made by Roxy himself on February 25 when he conducted a hundred representatives of newspapers and magazines on a tour of his wonder theatre. Walter W. Ahlschlager, architect, and Chanin Construction Co., builders, promise that the house will be ready on time.

After a view of the house and an inspection of its many innovations, it is a safe bet that the opening night will create a sensation on Broadway.

Without question, the Roxy will be acclaimed as the world's finest, as well as largest theatre. It is an architectural triumph; a house of over 6,000 seating capacity, really huge in size, but giving the effect of an intimate theatre.

Nothing like it has ever been seen in the theatre world. Entering the main foyer, which has room for 4,000 people, is like going into a theatre itself. Here waiting patrons will be entertained with music. Thus, the theatre can accomodate 10,000 at one time.

The Roxy is equipped with three different projectors, specially constructed—the Simplex projector, the Vitaphone and the new invention, the Spoor Natural Vision, which will have its showing at this theatre.

A new device whereby the projectionist can change at will the size or shape of the image flashed on the screen has been perfected, and an innovation in mechanical effects is the projection machine in the rear of the stage for panoramas and scenic novelties. The Roxy screen is the exact size of the picture.

The stage, designed by Clark Robinson, is triangular rather than square, a form which lends itself peculiarly to new developments in stage craft. Simply by rounding off the rear corners a well-nigh perfect sky cyclorama has been effected and by flying this cyclorama with the aid of a separate steel beam construction overhead and electric motors, the unusual depth of 60 ft. in the centre of the stage was obtained. This makes possible a new scheme of rear projection by which animated backdrops are obtained. A system of elevators arranged to produce any desired combination of levels with the use of platforms, controls the stage floor which may be sunk to the basement or cellar if desired.

United Artists to Distribute Corinne Griffith Independent Productions

Corinne Griffith

JOSEPH M. SCHENCK, chairman of the board of directors of United Artists, this week announced that his company has signed with Corinne Griffith as an independent producer of her own films. Miss Griffith is now en route from Europe to the United States to begin work on her first picture under her new contract. This next film goes to United Artists, said Mr. Schenck, as the star completed her contract with First National Pictures.

The first story probably will be "The Garden of Eden," a present European stage play by two German playwrights, Rudolps Bernauer and Rudolph Oesterreicher, which will be produced in New York soon after the return of Arch. Selwyn from Europe. Mr. Schenck purchased the screen rights to the story, and June Mathis, screen writer and producer, has been engaged to prepare the story for filming. One of the objects of the star's trip abroad was to see the play as presented in Berlin.

Quimby M-G-M Short Subject Sales Head

Feist to Supervise; Hatrick States News Reel Is Separate Hearst Venture

METRO-GOLDWYN-MAYER has selected Fred C. Quimby to handle sales for its short-subject department under the supervision of Felix F. Feist, general manager of sales and distribution for the company. Mr. Quimby is to start his new duties immediately.

The executive of the new department has had considerable experience in motion picture sales executive work, being associated with Pathe for eight years, during the greater part of that period in the position of general sales manager. This brought him into close contact with the Hal Roach product which, under the recent affiliation effected between that producer and M-G-M, will be distributed by the Loew-controlled company.

Mr. Quimby left Pathe to go into business for himself and, during this phase of his career, spent about two years in Europe buying Continental product for an American distributor. For the past two years he has been supervisor of the short subject department of Fox Films.

Fred C. Quimby

The statement that Metro-Goldwyn-Mayer would issue a newsreel and that this newsreel would be made by the Hearst organization seems to have caused some confusion in view of the fact that International Newsreel, which is released by Universal Pictures Corporation, is made by the International Newsreel Corporation, which is owned by William Randolph Hearst.

A statement issued yesterday by E. B. Hatrick, who has full charge of all Mr. Hearst's film interests, clears the atmosphere.

"The Metro-Goldwyn-Mayer newsreel," said Mr. Hatrick, "will be made by the Hearst News Service, Inc., and will be operated as independently from the International Newsreel as it will be from any other newsreel in the field. The M-G-M newsreel will have an entirely separate camera and editorial staff. It will, of course, be organized along the same lines as International Newsreel, as these lines have proven to be the most successful.

"The Hearst News Service, Inc., which will produce the Metro-Goldwyn-Mayer Newsreel, is not promising any trick features or great secret stunts. The 'M-G-M News' will have as its policy the presentation, twice a week, of one thousand feet of entertainment on the screen, with news as its main feature."

States Not Empowered to Regulate Ticket Prices

The theatrical business is one which, in its relation to the public, differs obviously and widely, both in character and degree, from public utilities, and the States therefore are without the power to regulate the prices at which theatre tickets shall be sold or resold, the United States Supreme Court at Washington, D.C., held on February 28 in a decision in the case brought by Tyson and Brother—United Theatre Ticket Offices, Inc., to determine the validity of the New York statute prohibiting the resale of tickets by agencies for more than 50 cents above the price printed thereon.

The decision of the court reversed that of the New York courts, which had held the statute valid, and was based on the opinion that it contravened the Fourteenth Amendment to the Constitution.

Jersey Man Wins Laugh Month Prize

David Schaefer, public service director for Haring and Blumenthal at the Central Theatre, Jersey City, has been awarded the Laugh Month first prize for the exploitation contest he conducted during the national laugh period, January. The award is $200 in cash. Schaefer won a first prize in the weekly compeition conducted last year.

C. P. Scates, American, Butte, Mont., and Clark Munson, Robey, Spencer, W. Va., won second and third prizes respectively carrying awards of $100 and $50.

Frank V. Kennebee, Grand, Omaha, who won a prize last year, was awarded fourth place and $25. Prizes of $10 each were awarded A. C. Raleigh, Coliseum, Seattle; W. B. Franke, Strand, Humboldt, Ia. and Bud Silverman, Arcadia, Pittsburgh. Winners of $5 awards are H. A. Giles, Royal Garret, Ind., Guy Bates, Globe, Buena Vista, Va. and S. C. McGregor, Smalley's Walton, Walton, N. Y.

Agitation in France For Semi-Weekly Change

There is a strong agitation in Paris for a change of bill twice a week, according to a report from Vice-Consul Harold L. Smith, Paris, made public by the Department of Commerce. At present most of the French houses change once a week, on Friday. It is pointed out that many of the smaller theatres now open only two or three days a week might be able to operate throughout the week with two changes of program. Opponents of the plan assert that it would be too difficult to find a sufficient number of programs.

Thalberg to Universal, Unconfirmed Report

RUMORS on the West Coast this week had it that Irving Thalberg, now a production executive at Metro-Goldwyn-Mayer, would return to Universal to take charge of production. Thalberg, it will be remembered, was assistant to Carl Laemmle a few years ago.

No statements were forthcoming from any source to confirm the report, which may or may not have any basis in fact. Thalberg is expected in New York the latter part of this month.

Shallenberger, General Mgr. Plaza Pictures, Inc.

A NEW motion picture producing and distributing corporation, called Plaza Pictures, Inc., and just organized under the laws of New York, has W. E. Shallenberger as general manager. Mr. Shallenberger announces that the plans of the new company include the production of six feature length comedies for the first year in addition to two special productions to be made during the same period and constructive and sales plans of interest to theatre owners and managers.

Plaza Pictures, Inc., has temporary quarters located at Suite 1202, Loew's State Building in New York.

"Noah's Ark" in Work Soon; Other W. B. Activities

The script of "Noah's Ark" is practically complete at the West Coast studio of Warner Bros., and actual work on the production is expected to get under way in two weeks' time. The members of the cast will be announced later. Western dance hall exteriors are being taken for "The Brute," in which Monte Blue is supported by Leila Hyams, Clyde Cook, Carrol Nye and Paul Nicholson. The Rin-Tin-Tin company making "Tracked by the Police" has been augmented by the addition of David Morris who joins Virginia Brown Faire, Jason Robards and others.

Dolores Costello's vehicle, "A Million Bid," is rapidly nearing completion. Exteriors were shot last week of a Chinese Tong headquarters where the most dramatic of the picture's scenes will take place. Alan Crosland is directing the company. "Matinee Ladies," May McAvoy's initial work for Warner Bros., is also rapidly nearing the finis mark. Supporting the star are Hedda Hopper, Charles Lane, Richard Tucker and Margaret Seddon. Byron Haskins is directing.

Myrna Loy, Clyde Cook, Dot Farley and Anders Randolph have been added to the cast of "The Climbers," scheduled to go into production within the next few days. Tom Gibson is adapting the script.

"Wedding Bills" Final Title of New Griffith Comedy

"Wedding Bills" has supplanted "Beautiful Women" as the title of Raymond Griffith's new Paramount comedy which has been in production for some time under the direction of Erle C. Kenton. The supporting cast includes Iris Stuart, 1927 Wampas Baby Star, Hallam Cooley, Vivien Oakland, Tom Guise, Edgar Kennedy and John Steppling. The comedian's leading lady in this film is Ann Sheridan, one of Paramount's youngest contract players.

Raymond Schrock Signs Contract With M-G-M

Raymond Schrock, former general manager at Universal City, scenarist and associate producer, has been signed to a contract to write for Metro-Goldwyn-Mayer. He will adapt to the screen a story which he recently completed in collaboration with Edward Sedgwick. The new story is announced as a starring vehicle for William Haines and will be directed by Sedgwick.

First National Lists Spring, Summer Films

Thirty-Three Productions Scheduled; Eleven Are Slated for Release Before June First

RICHARD A. ROWLAND, general and production manager of First National, announces that the company's spring and summer schedule of product will include thirty-three pictures, of which eleven are slated for release before June 1st. The majority of the others, which are now in production or which will be started in a short time, will be on the market before September first.

The eleven spring features are Norman Talmadge in "Camille," Colleen Moore in "Orchids and Ermine," Constance Talmadge in "The Venus of Venice," Milton Sills in "The Sea Tiger," Corinne Griffith in "Three Hours," Harry Langdon in "Long Pants," Charlie Murray and Chester Conklin in "McFadden's Flats," "Convoy," with Dorothy Mackaill and Lowell Sherman, Babe Ruth in "Babe Comes Home," "The Tender Hour" and "Big Bertha" (tentative) with Charlie Murray and George Sidney.

Others listed for the spring and summer in the order of their release are: "An Affair of the Follies," with Billie Dove, Lewis Stone and Lloyd Hughes; "Easy Pickings," with Anna Q. Nilsson; "High Hat," with Ben Lyon, Mary Brian and Sam Hardy; Ken Maynard in "Somewhere In Sonora," "The Notorious Lady," with Lewis Stone; Johnny Hines in "All Aboard"; "See You in Jail," with Jack Mulhall; "Broadway Nights," with Lois Wilson and Sam Hardy.

Ken Maynard in "The Country Beyond Law," "The Sunset Derby," with Mary Astor, William Collier, Jr., and Ralph Lewis; Colleen Moore in "Naughty But Nice"; Milton Sills in "Diamonds In the Rough," "French Dressing," Harry Langdon in "The Butter and Egg Man"; Lewis Stone and Anna Q. Nilsson in a surprise comedy, "The Crystal Cup," from Gertrude Atherton's great novel; "Peacocks of Paris," Richard Barthelmess in his second starring vehicle; Ken Maynard in "The Devil's Saddle," Milton Sills in "Hard Boiled Harrigan," Johnny Hines in a new comedy, and Colleen Moore in "Oh, What a Life."

Following the making of "Oh, What a Life," which will be the last picture released in the Summer division, Colleen Moore is scheduled to make a series of productions abroad.

Dozen M-G-M's Under Way

No Let-Up in Production Activities at Culver City; Begin New Chaney and McCoy Vehicles

THE past two weeks witnessed no decrease in the production of Metro-Goldwyn-Mayer features. At the present stage there are twelve pictures in the course of filming and all of them have reached the camera stage.

Ernest Lubitsch has "Old Heidelberg," his special for Metro-Goldwyn-Mayer, well in hand, while King Vidor is in the midst of production on "The Mob," the tentative title of a story of average American youth.

"Tillie the Toiler" is now nearing completion under Hobard Henley's direction. Reginald Barker has been directing "The Branding Iron," a story of the Swiss Alps, for four weeks now. William Nigh has just finished "Mr. Wu," and "The Unknown" is now in work under the direction of Tod Browning. These last two are Lon Chaney vehicles.

A French comedy-drama, "On Ze Boulevard," is being directed by Harry Millarde, and "The Trail of '98" company is now on location in Colorado under Clarence Brown's direction. A third Tim McCoy historical Western was placed into production last week. This is the star's third picture for Metro-Goldwyn-Mayer, and likewise the third to be directed by W. S. Van Dyke.

"The Thirteenth Hour," a mystery story, is now assuming shape under Chester Franklin's guidance. Also in work are "The Bugle Call," Edward Sedgwick's next production; "Captain Salvation," now being directed by John Robertson, and "Becky," which John McCarthy is transcribing to the screen.

Abe Schneider Assistant Columbia Secretary

Joe Brandt, president of Columbia Pictures, has promoted Abe Schneider, formerly connected with the Columbia accessories, print, contract and auditing departments, to the position of assistant secretary of the company. This appointment makes Mr. Schneider the youngest executive in the company. After graduating from high school six years ago he decided that the motion picture field offered the best opportunities for a career.

F.B.O. Will Not Exercise Option on Custer's Services

After careful and serious consideration, F.B.O. has decided not to exercise the option on Bob Custer's contract, with the result that the young western star will finish the pictures scheduled for this season, including "Terror of Bar X," "Crashing Hoofs," "Bulldog Pluck" and "Galloping Thunder," and upon their completion, sever his connections with the company.

Tiffany Plans 29 Films for 1927-28

M. H. HOFFMAN, vice-president of Tiffany Productions, Inc., announces that the production plans of his company for 1927-28 season include 26 features and 3 specials for long runs.

M-G-M Renews Contracts With Three Scenarists

Metro-Goldwyn-Mayer last week announced the renewal of contracts with Albert Lewin, F. Hugh Herbert and Josephine Lovett, three members of the Metro-Goldwyn-Mayer studio scenario department.

Albert Lewin collaborated with Hans Kraly in preparing "Quality Street," a Sir James Barrie play, to the screen. He has scenarized such pictures as "Tin Hats," "Blarney," "A Little Journey." F. Hugh Herbert, a British novelist, has written several original stories and continuities for the screen. He last year adapted his own novel, "There You Are." Pictures on which he has worked include "The Demi Bride," and "On Ze Boulevard." Josephine Lovett is the scenarist of "Annie Laurie."

"Turkish Delight" Started at De Mille Studio

Work on Irvin S. Cobb's "Turkish Delight," his first original story for the screen, has just been started at the De Mille studio with Julia Faye and Rudolph Schildkraut playing the featured roles. Paul Sloane is directing from a script prepared by Albert Shelby LeVino.

Tom O'Brien, M-G-M Actor, Dangerously Ill

Tom O'Brien, who first came into the cinema limelight with his performance of "Bull," one of the three buddies in "The Big Parade," is seriously ill in Los Angeles, suffering from bronchial pneumonia.

Virginia Morris With W. B. Publicity Department

Virginia Morris, for four years director of advertising and publicity at Preferred Pictures, has joined the Warner Bros.' publicity department.

Warners to Film Story of U. S. Mail Service

BESIDES "Black Ivory," another story of United States history with a picturesque and historical background is planned by Warner Bros. for inclusion among the company's specials for the 1927-28 season. The film will be called "The Romance of the United States Mail" and already, it is said, the government and the postoffice department have promised aid in every way in its production. Jack L. Warner, the Warner production chief suggested the idea for the story. The story takes in all phases of the Mail Service's history, from the pony express days to the modern airmail.

Keaton Assembles List of Players for New Comedy

The cast of Buster Keaton's comedy of college life, now in production at the Keaton unit of the Joseph M. Schenck organization, has been augmented by the addition of Flora Bramley, English comedienne from the musical stage, who has been assigned to an important part.

The unit is now filming scenes on college campuses and athletic fields in around Los Angeles. The comedian will also take his entire technical staff and cast of supporting players to Balboa for boat racing scenes. Among the players in the comedy are Ann Cornwall, the feminine lead; Grant Withers, Harold Goodwin, Florence Turner, veteran Vitagraph star, James Mack, Buddy Mason and others. James W. Horne is the director, and Carl Harbough heads Keaton's new "gag" staff.

Sutherland and Brice Again Teamed in Beery Vehicle

Edward Sutherland and Monte Brice will be teamed again when Wallace Beery's new starring vehicle, "Fireman Save My Child," is put into work. Owing to the preparation necessary for "Beau Sabreur," James Cruze, who was recently assigned the direction of that production, has been released from the Beery picture. Sutherland will direct "Fireman Save My Child" with Brice associated with him as comedy constructor. The latter will return to directing upon the completion of the film.

M-G-M Signs Sam Janney as Scenario Writer

Arriving on the West Coast to witness the opening performance of his play, "Loose Ankles," at the Columbia Theatre in San Francisco, Sam Janney was persuaded by Irving Thalberg to sign a Metro-Goldwyn-Mayer contract and is now writing for the films. His first screen work under the arrangement will be a comedy-drama in which two of the Metro-Goldwyn-Mayer players will have the featured roles.

Irvin Willat Will Complete "Back to God's Country"

According to a report from Universal City, Director Irvin Willat will complete "Back to God's Country," the Universal film which Lynn Reynolds was directing up to the time of his tragic death. Renee Adoree and Robert Frazer are the featured players in "Back to God's Country." Mitchell Lewis and Walter Long are in the supporting cast.

Esther Ralston Assigned Lead in "Beau Sabreur"

The principal feminine role in "Beau Sabreur," the Percival C. Wren novel which James Cruze is to produce for Paramount, will be played by Esther Ralston, who was recently announced for the role by B. P. Schulberg. Miss Ralston's latest featured roles were in "Old Ironsides" and "Children of Divorce."

Billie Dove Will Star in First National Pictures

A DECISION has been reached by First National officials to star Billie Dove in First National productions next season. This move to feature the actress was taken primarily because of her work in "An Affair of the Follies," just released, and "The Tender Hour," now in production, and secondarily, because of the requests received from exhibitors asking that Miss Dove be placed among the company's stellar players.

It is probable that her first starring vehicle will be "The American Beauty."

Emma Dunn Cast for Role in "Quality Street"

One of the leading roles in "Quality Street," the Marion Davies vehicle for Cosmopolitan which Sidney Franklin will direct, has been given Emma Dunn, stage and screen actress, who appeared in the stage production of "Old Lady 31" and also starred in the screen version of that play. The leading masculine player in "Quality Street" will be played by Conrad Nagel.

Sunday Closing Question Up in Colorado Springs

The city council of Colorado Springs, Colo., ordered the Sunday closing question entered on the ballots of the coming April 5th election. The order was made in response to a petition containing the signatures of over seven hundred Colorado Springs citizens requesting the question to be submitted to the voters. Colorado Springs now has an ordinance prohibiting Sunday amusements for pay and it is this which the fans are wanting repealed.

Columbia Officials Confer on New Season's Output

Jack Cohn treasurer of Columbia Pictures, left for the West Coast this week where he will remain for several months. Harry Cohn, vice president in charge of production, will close options on books, stories, stars and directors upon Jack Cohn's arrival in California. The material and screen folk will be used in Columbia's production plans for the season of 1927-28.

Marie Prevost Signs New Metropolitan Contract

METROPOLITAN PICTURES has signed Marie Prevost to a new long-term contract and by its terms the comedienne will star in a new series of films for release through Producers' Distributing Corporation. Miss Prevost has just completed work on "The Night Bride" and prior to beginning work on the new series she will take a short vacation. Several popular novels and plays have been purchased for her, it is said, and their titles will be announced later.

Casting Completed on "His Son," Rork Production

The cast of "His Son," the Sam E. Rork production for First National, was filled this week with the signing by the producer of John Patrick and Arthur Rankin to portray principal roles in the story, an adaptation of a forthcoming "Liberty Magazine" story by Garret Fort entitled "Lorenzo the Magnificent." Besides the aforementioned players, the cast includes Lewis Stone, Priscilla Bonner, E. J. Ratcliffe, Lilyan Tashman, Lincoln Stedman, Ann Rork, Clive Moore, Dick Folkens, Cecille Evans, Marion McDonald, Ruby Blaine and Kathleen Myers.

John Francis Dillon is directing the Rork production and Robert Ross is acting as his assistant. James Van Trees is grinding the cameras because of the illness of Tony Gaudio. Jane Murfin did the continuity and adaptation.

Norma Talmadge Puts "The Dove" into Work

Two days after the completion of her work in "Camille" for the First National, Norma Talmadge began working this week on "The Dove," a screen version of the stage play by Willard Mack which marks her first official bow as a member of United Artists. Her support includes Gilbert Roland (also the male lead in "Camille), Noah Beery, Michael Vivitch, Eddie Borden, Harry Meyers, Evelyn Selbie, Erville Alderson, Andy McLennan, Charles W. Smith, Walter Daniels, Kala Pasha, Michael Mark, Charles Darvas.

Mary Carr and Wm. Welsh Again Acting Together

Mary Carr and William Welsh are acting together again, playing the same roles that won them prominence in "Over the Hill"; they are now playing the mother and father in Columbia's "Paying the Price," now in production at the company's West Coast studio. David Selman, who had the job of assistant director with the production of "Over the Hill," is directing "Paying the Price."

Paula Gould Returns to F. B. O. Publicity Dep't

Paula Gould has resigned her position in the Warner Bros.' publicity department and returned to F. B. O., where she will assume charge of all outgoing publicity. She assumed her new duties on Monday, February 28. Miss Gould was with F. B. O. for a period of four years previous to her Warner affiliation.

"Captain Salvation" Cast Is Now Filled

Now that Ernest Torrence has been signed for one of the principal roles in Cosmopolitan's "Captain Salvation," the cast of this new Cosmopolitan picture is now complete. The list of players includes Lars Hanson, in the title role, Pauline Starke, chief feminine player, Marceline Day, George Fawcett, Sam De Grasse, Jay Hunt, Eugene Besserer, Dan Crimmins and Flora Finch. The picture is now in work under John Robertson's direction at the Metro-Goldwyn-Mayer studio.

Pathe Sales Promotions

Staff Raises Seen as Preliminary to Proposed Merger; Scott Names Men and Positions

WHAT amounts to one of the preliminary arrangements incidental to the proposed merger of Pathe with Producers' Distributing Corporation is the announcement this week by Harry Scott, general sales manager of Pathe Exchanges, Inc., of promotions in the sales department of Pathe, additional to those announced in the "News" several weeks ago. The shake-up includes the elevation of S. C. Jacques to central division sales manager, R. V. Nolan to assistant branch manager in Chicago, W. A. Aschmann, Milwaukee branch manager; Henri Brunet and J. E. Cashman dividing the duties of L. S. Diamond in the sales statistical department as head booker and manager, respectively.

The New York and New Jersey branch offices have been consolidated as the New York branch under the management of W. E. Raynor. Charles Stombaugh, who has been manager of the New Jersey organization, has been appointed special representative at the home office.

S. C. Jacques has been in the film business since 1915 working as a salesman, head of a states rights company, back as salesman with Vitagraph and then with his present connection. R. V. Nolan has been with Pathe since 1919, starting as assistant cashier, cashier and previous to his new appointment, manager at Milwaukee. W. A. Aschmann has served Pathe for twelve years, working as salesman in the branch he now manages. Six years is Mr. Brunet's time with this company, serving on the booking end.

J. E. Cashman has been a member of the sales statistical department for four and a half years, for the past year and a half as assistant to the head of the department. W. E. Raynor is the oldest Pathe branch manager in point of service, having been in charge of the New York branch for the past nine and a half years. His film experience dates back to 1914 when George Kleine persuaded him to leave the legitimate field where he served as advance man and theatrical manager.

Ufa Planning War Picture from German Sources

The Ufa in Berlin this week announced plans for the release of a "monumental picture" dealing with the World War and based upon material in the official German war archives. It will be purely objective in treatment and free from propaganda, it is stated, and is intended for world-wide release. The first part will show the pre-war armament race, declaration of war and mobilization, and the principal battles. The second will deal with the submarine and aircraft battles, while the third will take in the armistice, the revolution and the period of reconstruction. The picture has been in preparation secretly for some time.

Seeks Actors in Colleges

First National-College Humor Magazine Idea; Camera Crews to Canvas Schools in April

FIRST NATIONAL PICTURES, in conjunction with College Humor, a magazine devoted to subjects interesting to collegians, will send four crews of expert camera men to universities throughout the country during April to make screen tests of undergraduates who appear likely material for pictures. The idea is sponsored by General and Production manager Richard A. Rowland and John McCormick, general manager of West Coast productions for First National.

Every element that goes into the making of an actor of the highest type will be considered in selecting the candidates: facial features, physique and intellect will undergo a thorough examination. From the tests made, it is proposed to select the ten men who give the greatest indication of talent and send them to the First National Burbank studio, all expenses paid and with a salary guaranteed. First National will have an option on the services of the players chosen, salaries to be increased on a liberal scale, it is stated.

In commenting on the tests, Mr. McCormick said: "Motion pictures need, in addition to new faces, new talent, which, when defined cinematically, means the intelligence to respond to the direction of those who have mastered screen technique, and the flexibility or versatility demanded of a man who must typify many characters during a screen career.

"In addition to providing realistic visualation of fiction, the motion picture of the near future must also provide an ideal . . . a man who typifies the finest qualities of his sex, a woman who has the natural grace and charm of the movie audience's highest ideal."

Full details of the manner in which the tests are to be conducted and the colleges to be visited will be announced at an early date.

Marcel De Sano to Direct Four Goldwyn Productions

Samuel Goldwyn announced this week his signing of Marcel De Sano, twenty-eight-year-old Rumanian director, to direct four Goldwyn productions for release through United Artists. Under the terms of the contract the director, who is now in New York, will begin work in California on his first film, which will co-feature Ronald Colman and Vilma Banky. This production will follow "King Harlequin," now in production under Henry King's direction for United Artists release. De Sano's last directorial work was "Blarney," for Metro-Goldwyn-Mayer.

Key City Reports

New York City

Business at the Broadway houses was good in most instances this week, although no records are likely to be broken. The Capitol Theatre did so well with "The Scarlet Letter" last week that it was held over, but this week's patronage is nothing to shout about. The attendance is good on the whole, and the total for the week will probably be around $48,000—nothing exceptional but not bad.

The Mark Strand is pulling them in very well this week with "An Affair of the Follies" and "Shoulder Arms," a strong combination. The gross should not be far from $40,000, at present indications. "McFadden's Flats" finished last week in fine shape, averaging $40,000 weekly for the three week run.

The Paramount has "Blind Alleys" this week, with Meighan pulling them in nicely. Last week proved very strong with "Love's Greatest Mistake." Gertrude Ederle comes in as a special attraction on Saturday.

"The Kid Brother" ends its six week run this Friday, although there are indications that business would easily warrant two or three additional weeks. Business the first two days would point toward a gross in excess of $20,000 on the week. "Metropolis" comes in next week, which is frankly a gamble. It is a freak picture, and may score heavily or take a nose dive.

"The Big Parade" is beginning to fall off slightly for the first time. "What Price Glory" holds up very well. The Vitaphone shows are all continuing strong. "Beau Geste" shows no sign of weakening, and "Old Ironsides," while not filling the large house, continues to chalk up a neat gross weekly.

Boston

Boston theatres report the largest attendance at all of the theatres during the holiday week of any similar period in many years and for several months past. Just what has brought about the increased attendance is something of a puzzle to owners and managers. Weather conditions have been variable and have supplied about every variety, from blizzard conditions and an 80-mile gale, which worked havoc throughout New England, to mild, spring-like conditions. Legitimate houses report a similar record-breaking week.

Two Boston theatres were planning extensive alterations but these have been delayed so that full advantage may be taken of the large attendances. Competition has been keen among many of the houses and the general programs have been gradually improved, which may be reflected in some of the attendance. Matinee business may be partly accounted for because of the general spring vacations of the public schools.

Kansas City

Despite Kansas City's "off and on" weather this week, the attendance at virtually all first run houses was about normal. The Mainstreet which established a new policy of augmented vaudeville, in addition to the feature picture, being an exception to the rule, in that it had a larger week's attendance than the house previously has ever enjoyed. The Mainstreet's picture was "The Third Degree."

At the Pantages the Dempsey-Tunney fight picture and another feature, "Money to Burn," drew well, as did "The Show" at the Newman. "Tell It to the Marines" continued on its third week at the Royal, the attendance holding up, while "Men of Purpose," a war production, did a normal business at the Liberty.

Salt Lake City

The Paramount Empress Theatre of this city offered a special stage attraction last week in connection with Buster Keaton in "The General." The stage attraction was Jack and Jill in Harmony and Song, and capacity business was enjoyed.

The Vitaphone is still going over big at the American. Next week Al Jolson will be the special Vitaphone attraction, and also Madame Schumann-Heink and a Hawaiian Orchestra. The picture next week at the American will be Warner Bros.' "Millionaires."

The Gem Theatre here has been very successful since their change of policy the first of the year, at which time they inaugurated the plan of showing first-run pictures. The Victory Theatre here did good business last week during the showing of "Love's Greatest Mistake."

"Men of Purpose," a war picture being shown at the Kinema Theatre, under the management of Louis N. Strike, is being exploited by large posters being erected at the various intersections of Main Street here. This picture is being presented by the Veterans of Foreign Wars.

Business at the Orpheum Theatre, under the management of Edwin A. Morris and his assistant, Edwin E. Tucker, is wonderfully good, according to report. Ackerman Harris Vaudeville and First-Run pictures are shown at this house.

Baltimore

With Washington's Birthday breaking into the week beginning Monday, February 21, the business for all the houses here, generally speaking, was very good in Baltimore with "Faust" at the Loew's Century and "The Lunatic at Large" combined with the "Gorilla Hunt" at the Rivoli topping the list with excellent business and Buck Jones in "The War Horse" with Mercedes, the Magician, doing fine business at the Garden.

"Ben Hur" began the first week of its return engagement at Ford's Theatre, a legitimate house at a $1.50 top did well, while those houses doing very good included Keith's Hippodrome with "The Marriage Clause," Warner's Metropolitan with "Don Juan" and the Vitaphone attractions in its fourth week; the New Theatre with "Fighting Love" and the Auditorium, another legitimate house with "What Price Glory" at $1.50 top.

The Loew's Valencia came along pretty good with "The Winning of Barbara Worth" in its second week and the Embassy went along only fairly with "There You Are."

The business in the Monumental City has kept up very well during the first two months of the year and in some instances reports have it that some theatres have done better during January than during the same month in 1926.

Central Pennsylvania

Although the week of February 21 was ushered into Central Pennsylvania with by far the heaviest snowstorm of the season and weather conditions continued bad throughout the greater part of the week, the high quality of the motion picture offerings in the first-run theatres in Harrisburg was responsible for very satisfactory box-office results during that period.

Biggest drawing cards perhaps for the week were "The Fire Brigade" at Loew's Regent, and "It," featuring Clara Bow and Antonio Moreno, at the Victoria. Through clever exploitation of "The Fire Brigade," Manager Melnicker, of the Regent aroused unusual interest among the firemen of the city—where the fire department is composed of volunteer companies with big memberships, and the theatre was filled to capacity at almost all performances. At the Colonial "Ladies at Play," starring Doris Kenyon, Louise Fazenda and Lloyd Hughes, was well patronized, while "The Nervous Wreck" brought good business to the Broad Street. The film attraction at the State was Raymond Griffith in "You'd Be Surprised," which combined with a good vaudeville bill, brought the usual large crowds.

Seattle

With three outstanding productions on local screens last week, the theatre business generally among first-run houses was quite good. Despite rainy weather and a noticeable depression in retail business, the picture houses that did better than average business were the United Artists, with the first week's engagement of "The Kid Brother;" the Fifth Avenue Theatre, playing "It;" and the Columbia Theatre with the first week's run of "Michael Strogoff." Some competition was offered by a week of opera by the Seattle Civic Opera Company at the Metropolitan, legitimate house, but the picture theatres offered no complaints.

Philadelphia

The Franklin Theatre Company's Arcadia Theatre at Reading was the scene of the first introduction in Pennsylvania of Warner Brothers' Vitaphone, when "Don Juan" opened at the house recently for an extended run. The Stanley Company has closed contracts for the Vitaphone for the Aldine Theatre, a road show house, and for the Globe Theatre which is ordinarily a "grind house." "Don Juan" will follow "Old Ironsides" at the Aldine probably within the next month or two. The Stanley Company will also put the Vitaphone into the Stanley, Camden, the Stanley, Atlantic City and it is now in operation at the Stanley in Washington.

Marjorie Rambeau, dramatic star, in person, in a condensed version of her most recent play, "Just Life," was the headliner at the Fox last week. The Soviet Choral League, a group of 24 magnificent singers, sang folk lore songs. Murray and Allen, billed as "Jesters of 3,000 Years Ago" put on an original and clever act which drew much applause. Their most appreciated songs were "For We're a Couple of Lyres" and "Three Thousand Years Ago."

For the first time since it was opened six years ago the Stanley Theatre opened at 9.30 A.M. last week during the week's run of the Metro-Goldwyn production "Flesh and the Devil." The picture played to tremendous business and the Stanley Company officials declared that in the future they will probably introduce such a policy when, in their opinion, a picture warrants such a divergence from their regular policy.

Cleveland

A new record was chalked up at Loew's Cameo Theatre on Washington's Birthday, when "McFadden's Flats" on the second day of its second week's run, broke the house record. Although the picture had opened to very big business, the Washington Birthday record beat it. This is unique to say the least. And the engagement will run a third week certainly, and possibly four.

"Don Juan" will be held over at the Stillman Theatre for a third week. With the exception of Rudolph Valentino's picture, "Don Juan" is the only picture that has played longer than two weeks at the Stillman so far this season. The picture did big business in Columbus, also.

Milwaukee

The general holiday on the 22nd allied with incomparable weather made this an unusually good week for downtown theatres. A near mob scene was staged at the doors of the Alhambra Theatre on the afternoon of the 22nd, when women by the score, and men too, stormed the doors for a view of Edna Wallace Hopper. Edna, like Ponce de Leon, has many followers. "The Scarlet Letter" showing at the Merrill, according to reports, broke a Thursday night house record this week. It is drawing a heavy crowd and will be continued for a second week. The Wisconsin with George Beban, et al, as magnet, got its share of receipts. Altogether, it was a satisfying week for the downtown managers.

Des Moines

"The Fire Brigade" playing with a splendid Fireman's quartet and concluding with films of local firemen, made a very good record at the Des Moines Theatre. The picture met with popular enthusiasm. The feature at the Capitol was supported with a big bill, both on stage and screen, Black Bottom Dancers and prizes each night, radio artists from all over the country here on Wednesday for the Radio Congress, besides an unusually fine stage show of the Publix Shows. The picture was "An Affair of the Follies" and the week was a good one.

Minneapolis

Weather continued unusually mild in Minneapolis last week, with spring thaws disposing of a winter's accumulation of snow. The movies, as a whole, experienced a good week, as a result of this clement weather, with Harold Lloyd in "The Kid Brother" doing the outstanding business at the Strand and remaining over for a second week. The Shriners circus, which played a full week at the Armory, provided some competition.

San Diego

Incident to the recent showing of "Let It Rain," at the Balboa Theatre, in San Diego, the week was designated as "Navy and Marine Week," in recognition of the aid which these branches of the national defence had given in the production of the picture, practically all of which had been made in and around San Diego. The picture came to the Balboa most appropriately, too, in the midst of the rainiest February the city has seen, but the popularity of the Paramount star, Douglas MacLean, and the fact that the film was a San Diego one in the making, drew big houses. The Fanchon & Marco Idea of the week was entitled "Happy Hours at Sea," and in this one feature was a boxing match, the first to be shown in actual form on the Balboa stage.

Indianapolis

A touch of spring weather swelled movie attendance in Indianapolis last week. "The Perfect Sap" at the Circle, with Tom Brown's orchestra as a feature, had a good run. It was Brown's fourth engagement at the Circle.

Tampa

Competition is the life of trade, 'tis said, and the exhibitors of Tampa are getting great gobs of it this winter. The South Florida Fair and Gasparilla Carnival pulled an attendance in excess of 400,000 during the two weeks it was open. Bachman's Million Dollar Band is a daily feature in Plant Park during the entire winter, and they play to immense audiences, and now Billy Sunday opened a six weeks' engagement last Sunday and pulled 15,000 people the opening matinee and night. However, the show shops are doing business, but competition of this kind is something one can't help but feel.

Studio Briefs

Bess Meredyth, screen writer, has been signed to a long term contract by First National. She will devote her talents, dating from about the middle of March, to preparing stories for First National. Miss Meredyth prepared "The Sea Beast," "Don Juan" and "When a Man Loves" for the screen.

James O. Spearing, former motion picture critic for the New York Times, titled "Convoy," the Robert Kane Nautical special which First National will issue soon.

George Bunny, brother of the late John Bunny, has joined Marie Prevost's support in "The Night Bride," which E. Mason Hopper is now directing at Metropolitan.

Harry J. (Joe) Brown has been engaged by Charles R. Rogers to direct Ken Maynard in "The Country Beyond Law," by Marion Jackson. The picture is now nearing completion as far as all preliminary arrangements are concerned and casting is to begin immediately.

Al Boasberg, former exploitation man and recently title writer, has been signed on a long term contract as a member of the Famous Players scenario staff. His first work in his new position will be the adaptation of Eddie Cantor's next Paramount picture, "The Girl Friend."

Lloyd Corrigan, for the past year a member of the Famous Players writing staff at the West Coast studio, has been signed to a new long-term contract. He is at present working with John McDermott on the latter's screen story "Senorita," as Bebe Daniels' next starring vehicle. Clarence Badger will direct.

Monte Brice, who has just completed Wallace Beery's "Casey at the Bat," will direct Beery in "Fireman, Save My Child." The Beery film will follow "Sheiks and Shebas," the Paramount "youth" picture, which Brice will also direct.

Hallam Cooley, the Warren of many a "Helen and Warren" comedy, is appearing for the first time in Raymond Griffith's new comedy which Earle Kebton is directing. He will appear as Griffith's chum.

"The City of Shadows," the last of the F. B. O. Gold Bonds, is now well into production under the directorship of J. P. McGowan. The story is based on "The Lark," by Mary Roberts Rinehart. It has many sensational airplane sequences.

Arthur Ripley, playwright, has been recruited by Harry Langdon to advise with him in the editing of "Long Pants," the comedian's new feature length comedy for First National, which will be ready for theatres throughout the country early in March.

Jean Dupont, chief reader in the scenario department of the F. B. O. Hollywood studio for more than a year, has been promoted to the position of scenarist. Her first assignment is the adaptation of "The Beauty Shop," a new series by H. C. Witwer. She is working in conjunction with Tom McNamara. The series is to go into production at an early date. Miss Dupont, it is reported, will adapt her own story, "Snappy Jane," which was purchased by F. B. O. several months ago.

Nick De Ruiz, portrayer of sinister, villainous figures, has been added to the cast of "The Unknown," Lon Chaney's new starring vehicle for Metro-Goldwyn-Mayer which Tod Browning is directing. Before entering pictures Ruiz was a designer of millinery.

: : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
ASSOCIATED EXHIB.						
Skyrocket, The	—	9	19	—	60	7,353 Ft.
COLUMBIA PICTURES						
Belle of Broadway, The	—	2	8	—	64	5,877 Ft.
FAMOUS PLAYERS						
Ace of Cads	2	3	17	2	64	7,786 Ft.
Aloma of the South Seas	1	4	23	3	67	8,514 Ft.
Behind the Front	1	2	33	31	82	5,555 Ft.
Blind Goddess, The	—	4	22	8	74	7,249 Ft.
Blonde or Brunette	—	—	11	—	70	5,872 Ft.
Born to the West	—	4	33	—	67	6,043 Ft.
Campus Flirt, The	—	2	19	12	79	6,702 Ft.
Canadian, The	—	4	15	—	64	7,753 Ft.
Cat's Pajamas	—	1	14	4	75	5,863 Ft.
Crown of Lies, The	—	8	8	—	55	5,020 Ft.
Dancing Mothers	—	5	26	2	67	7,169 Ft.
Desert Gold	—	6	27	3	68	6,900 Ft.
Diplomacy	4	7	15	—	54	6,950 Ft.
Eagle of the Sea, The	—	7	18	—	62	7,250 Ft.
Everybody's Acting	1	4	11	3	66	6,139 Ft.
Fascinating Youth	—	2	26	1	69	6,882 Ft.
Fine Manners	—	8	21	1	63	6,435 Ft.
For Heaven's Sake	1	12	36	10	68	5,356 Ft.
Forlorn River	—	10	17	1	60	5,992 Ft.
God Gave Me Twenty Cents	—	3	7	1	65	6,532 Ft.
Good and Naughty	—	3	9	2	68	5,503 Ft.
Grand Duchess and the Waiter	—	8	19	9	71	6,314 Ft.
Grass	2	2	7	—	55	6,348 Ft.
Great Gatsby, The	1	2	6	1	62	7,296 Ft.
Hold That Lion	2	5	20	5	67	5,811 Ft.
It's the Old Army Game	5	7	16	1	56	6,889 Ft.
Kid Boots	1	2	32	3	69	5,650 Ft.
Kid Brother, The	—	—	12	3	76	7,654 Ft.
Lady of the Harem	1	6	13	—	59	5,717 Ft.
Let's Get Married	—	—	27	4	73	6,800 Ft.
Love 'Em and Leave 'Em	1	5	6	1	57	6,075 Ft.
Lucky Lady, The	1	8	9	—	54	5,942 Ft.
Man of the Forest	—	2	11	4	74	5,187 Ft.
Mantrap	—	7	20	—	62	6,077 Ft.
Miss Brewster's Millions	1	9	13	—	56	6 457 Ft.
Moana	3	6	14	1	58	6,133 Ft.
Nell Gwyn	3	4	16	2	62	6,741 Ft.
New Klondike	2	13	30	1	60	7,445 Ft.
Padlocked	—	2	23	3	72	6,700 Ft.
Palm Beach Girl, The	—	5	29	5	70	6,918 Ft.
Popular Sin, The	1	3	13	—	62	6.244 Ft.
Quarterback	—	—	30	14	80	7,114 Ft.
Rainmaker, The	4	5	23	4	64	6 055 Ft.
Runaway, The	—	6	14	1	63	6,271 Ft.
Say It Again	—	4	19	—	65	7,443 Ft.
Sea Horses	1	13	24	—	58	6,671 Ft.
Secret Spring, The	4	3	3	—	41	5,710 Ft.
Show Off, The	1	3	22	3	68	6,195 Ft.
Social Celebrity, A	—	6	17	2	64	6 025 Ft.
Song and Dance Man, The	2	15	14	—	52	6,997 Ft
So's Your Old Man	1	3	21	5	70	6,347 Ft.
Stranded in Paris	—	—	12	2	74	6 105 Ft.
That's My Baby	1	4	26	3	68	6,805 Ft.
Tin Gods	—	3	23	7	74	8,568 Ft.
Untamed Lady, The	2	11	18	5	62	6,132 Ft.
Variety	1	5	15	11	74	7,804 Ft.
Volcano	1	4	13	—	61	5.467 Ft.
Wanderer, The	5	14	19	8	61	8,173 Ft.
We're in the Navy Now	—	1	18	15	82	5,519 Ft.
Wet Paint	6	6	18	—	54	5,109 Ft.
You'd Be Surprised	5	11	16	—	52	5,994 Ft.
You Never Know Women	—	7	15	—	60	6,064 Ft.
FILM BOOKING OFFICES						
Adorable Deceiver, The	1	4	5	—	53	4,879 Ft.
Arizona Streak	—	3	8	2	68	4,640 Ft.
Beyond the Rockies	—	1	14	1	70	4.851 Ft.
Bigger Than Barnum's	2	7	15	2	60	5.391 Ft.
Born to Battle	2	—	19	—	65	5,100 Ft.
Cowboy Cop, The	—	2	8	1	67	4,385 Ft.
Dead Line, The	—	1	9	—	67	5,000 Ft.
Hands Across the Border	—	2	28	4	72	5,367 Ft.
Her Honor, the Governor	1	2	6	2	65	6,709 Ft.
Isle of Retribution	3	3	13	3	63	6,388 Ft.
Jade Cup, The	3	2	5	—	49	4 656 Ft.
King of the Turf	3	7	17	2	60	6,210 Ft.
Kosher Kitty Kelly	1	4	12	1	62	6,103 Ft.
Laddie	1	2	20	1	65	6,931 Ft.
Lone Hand Saunders	—	—	14	6	79	5,447 Ft.
Masquerade Bandit, The	1	1	7	1	65	4,919 Ft.
Non-Stop Flight, The	3	4	14	1	59	5.650 Ft.
One Minute to Play	—	5	25	7	72	7,713 Ft.
Sir Lumberjack	1	2	7	—	59	5,129 Ft.
Tough Guy, The	—	5	23	13	73	5,454 Ft.
Two Gun Man, The	—	1	21	8	77	5,139 Ft.
Wild to Go	—	—	11	—	70	4,750 Ft.
FIRST NATIONAL						
Amateur Gentleman, The	3	4	12	2	60	7,791 Ft.
Brown Derby, The	—	3	18	5	72	6,700 Ft.
Dancer of Paris	1	4	20	2	66	6.220 Ft.
Duchess of Buffalo, The	1	3	11	1	63	6,940 Ft.
Ella Cinders	—	4	21	8	74	6,540 Ft.
Far Cry, The	2	5	22	—	61	6,868 Ft.
Forever After	—	1	11	5	77	6,330 Ft.
Great Deception, The	1	3	16	3	68	5,855 Ft.
Greater Glory, The	—	2	7	4	75	9,710 Ft.
Her Second Chance	1	4	10	3	66	6.420 Ft.
High Steppers	—	4	10	—	61	6.136 Ft.
Into Her Kingdom	1	3	15	1	65	5,855 Ft.
Irene	—	3	29	19	79	8,400 Ft.
It Must Be Love	—	6	20	2	66	6,848 Ft.
Kiki	—	4	18	8	74	8,299 Ft.
Lady in Ermine	—	3	7	—	61	6,400 Ft.
Mlle. Modiste	—	1	26	1	70	6,230 Ft.
Men of Steel	—	1	23	5	74	9,153 Ft.
Mismates	—	5	10	—	60	6,905 Ft.
Miss Nobody	—	3	12	3	70	6 859 Ft.
Old Loves and New	—	7	12	—	59	7,423 Ft.
Pals First	—	5	11	—	61	6,834 Ft.
Paradise	1	—	8	1	68	7,090 Ft.
Puppets	—	4	14	—	63	7,486 Ft.
Rainbow Riley	—	8	27	2	65	6,450 Ft.
Ransom's Folly	3	5	16	—	58	7,322 Ft.
Savage, The	—	4	16	2	67	6,275 Ft.
Senor Daredevil	—	3	16	7	75	6,402 Ft.
Silent Lover, The	—	4	5	1	61	6 500 Ft.
Sporting Lover, The	1	4	9	1	61	6,446 Ft.
Strong Man, The	—	1	12	1	70	6,882 Ft.
Subway Sadie	—	2	21	3	71	6,727 Ft.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Sweet Daddies	1	1	15	6	74	6,562 Ft.
Syncopating Sue	—	5	12	1	63	6,770 Ft.
Tramp, Tramp, Tramp	1	3	19	5	70	5,831 Ft.
Twinkletoes	—	1	11	1	70	7,833 Ft.
Unknown Cavalier, The	—	3	6	1	64	6,595 Ft.
White Black Sheep, The	1	1	5	3	71	6,798 Ft.
Wilderness Woman, The	—	7	21	2	65	7,533 Ft.
Wise Guy, The	—	1	13	1	70	7.775 Ft.

FOX

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Black Paradise	1	—	16	—	67	4,962 Ft.
Blue Eagle, The	1	4	11	2	63	6,200 Ft.
Canyon of Light	—	3	8	4	72	5.399 Ft.
Country Beyond, The	—	1	9	1	70	5,363 Ft.
Dixie Merchant, The	2	4	10	—	56	5,126 Ft.
Family Upstairs, The	1	2	16	3	69	5 971 Ft.
Fighting Buckeroo, The	—	6	7	1	59	5,096 Ft.
Fig Leaves	—	3	10	3	70	6,498 Ft.
Flying Horseman, The	—	—	16	1	72	4.971 Ft.
Gentle Cyclone, The	1	1	12	1	67	4,825 Ft.
Great K. & A. Robbery, The	—	1	13	4	75	4,800 Ft.
Hard Boiled	—	2	14	2	70	5.680 Ft.
Johnstown Flood, The	—	5	17	5	70	6,357 Ft.
Lily, The	2	4	5	—	50	6,268 Ft.
Man Four Square, A	2	—	15	1	66	4,744 Ft.
Marriage License	1	2	10	—	62	7,168 Ft.
Midnight Kiss, The	1	4	6	—	55	5.025 Ft.
More Pay—Less Work	—	2	10	1	68	6,027 Ft.
My Own Pal	—	2	24	1	69	6.058 Ft.
No Man's Gold	—	1	22	5	74	5.745 Ft.
Return of Peter Grimm, The	—	3	10	1	66	6.961 Ft.
Road to Glory, The	1	1	14	1	67	6.038 Ft.
Rustling for Cupid	1	3	12	1	64	4,835 Ft.
Sandy	2	9	21	3	62	7,850 Ft.
Shamrock Handicap, The	—	—	12	1	72	5.866 Ft.
Siberia	—	2	8	1	67	6,950 Ft.
Silver Treasure, The	1	2	10	—	62	5,386 Ft.
Thirty Below Zero	1	1	5	3	71	4,691 Ft.
Three BadMen	—	—	19	11	80	8,710 Ft.
Tony Runs Wild	1	2	10	4	71	5,477 Ft.
Wings of the Storm	—	1	8	1	70	5.374 Ft.
Womanpower	1	1	15	2	69	6,240 Ft.
Yellow Fingers	1	3	10	—	60	5,594 Ft.

METRO-GOLDWYN-MAYER

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Auction Block	2	13	20	2	59	6,239 Ft.
Bardelys the Magnificent	—	—	12	4	78	8.536 Ft.
Barrier, The	1	3	26	3	68	6 480 Ft.
Battling Butler	1	6	16	4	66	6,970 Ft.
Beverly of Graustark	—	2	39	3	71	6,977 Ft.
Blarney	7	6	6	—	42	6,169 Ft.
Boy Friend, The	3	2	11	1	59	5.584 Ft.
Brown of Harvard	2	3	26	20	78	7,941 Ft.
Devil's Circus, The	—	6	25	4	68	6,750 Ft.
Exquisite Sinner, The	2	10	9	—	51	5,844 Ft.
Flaming Forest, The	—	1	11	3	74	6.567 Ft.
Flesh and the Devil, The	—	—	6	4	82	8,759 Ft.
Gay Deceiver, The	3	6	9	1	54	6,624 Ft.
Ibanez's Torrent	2	7	15	3	62	6,769 Ft.
La Boheme	1	4	15	5	69	8,781 Ft.
Love's Blindness	2	4	4	1	53	6,023 Ft.
Lovey Mary	—	3	15	1	67	6,167 Ft.
Magician, The	2	3	6	1	57	6,960 Ft.
Mare Nostrum	—	3	17	3	70	11.000 Ft.
Mike	1	9	35	10	70	6.755 Ft.
Money Talks	—	3	6	1	64	5.139 Ft.
Monte Carlo	1	8	16	1	58	6.512 Ft.
Paris	3	4	13	—	57	5,580 Ft.
Road to Mandalay, The	2	2	25	8	72	6,551 Ft.
Temptress, The	—	5	15	8	73	8,221 Ft.
There You Are	—	1	13	—	68	5,652 Ft.
Tin Hats	—	—	14	4	77	6.598 Ft.
Upstage	—	3	10	1	66	6,048 Ft.
Valencia	1	2	11	2	67	5.580 Ft.
Waltz Dream, The	3	3	15	2	62	7.322 Ft.
Waning Sex, The	—	2	26	3	71	6,025 Ft.
War Paint	—	2	10	3	72	5,032 Ft.

PATHE

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Devil Horse, The	1	—	12	3	73	5.853 Ft.

PROD. DIST. CORP.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Bachelor Brides	1	2	11	—	62	6.612 Ft.
Clinging Vine, The	1	3	10	1	63	6,400 Ft.
Eve's Leaves	1	3	9	2	65	6,750 Ft.
Flame of the Yukon, The	—	1	9	—	67	5,800 Ft.

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Forbidden Waters	3	4	5	—	48	5,335 Ft.
Gigolo	—	6	16	2	65	7,295 Ft.
Her Man O' War	—	2	8	—	64	6,106 Ft.
Last Frontier, The	—	5	15	—	63	7,800 Ft.
Made for Love	2	10	3	—	43	6,703 Ft.
Million Dollar Handicap, The	1	7	16	6	67	6,095 Ft.
Paris at Midnight	—	3	11	1	66	6,995 Ft.
Prince of Pilsen, The	3	2	13	2	63	6,600 Ft.
Red Dice	1	3	18	1	65	7,257 Ft.
Sea Wolf, The	—	1	9	—	67	7,500 Ft.
Shipwrecked	—	1	9	—	67	5,865 Ft.
Silence	2	2	14	2	65	7,518 Ft.
Sunny Side Up	1	3	6	—	56	6,007 Ft.
Unknown Soldier, The	—	1	20	15	82	7,979 Ft.
Up in Mabel's Room	—	1	20	15	82	6.345 Ft.
Volga Boatman, The	—	2	25	34	86	10,050 Ft.
Whispering Smith	—	2	23	—	68	6,155 Ft.
Wild Oats Lane	1	3	10	1	63	6,900 Ft.
Young April	—	3	9	1	65	6,858 Ft.

STATE RIGHTS

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Somebody's Mother	—	—	8	4	80	5,349 Ft.

UNITED ARTISTS

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Bat, The	—	1	21	15	79	8,219 Ft.
Black Pirate, The	2	7	17	12	71	8,200 Ft.
Partners Again	2	6	10	2	59	5,562 Ft.
Son of the Sheik, The	—	2	24	22	83	6,685 Ft.
Sparrows	5	8	12	3	56	7,763 Ft.
Stella Dallas	1	4	21	8	75	10,157 Ft.

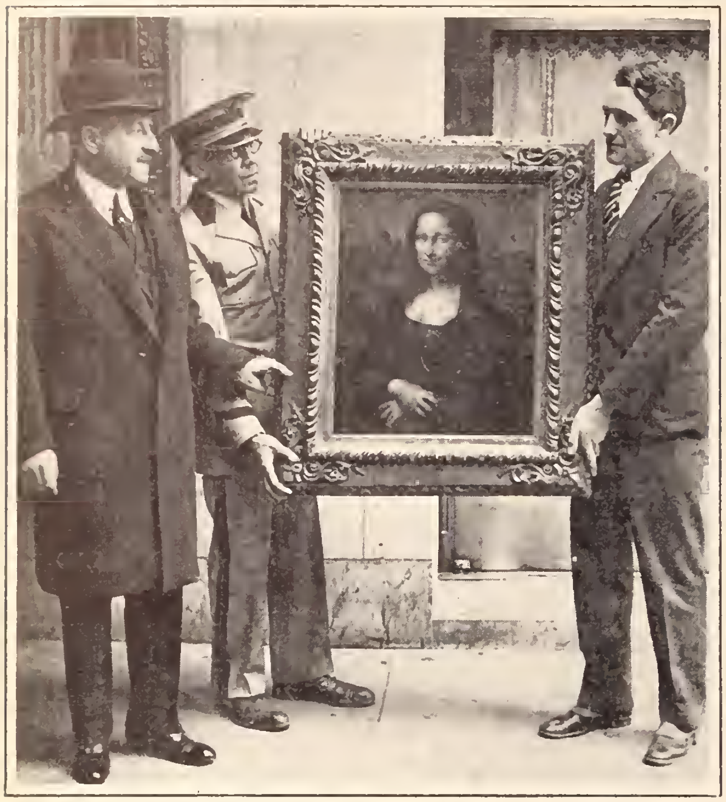
UNIVERSAL

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Winning of Barbara Worth	—	1	7	2	73	8,560 Ft.
Beautiful Cheat, The	7	1	15	—	53	6,583 Ft.
Blue Blazes	—	1	16	—	68	4,659 Ft.
Border Sheriff, The	—	1	11	—	68	4,450 Ft.
Buckaroo Kid, The	—	—	8	2	76	6.167 Ft.
Chasing Trouble	2	4	5	—	50	4,858 Ft.
Chip of the Flying U	—	1	18	6	76	6,596 Ft.
Cohens and Kellys, The	—	3	19	20	82	7,774 Ft.
Combat, The	—	7	11	—	58	6,714 Ft.
Desperate Game, The	—	2	8	5	76	4,400 Ft.
Fighting Peacemaker	1	3	8	—	58	4,292 Ft.
Flaming Frontier, The	1	5	17	10	73	8,829 Ft.
Her Big Night	—	—	9	1	73	7,306 Ft.
Ice Flood, The	—	2	8	—	64	5,747 Ft.
Love Thief, The	1	5	6	—	53	6,822 Ft.
Man in the Saddle, The	2	5	9	3	62	5,492 Ft.
Marriage Clause, The	—	—	11	4	78	7,680 Ft.
Midnight Sun, The	—	6	15	2	65	8.767 Ft.
My Old Dutch	2	4	11	—	57	7,750 Ft.
Old Soak, The	—	1	12	1	70	7,445 Ft.
Phantom Bullet, The	—	4	12	1	65	6,148 Ft.
Poker Faces	2	1	12	4	69	7,808 Ft.
Prisoners of the Storm	1	1	8	—	62	6,102 Ft.
Rolling Home	2	2	15	5	70	6,993 Ft.
Runaway Express, The	1	3	5	1	59	5,865 Ft.
Set Up, The	1	2	7	1	63	4,600 Ft.
Six Shooting Romance	—	2	16	—	67	4,869 Ft.
Skinner's Dress Suit	3	7	19	4	63	7,025 Ft.
Sky High Corral	—	2	7	1	67	4.871 Ft.
Still Alarm, The	—	5	17	5	70	7,406 Ft.
Take It From Me	4	3	8	4	63	6,649 Ft.
Texas Streak, The	—	1	10	4	76	6,259 Ft.
Under Western Skies	—	4	18	4	70	6,452 Ft.
Watch Your Wife	—	6	8	—	57	6,980 Ft.
Whole Town's Talking, The	—	2	8	—	64	6,662 Ft.

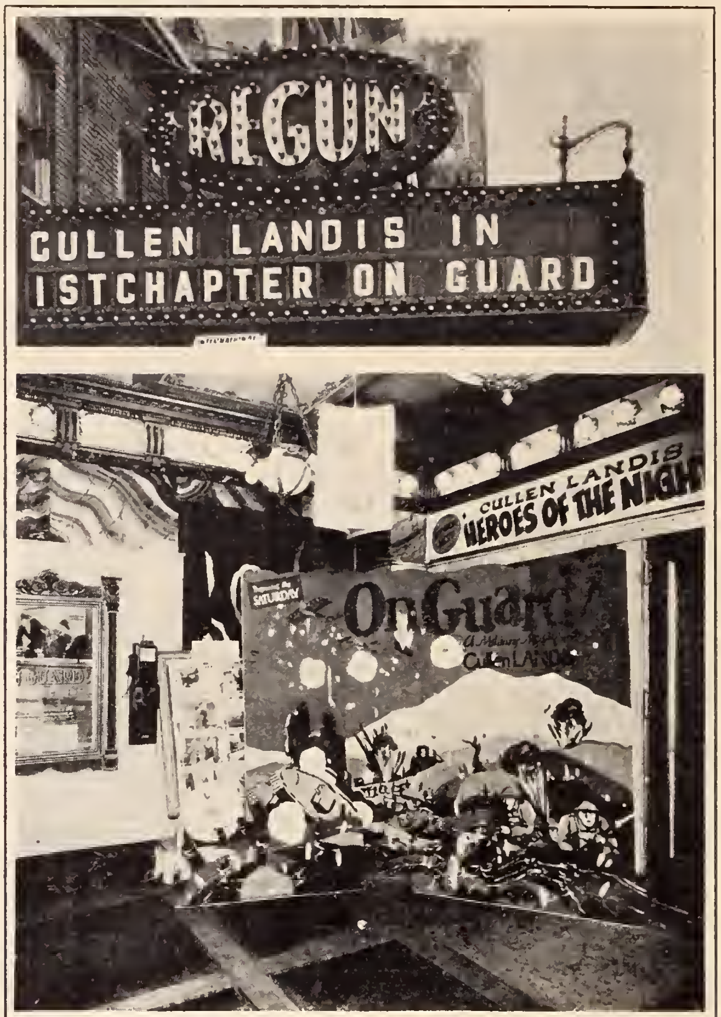
WARNER BROS.

Title of Picture	Number exhibitors Reporting Poor	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Across the Pacific	—	1	15	4	75	6.954 Ft.
Bride of the Storm	—	2	14	1	68	6.800 Ft.
Broken Hearts of Hollywood	1	2	10	—	62	7,770 Ft.
Cave Man	1	2	12	2	67	6,843 Ft.
Footloose Widows	—	2	10	1	68	7,163 Ft.
Hell Bent fer Heaven	1	1	11	1	66	6.578 Ft.
Hero of the Big Snows	2	3	11	2	63	4.745 Ft.
His Jazz Bride	3	4	7	2	57	6,420 Ft.
Man Upstairs, The	1	5	7	1	58	6,251 Ft.
My Official Wife	1	2	7	1	63	7,846 Ft.
Night Cry, The	—	1	21	5	74	6,300 Ft.
Oh, What a Nurse!	2	2	17	2	66	6,987 Ft.
Private Izzy Murphy	—	—	7	6	84	7,889 Ft.
Sea Beast, The	—	1	15	10	80	9,950 Ft.
So This Is Paris	2	3	8	1	59	6,135 Ft.
Why Girls Go Back Home	1	2	8	—	60	5,262 Ft.

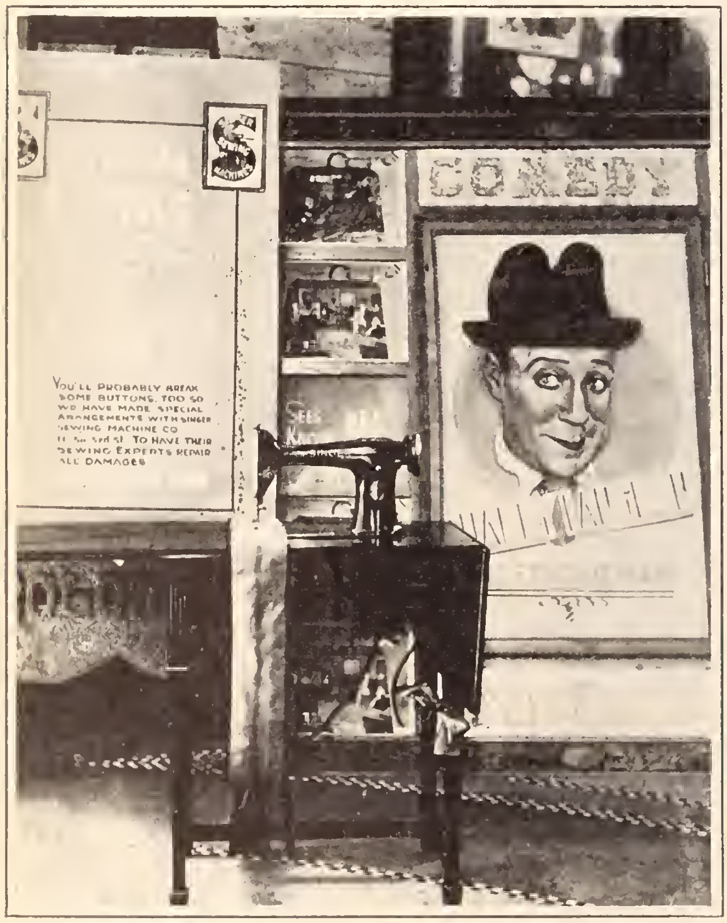
Exhibitors Service Bureau



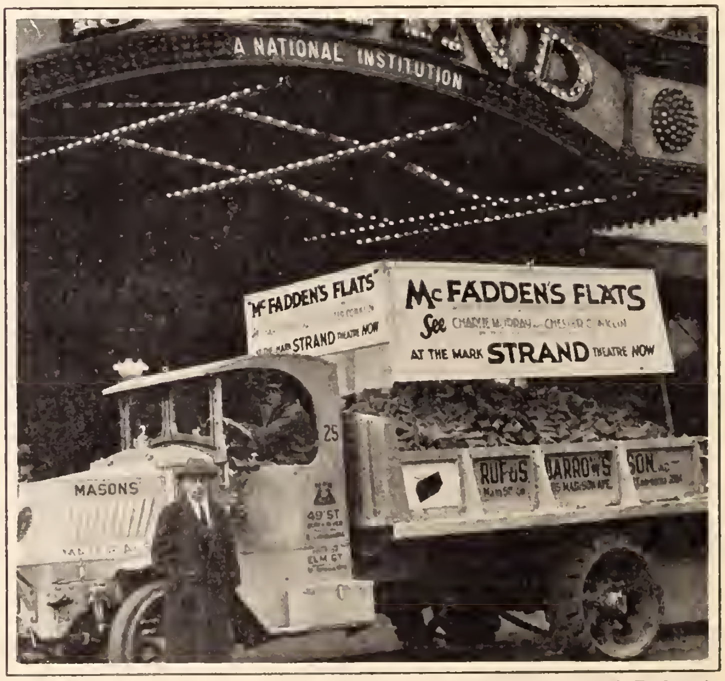
The "Mona Lisa" painting recently brought here by a Parisian art dealer was exhibited at the Paramount Theatre, New York, during the showing there of the Educational-Technicolor feature based on the famous Da Vinci canvas. Photo shows Eduard Jonas, left, and Chester L. Stoddard, right, manager of the Paramount



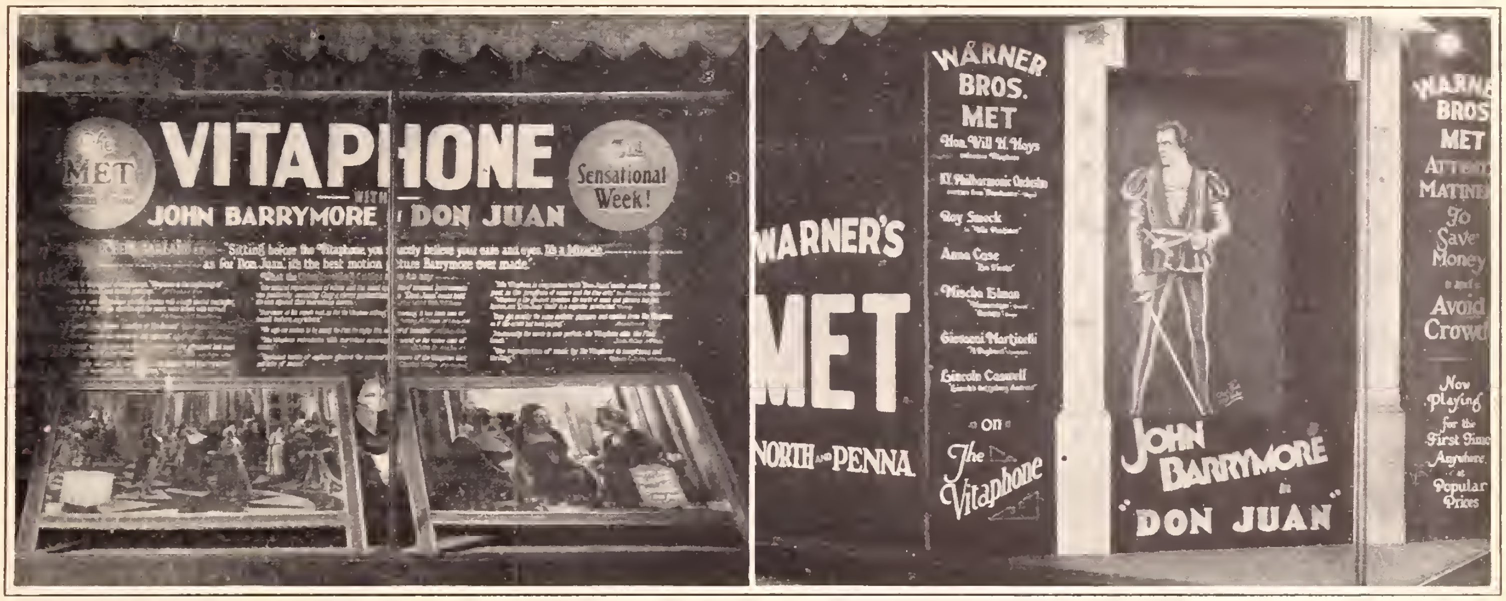
The marquee billing and inside lobby display for Pathe's serial "On Guard" at the Regun Theatre, New York City. The lobby stand, used as advance billing, was worked up from a 24-sheet on the picture


COMEDY
You'll probably break some buttons, too so we have made special arrangements with Singer Sewing Machine Co to have their sewing experts repair all damages

A novel display at the Colonial Theatre, Harrisburg, Pa., based on a tie-up with a sewing machine agent featuring "The Strong Man" (First National). The electrically operated machine stitched continuously over a circular piece of cloth



R. W. "Barry" Baremore's Broadway ballyhoo for "McFadden's Flats," (First National) on the opening day of the picture's engagement at the Strand. Baremore, who is exploiting the picture, is seen in the foreground of the photo above



DOWNTOWN DISPLAY FOR AN UPTOWN THEATRE
Two sections of a window display which featured the showing of "Don Juan" (Warner Bros.) and Vitaphone at the Metropolitan Theatre, Baltimore. The display was located in a downtown store and furnished needed exploitation in that district for the Metropolitan, which is a half-hour's street-car ride from the business section. This display was designed by Charles Ford, artist of the Metropolitan, and was obtained by Manager Frank Cassidy of that theatre. It was brightly illuminated at night.

Premiere Official Event

More Than 40 Mayors and Fire Chiefs Attend Detroit Opening of "The Fire Brigade"

THE opening of "The Fire Brigade," at the John H. Kunsky Madison Theatre, Detroit, was made both an international and state-wide affair, by tying up with the Sixtieth Anniversary of the Detroit fire department.

It became a state-wide affair when Governor Fred W. Green of Michigan addressed a letter to the Detroit fire commission, the Detroit fire department and the International Fire Chiefs' Association, calling attention to the opening.

In addition to the recognition "The Fire Brigade" received from Governor Green, more than forty mayors and fire chiefs visited Detroit on the opening of the film. Each mayor, accompanied by his fire chief, brought a proclamation, and in every one, "The Fire Brigade" was mentioned.

It was made an international affair when Mayor C. E. Jackson and Chief C. J. DeFields, of Windsor, Ont., and Fire Chief H. Coats, of Walkerville, Canada, took part in the celebration, and brought with them proclamations from Canada, calling attention to the opening of the feature in Detroit.

All the mayors and fire chiefs were greeted to the city of Detroit by Mayor John W. Smith, who received from each mayor his proclamation. Fire Chief Edward H. Megnity, of Detroit, then led a parade made up of the fire chiefs, in their bright-red cars, to the Madison Theatre, where a welcoming address and a tribute to the film was made by Paxton C. Mendelshon, millionaire chairman of the Fire Prevention Committee of the Detroit Board of Commerce.

The opening of a new fire station was also made part of the celebration, with A. A. Shantz, president of the Detroit Fire Commission, commenting upon the film in his address dedicating the new house. The Detroit daily newspapers were most liberal in their spport of the campaign. The Detroit "News" giving a full page to review the activities of the Detroit fire department since its inception, in the Sunday section on the day "The Fire Brigade" opened. The Detroit "Times" and "Free Press" also gave considerable space in their Sunday sections to the entire campaign. The campaign was sponsored by the Fire Prevention Committee of the Detroit Board of Commerce, with Paxton C. Mendelshon and George Morley, millionaire Detroit fire fans, giving nearly all their time for two weeks to the movement.

Mayor John W. Smith, of Detroit, not only aided the campaign personally, but issued a proclamation.

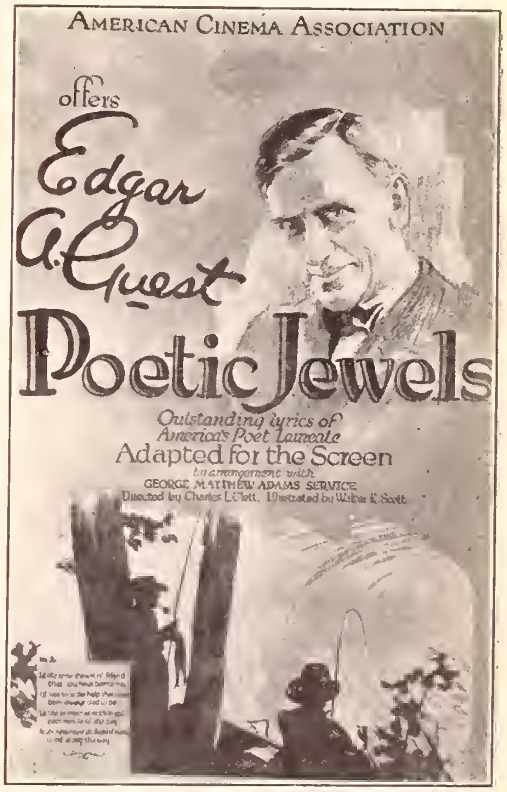
In addition to the mayor's proclamation, a vivid account of "The Fire Brigade" was read to the men at roll call, for two consecutive mornings, in all the fire stations of Detroit. The Firemen's band of forty-four pieces also played several numbers in front of the theatre on the opening day. The entire campaign can be repeated in any town. It brings maximum results at minimum expense. In fact, not one cent was spent on the entire campaign by the theatre. The fire chief even issued an order that not one pass was to be given to any member of the fire department.

Regardless of how long the fire department in any city has been established, its anniversary for that year can be celebrated day and date with the run of the picture. This makes it a civic event to which newspapers and city and state officials are only too willing to lend their aid.

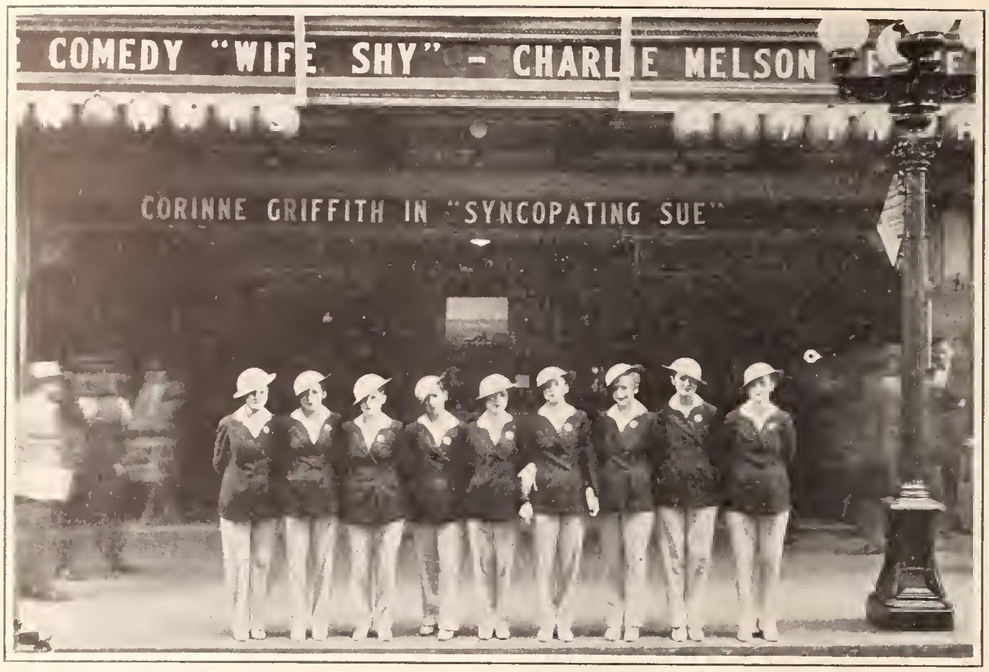
The exploitation and general publicity for the entire campaign in Detroit was handled by Louis P. Kramer, with Oscar A. Doob, laying out and writing all advertising copy. Both men were recently sent to the Kunsky organization by Balaban & Katz of Chicago.

Uses Bricks as Billing on "McFadden's Flats"

A novel form of "billing" was used in Newburgh, N.Y., to exploit the showing of "McFadden's Flats," at the Broadway Theatre there. The "posters" were ordinary building bricks with labels bearing the title of the picture, theatre and play dates, pasted on. This "Irish Confetti" was distributed about the town, in doorways, sidewalks, etc., by Manager Charles R. Hammerslough of the Broadway.


AMERICAN CINEMA ASSOCIATION
offers
Edgar A. Guest
Poetic Jewels
Outstanding lyrics of America's Poet Laureate
Adapted for the Screen
by arrangement with
GEORGE MATTHEW ADAMS SERVICE
Directed by Charles L. Glett. Illustrated by Wilbur K. Scott

Reproduction of the distinctive 1-sheet poster prepared by American Cinema Association for the Edgar A. Guest Poetic Jewels, a series of picturized poems being distributed by that company.


COMEDY "WIFE SHY" - CHARLIE MELSON
CORINNE GRIFFITH IN "SYNCOPATING SUE"

Publicity for the showing of "Tin Hats" (M-G-M) at Loew's State, Los Angeles. Usherettes wore 'em, and a row of 'em carrying the title and the word "coming" were suspended from the marquee

"Coming Attractions"

A DINNER-TIME DIALOGUE WITH FOOD FOR THOUGHT

The brisk young proprietor of the Little Gem Motion Picture Palace came bounding up the steps of his home.

"Dinner ready?" he cried. "I'm hungry as a wolf."

In the fragment of time known as a jiffy he had seated himself at the dining-table and was spreading a napkin on his knee. His wife sat opposite; in her eyes a laugh.

"Any food go with this dinner?" asked the young man after a brief interval.

"Presently," said his wife. "But first I must tell you of some of the good things I've planned for the rest of the week. This is Tuesday. Tomorrow, Wednesday, we shall have lamb chops, creamed potatoes and new peas for dinner. For dessert, cottage pudding with fruit sauce. Thursday's menu will be well worth your while. We shall have a sirloin steak with baked potatoes, young cauliflower, endive salad and a custard pie. Friday—"

"What's the—"

"Wait. Friday an unusually attractive dinner will be served at this house, one that you cannot possibly afford to miss. The features will be broiled Spanish mackerel with boiled potatoes, sliced tomatoes—"

"Fine, but hang it, Bess, how about tonight's—"

"Saturday," said his wife firmly, "a special bill will be offered you in the form of a genuine Irish stew, with apple dumpling as an added week-end attraction. Next week, our wedding anniversary week, will be a gala occasion at this house, a week of exceptional offerings. Beginning Monday—"

"Bess, I'm not as dull as you think I am. I begin to get you."

His wife's acknowledgment was a little nod.

"Of course you do," she said. "I meant that you should. Now you know how folks feel at your little old movie theatre when you feed them up for ten minutes on coming attractions when they're hungry for the main show—Olga, you may serve dinner now."

Atmosphere in Ballyhoo for "The Overland Stage"

Manager Hugh J. Smart dug up an old stage coach to exploit "The Overland Stage" when that film showed at the Strand Theatre, Montgomery, Ala.

The stage coach, similar to those in the days of '49, was used as a ballyhoo on the streets for three days in advance of showing. Two banners containing the title of picture, name of star, play dates, and theatre were placed on the stage coach, and a real cowboy drove it all over town.

"Effect" Cut-out in "Satan" Lobby

Dannenberg's Mechanical Devil Spouts Flame

Manager Sidney Dannenberg dressed up his lobby with a mechanical centerpiece that had the whole town talking when "Sorrows of Satan" played at the Strand Theatre, Birmingham, Ala.

The centerpiece was a cut-out of a devil, made of beaver board. The arms were extended as though holding open a cloak, with nifty cut stills in the lining of the cloak. Behind the mouth of the devil was a built-out box frame painted red. The mouth was large enough to permit the pasting of a Menjou head from the roof of the mouth to the back part of the throat.

Flat chicken coop wire was used to represent the tongue. The wire was painted red and on top of this wire was placed a piece of cheese cloth from which pieces of red crepe paper were tied. A large wall fan underneath made the papers shoot upward, and it looked like real flames coming from the devil's mouth.

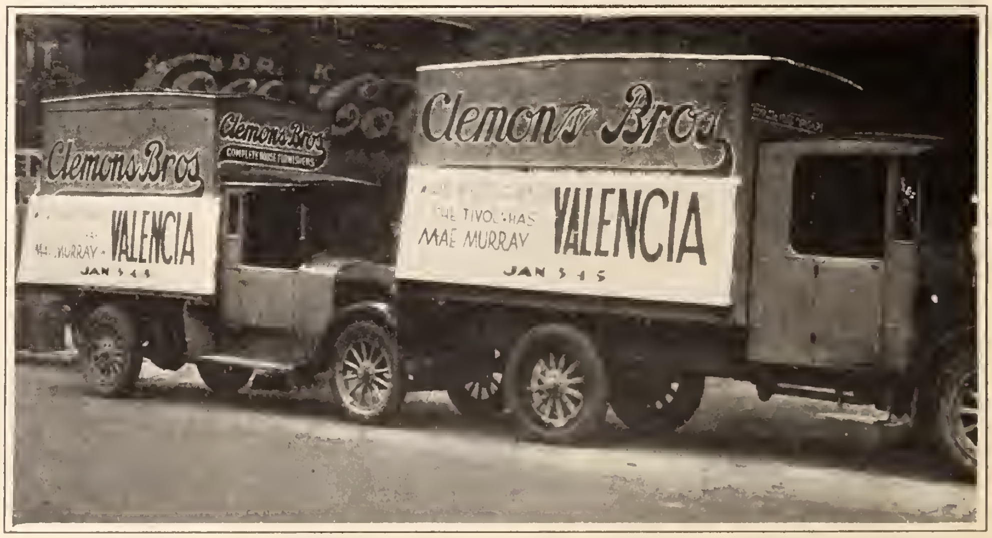
Beneath the devil's head was room enough for four photos of Menjou and ten stills from the picture.

Title Alone Proves As Serial Teaser

Line "House Without a Key" is Advance Ad for Picture

Manager Joe Goldberg, of the Southern Theatre, Minneapolis, Minn., in presenting "The House Without a Key" arranged a novel advance teaser campaign in exploitation of this serial.

Beginning three weeks prior to starting date of "The House Without a Key" a six-sheet poster was displayed in the lobby with "serial" covered up, leaving only the title "House Without a Key." The theatre arranged a special slide, which was projected on the wall of the house in a prominent spot, advising patrons of the coming of the subject, again omitting the names of players and serial. Another advance slide was also projected so as to appear on the screen simultaneously with pictures.



Ballyhoo for the asking, as it were. Photo above shows the trucks of a Chattanooga department store carrrying billing for "Valencia" (M-G-M) at the Tivoli Theatre there through a tie-up featuring the phonograph records of the song. Exploitation was arranged by Manager E. R. Rogers

Short Subjects and Serials

Three New Fox Comedies Are Put into Production

"The Midnight Kangaroo," an Imperial with Gene Cameron and Sally Phipps; "Not the Type," a Van Bibber starring Earle Foxe and Virginia Paddock, and "Extra Extra," one of the Animal comedies featuring Jerry Madden, were put into production by George E. Marshall, comedy supervisor, at the Fox Films West Coast studio this week. Jules White is directing the Imperial and Jess Robbins the Van Bibber. Leliah Lewis is one of the featured players in "Extra, Extra."

"Palestine" Series for Lenten Presentation

"The Pilgrimage to Palestine," Pathe's series of one-reel subjects setting forth an array of scenes of the Holy Land, are being offered to exhibitors for presentation during the Lenten Season, which began March 2, Ash Wednesday.

The first six productions which Pathe will offer are "Bethlehem," "Nazareth," "Bethany in Judea," "The Sea of Galilee," "The Garden of Gethsemane" and "Via Dolorosa."

A trio of comical scenes from "Sailor, Beware!" an Educational comedy

Pathe Schedules Product

March Thirteenth Program Includes Two Mack Sennett Comedies, "Our Gang," Roach Film

PATHE'S schedule of product for the week of March 13th includes two two-reel comedies from the Mack Sennett studios and a new "Our Gang" fun film from the Hal Roach lot; other releases are Pathe Review No. 11, the seventh chapter of the Patheserial, "On Guard," an Aesops Fable, Topics of the Day, No. 11 and two issues of Pathe News.

"A Dozen Socks" is the title of one Mack Sennett offering. Alice Day is starred and the supporting cast includes Danny O'-Shea, Marjorie Zier, Barney Hellum among others. Earl Rodney directed under the supervision of J. A. Waldron. It is a story of the prize ring. "The Jolly Jilter" is the title of the second Sennett contribution. Ben Turpin is starred with Madeline Hurlock, Alma Bennett and the Sennett Bathing Beauties in support. Eddie Cline directed.

"Ten Years Old" is the title of the "Our Gang" comedy, directed by Anthony Mack under the supervision of F. Richard Jones, from the story by Robert McGowan. It concerns a birthday party.

Pathe Review No. 11 presents: "Speeding Up Shoemaking," satisfying Dame Fashion's demands for new styles in shoes. How machinery keeps pace with feminine fancies in footwear; "Pursuing Polly," trapping for parrots in Mexico; "A Gem of the East," Lao Kay, a Chinese frontier city, pictured in color; "Clay Revelations," a study of faces in clay moulds.

"On Guard," the current Patheserial, reaches the seventh chapter this week with the episode entitled, "Hidden Watchers." Cullen Landis is starred in this continued-in-the-next film, supported by a cast including Muriel Kingston, Louise DuPre, Walter P. Lewis, Tom Blake, Edward Burns, Hal Forde, Gus de Wilde and Tom Poland.

"All for a Bride" is the title of the current release of the Aesop's Film Fables series of animated cartoon comedies. Topics of the Day, No. 11, presents choice bits of wit and humor compiled from the international press. This program is brought to a conclusion with two issues of Pathe News, numbers 24 and 25, presenting last-minute world events from the four corners of the globe.

Two Pathe Features Are Scheduled for March 13

"THE PRINCESS ON BROADWAY" and "Tearin' into Trouble"—representing themes of New York's famous avenue and the outdoor West—are two features scheduled for release by Pathe on March 13. The former story, which was adapted by Doris Schroeder from a story by Ethel Donaher, stars Pauline Garon. Members of the supporting cast include Johnny Walker, Ethel Clayton, Dorothy Dwan, Neely Edwards, Harold Miller and Ernest Wood.

"Tearin' into Trouble" features Wally Wales and is a five-reel Western feature. It is an adaptation by Betty Burbridge of the John H. Hamlin story, "The Rabbit's Foot," which was published in a recent issue of Triple-X Magazine. Richard Thorpe directed among others Olive Hasbrouck, in the feminine lead, Walter Brennan, Violet Bird, Frank Ellis, Nita Cavalier, Charles Whitaker, Tom Bay and Walter Maley.

Brown Purchases Foreign Two-Reeler for F. B. O.

The United States, Canadian and United Kingdom rights to "Nothing But the Hours," a foreign two-reel subject have been purchased by Colvin W. Brown, vice-president of F. B. O. in charge of foreign distribution, who is now abroad in the interest of foreign sales. A sample print was shipped to New York immediately for the attention of the home office.

Resume of Current News Weeklies

FOX NEWS, VOL. 8, NO. 42: London—King George and Queen Mary are borne in state to House of Parliament for opening ceremonies; Washington, D.C.—State Department men are promoted—Hugh R. Wilson goes to Berne; Philadelphia—Co-eds of University of Pennsylvania are tested to see if their feet come up to standards of beauty; The Netherlands—Former Crown Prince of Germany visits scene of his five-year exile on Island of Wieringen; Cape Cod, Mass.—Fishing schooner *Elsie G. Silver* is driven on shore by winter winds and breaks up in surf; Long Beach, Cal.—Two teams, composed of bathing beauties, meet in tank to play for water baseball championship; Cadore, Italy—Crown Prince Humbert, attended by members of nobility, visits winter resort in Dolomite Mountains; New York City—The famous Vanderbilt chateau, long a landmark on Fifth Avenue, comes under wreckers' hands; The Alps—Aviation made possible in deep snows by using sleds instead of wheels; Delray, Fla.—Society sportsmen who are spending the winter on East Coast compete in thrilling game of polo.

FOX NEWS, VOL. 8, NO. 43: In East and West—High seas along Atlantic cause a loss of millions, Long Island hardest hit; Jacksonville, Fla.—Miss America, only gorilla in captivity, poses for her first picture at tender age of 7 years; Palm Beach, Fla.—Mayor Walker arrives from Cuba and is guest of society leaders at Bath and Tennis Club; Columbia University, N.Y.—John Lorch is chosen best all-round man of seniors; Peggy Hamilton, expert in style, displays gowns movie stars are wearing; The Tenth Anniversary of Russia's Revolution as preserved in films; Miami Beach, Fla.—Tropical sunrise finds class of dancing girls practising steps on stretch of secluded sand; New Orleans, La.—Thoroughbreds race in rain storm over slushy track in $50,000 New Orleans Handicap.

FOX NEWS, VOL. 8, NO. 44: Palm Beach—Fastest craft in country try for new speed marks in class cup competition; Cairo—King Fouad of Egypt and his ministers open first public hospital in Cairo; California—Finley Handerson risks his life—just to give big crowd a thrill; Quantico—U.S. rushes troops in Nicaraguan crisis; Washington, D.C.—President eulogizes Washington before joint session of Congress as world listens by radio; In South of France—Thousands wintering on the Riviera join throngs of merrymakers of Nice; Philadelphia—University of Pennsylvania oarsmen take out their boats for first sprint training on Schuylkill; Petaluma, Cal.—Chick season opens in world's poultry center with record hatching of 169,000 feathered babies; New York City—Le Meri, "queen of Spanish shawl," brings silk and fringe to life in new and exotic dance.

PATHE NEWS NO. 19: Nice, France—Gaiety reigns supreme as Riviera Carnival opens; Battle of Flowers a riot of color and fragrance; Cagliari, Sardinia—Francesco de Pinedo crosses Atlantic in 12-hour hop on aerial world tour; Shanghai, China—Foreign residents' volunteer forces parade to impress natives with military strength; New York City—Blazing oil tanker, fired by explosion, is towed three miles into bay by tugs; Hot Springs, Ark.—Baseball stars gather at picturesque Hot Springs; Tokio, Japan—Oriental pageantry marks burial of Yoshihito, 123d Emperor of Japan; Toronto, Canada—George Young receives enthusiastic welcome upon his return home; Quantico, Va.—One thousand Marines leave to join U. S. forces in Nicaragua; Washington, D.C.—President lands Washington's ideals in address before joint session of Congress; New Orleans, La.—Cotlogomor captures third running of $50,000 New Orleans Handicap; Charleston, W. Va.—Smokey Clown Rogers gets great welcome from State Fire Marshal Topping and young friends; St. Petersburg, Fla.—Boston National League players get into form with snappy workout. Los Angeles, Cal.—Aviator pilots plane into telephone poles and then crashes through cabin; Philadelphia, Pa.—Penn oarsmen start outdoor training with hard workout on Schuylkill River; Saltsburg, Pa.—Missiles fly fast and furious as hundreds of young warriors battle in annual snowball fight; Detroit, Mich.—General Charles P. Summerall arrives to attend meeting of Michigan department, Reserve Officers' Association; Hubbard City, Tex.—Tris Speaker takes vacation on his ranch before spring training starts.

PATHE NEWS, NO. 20: In Bavarian Alps—Germany's best ski jumpers thrill spectators as they battle for national championship; San Diego, Cal.—Brig.-Gen. Smedley Butler is ordered to Shanghai as commander of American Marines there; Nantasket Beach, Mass.—Five-masted schooner *Nancy*, is left stranded on sands in trail of terrific storm; Quebec, Canada—Emile St. Goddard drives his team through severe weather to win three-day 120 mile Eastern International dog derby; Washington, D.C.—Doughboys in luck as Uncle Sam gives them more to eat and less to carry; Washington, D.C.—President Coolidge presents Congressional Medals of Honor to Commander Byrd, and Machinist Bennett; Shanghai, China—Refugees fleeing before Cantonese army crowd docks to embark on harbor craft; Avon Park, Fla.—St. Louis Cardinals welcome warm sunshine as they limber up at training camp for long 1927 baseball pennant race; Sarasota, Fla.—Giants go through peppy workout; Tokio, Japan—Burial rites of Yoshihito, Japan's 123rd Emperor, end with great night funeral; Palm Beach, Fla.—Golfers who are truthful about both ages and scores; Norfolk, Va.—Unusual accident occurs when big railway barge suddenly sinks in rought water; Cincinnati, O.—Judson Harmon is laid to rest in presence of old friends; Waterloo, Neb.—Town is isolated and large section flooded when ice jams cause Elkhorn River to overflow; Ashton, Idaho—Earl Kimball wins American Dog Derby; Tarpon Springs—Browns get down to business and put in plenty of hard work; Helena, Mont.—Lawmakers enjoy preview of comedian Will Rogers' latest film. Paso obles, Cal.—Pittsburgh Pirates get downR to real hard work at their training camp.

KINOGRAMS, NO. 5269: Quantico, Va.—1,200 Marines sail for Nicaragua on Transport *Henderson*; Washington—President Coolidge appears before Congress and pays homage to memory of George Washington; Cannes, France—"Battle of the Flowers" draws thousands of tourists to see beautiful festival; Nice, France—Annual carnival is a riot of fun and marks height of the Riviera season; Palm Beach—World's fastest speed boats churn up the waters of Lake Worth; On the Zugspitze, Germany—Country's highest mountain is scaled by cameraman and party in raging blizzard; Philadelphia—Record squad of candidates starts in early training to become U. of P. oarsmen; Magnolia Park, Cal.—Finley Henderson, daredevil, stages new thrill when he drives an aeroplane into the side of a barn and emerges unhurt.

KINOGRAMS, NO. 5270: Tokio, Japan—2,000,000 line streets as funeral procession for late Mikado is held at night; Avon Park, Fla—Champion Cardinals start their early Spring training and Grover Cleveland Alexander has a birthday; Washington—President Coolidge gets a new Spring hat when sombrero is presented by delegation from Wyoming; Brooklyn, N.Y.—With an average of 125 babies a month, Borough Park Maternity Hospital claims record for housing infants; Washington—Byrd and Bennett are afforded highest honors of nation when President Coolidge presents them with the Congressional medal; Boston—Peter McLaren, who taught the Kaiser how to chop down trees, comes here from Australia to challenge our best log hewers; Philadelphia—Cat mascot of Pipe Line Firehouse No. 2 slides down pole with firemen when gong announces alarm; Revelstoke, B.C.—Nels Nelsen, champion ski jumper, equals his previous record with a leap of 250 feet.

INTERNATIONAL NEWSREEL NO. 17: Managua, Nicaragua—U. S. rushes marines to Nicaraguan Capital; San Bernardino, Cal.—A fairyland of oranges; New York City—Mrs. Aimee McPherson, Western evangelist, invades Manhattan; New York City—Suzanne Lenglen, French tennis marvel, leaves for that dear Paree; Elbow Beach, Bermuda—"Peaches" Browning relaxes from strain of her marital battle on sands at Bermuda; Jacksonville, Fla.—Two little orphans saved from starvation; Daytona Beach, Fla.—Auto racers try for new speed records on beach; Kent, England—Beautiful deer rounded up for King George's park; San Francisco, Cal.—Chinese crown "queen" at "feast of the lantern"; Brattleboro, Va.—Ski stars provide thrills at Olympic try-outs; New Orleans, La.—New Orleans handicap run in heavy sea of mud; Tampa, Fla.—Senators' Rookie players start early training. Long Beach, N.Y.—Storm-swept seas spread ruin along Atlantic Coast.

INTERNATIONAL NEWSREEL NO. 18: Quantico, Va.—More marines start south ready for fight or frolic; Berlin, Germany—Huge new telescope to explore sky mysteries; Saltsburgh, Pa.—School boys battle in merry snow carnival; Boston, Mass.—Jimmy Maloney back home; Palm Beach, Fla.—Swiftest water craft in big Palm Beach regatta; San Antonio, Texas—Imposing ceremony honors Archbishop Drossaerts; Baltimore, Md.—Bay liners in crash; scores are rescued; Tensas Parish, La.—Another tornado spreads ruin over vast area; Washington, D.C.—President's patriotic plea stirs congress; Nice, France—King carnival reigns once more on the Riviera; Stockholm, Sweden—Crown Prince Gustaf of Sweden gets warm welcome home; Washington, D.C.—Here are men leading fight for great Boulder Dam project; Paris, France—On behalf of France, Marshal Foch receives famous battle flag made of poilus' trousers and tunics; Brooklyn, N.Y.—Governor Smith reviews visiting fire laddies from many cities; Philadelphia, Pa.—Crane lifts locomotives weighing 95 tons. Burbank, Cal.—Flier smashes plane and house—just for fun; Paris, France—Tumbling doggies all the rage in Paris; New York Harbor—Big oil tanker imperils harbor shipping; Toronto, Canada—Great welcome home for George Young.

INTERNATIONAL NEWSREEL, NO. 19: Ashton, Idaho—Mailman's Irish setters win national dog derby; Shanghai, China—British armored cars patrol seething Shanghai; Los Angeles, Cal.—Pacific champs start their spring training; Paso Robles, Cal.—"Pirates" squads turn out for spring training; Winston-Salem, N.C.—Victims hunted in ruins after building falls; West Point, N.Y.—West Point warriors learn gentle art of make-up for forthcoming show; Washington, D.C.—President Coolidge gets invitation to dedicate Buffalo Bill Museum at Cody, Wyo.; Washington, D.C.—Commander Richard E. Byrd and Floyd Bennett receive Congressional Medal of Honor for flight over Pole; Out of Salt Lake, Utah—Air mail pilots explore new mountain routes; Philadelphia, Pa.—Mascot kitten leads way for fire fighters; Tokio, Japan—Oriental splendor makes Japanese Mikado's last journey; New York Harbor—Coast Guard clears ship lanes as spring rush to Europe gets under way!

Howe to Direct Paramount Horton Comedies

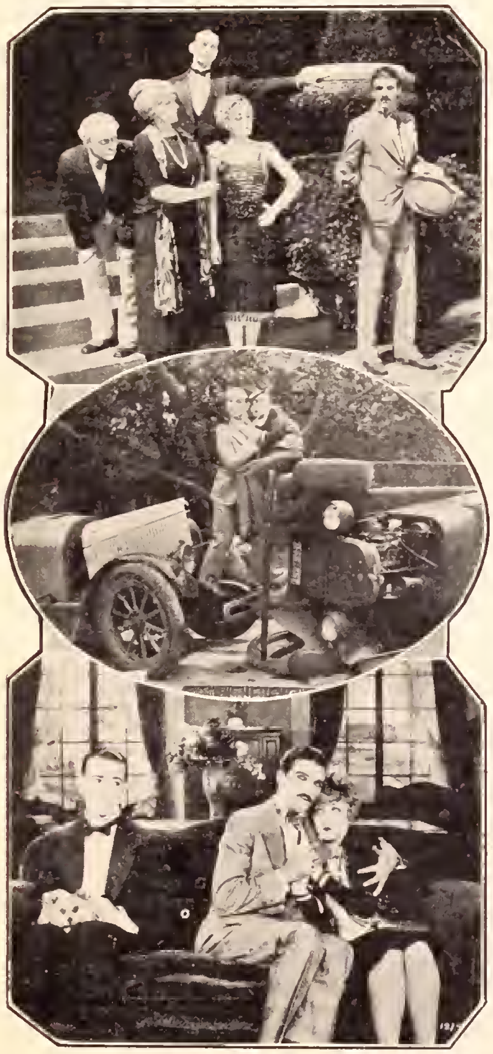
Edward E. Horton

IN the first of Edward Everett Horton's series of two-reel comedies which are being produced for Hollywood Productions at the Metropolitan studio, the stage and screen comedian will be directed by Jay A. Howe. Howe is credited with co-direction on Harold Lloyd's "The Kid Brother" and for several years was responsible for many of the leading comedies on Hal Roach's program.

Announcement was also made by Hollywood Productions that Sharon Lynn will play opposite Horton. Others in the cast include Otis Harlan, James Gordon and Josephine Crowell.

Robert Graves Has Featured Role in "Grandpa's Boy"

Robert Graves, who has been appearing in minor roles in several comedies made at the Educational studios, has the featured role of "Grandpa" in "Grandpa's Boy," an Educational-Juvenile comedy.


H ghlights from "By George," a Stern Bros. comedy released by Universal

Highlights from "Grandpa's Boy," the current Educational-Juvenile comedy release

Sterns Have Six for March

Two-Reel Comedies Include Excerpts from Cartoon Adaptations; "Buster Brown" Heads List

THE Stern Bros., comedy producers for Universal, will issue six two-reel comedies during March. The producers have carefully selected them with an eye to offset the relaxation in attendance during Lent.

"Buster's Dark Secret," a Buster Brown Universal Jewel, heads the list which also includes "Snookums Disappears," "Some More Excuses," "Jane's Honeymoon," "Be My Wife," and "Backward George."

"The Newlyweds and Their Baby" comedy, "Snookums Disappears," has already reached the screen, it having been released March 2. Gus Meins directed the offering which features "Snookums" and Ethlyne Clair. The Buster Brown comedy, "Buster's Dark Secret," was also directed by Meins and sets forth the antics of Arthur Trimble, Doreen Turner and Pete, the canine comedian. It comes to the exhibitor on March 7.

On March 9 and March 23 two comedies from "The Excuse Maker" series will be released. They are, in the order of their dates, "Some More Excuses," and "Be My Wife." Charles King is the star of these two and he is supported by Ethlyne Clair. The former comedy was directed by Scott Pembroke and the latter by Francis Corby.

"Jane's Honeymoon," of the "What Happened to Jane" comedies, is the release for March 18. A newcomer in Stern comedies, Thelma Daniels, plays Jane and she is supported by Earl McCarthy and Lillian Worth. Charles Lamont was the director.

A "Let George Do It" comedy is the last offering for the month. It is entitled "Backward George" and as usual has Sid Saylor portraying the title role. The supporting cast is made up of Viola Bird, Harry Martin, George Marrell and Helen Lynch. Director Meins is responsible for this one.

Jean Darling New Leading Lady of "Our Gang"

Jean Darling, four-year-old blonde, has been officially chosen by the Hal Roach studio to fill the part of "leading lady" to "Our Gang." The young player has an almost certain prospect, it is reported, of being retained as the heroine of the "Gang." Her parts in the next two or three pictures will be sufficient for her to become acquainted with the camera and the atmosphere of the set. She was recently given a small part in "Bringing Home the Turkey," the January "Our Gang" release.

Two young boy twins, two years of age, are being considered for enrollment among the juvenile players, but owing to the fact that negotiations have not yet been terminated, their names are withheld.

"Speed," Title of Latest Castle Novelty Release

The title of the latest Castle novelty, just released, is "Speed." In it are incorporated swift and fast-moving shots such as scenes of horse races, racing speed boats, charging troops of cavalry, sensational angles of automobile races, cameramen riding fire engines and thundering locomotives, pictured from below the tracks. These scenes employed practically every modern camera technical device.

Opinions on Current Productions

"Chicken Feathers"

(Educational-Christie Comedy—Two Reels)

(Reviewed by Paul Thompson)

FILLED with action in every foot of film is this latest Christie comedy with quite an imposing cast of farceurs. Walter Graham shouting through the megaphone has kept them on the go from start to finish. And all because Jack Duffy got to the bank too late to deposit five thousand dollars. To have it in a safe place he puts it in an old pillow. Daughter Anne Cornwall gives the pillow away to some youthful friends for sale at a church bazaar. Then to the church pell-mell go Jack, Anne, Jimmie Harrison, Anne's boy friend, a would-be thief, Billy Engle, who has been thwarted picking Jack's pocket of the five thousand, and Bill Irving, an iceman also anxious to corral the roll. The pillow has not arrived at the bazaar, but been presented to Anne's aunt. She, in turn, has sent it to the cleaner's. And there, with vats for cleaning purposes and 'steen million pillows to be torn up and their feathers scattered as the quintet search for the money, there is enough excitement to satisfy the most rabid movie fan. Among other incidents is Jack Duffy emerging from a vat of fluid to acquire from the flying feathers the appearance of a gigantic Chanticleer.

It is all absurd but funny and will create countless laughs if not shrieks. Walter Graham is partly responsible, but credit also the players Anne Cornwall, Jack Duffy, Billy Engle, Bill Irving and Jimmie Harrison. Miss Cornwall is featured.

"Grandpa's Boy"

(Educational-Big Boy—Two Reels)

(Reviewed by Paul Thompson)

SCORE again for "Big Boy" and Educational Juvenile Comedies. While some may feel that there is a bit more slapstick in this than the wistful comedy which has been so appealing a quality in preceding offerings, yet there is enough of the latter to satisfy. And the slapstick is funny; there is no gainsaying that. Of plot there is little. It concerns the boy's unsuspected (to movie followers) grandfather who sends for his heir. He is an awful misanthrope, but ends by capitulating to the smile and personality of the youngster. In the process he and the entire household are upset by Big Boy and his dog. But the fun starts even before the arrival at the home of the crabbed grandsire. His fellow juvenile boarders and the emissary from his grandfather get into pans of dough, clouds of soot, etc. Through it all the star serenely goes his way. He does threaten to break down when the automobile departs with himself aboard and the dog drawn on a child's wagon behind the car, but the smiles come through even in that tragic situation.

Director Charles Lamont, Supervisor Jack White, and the caste all share in the honors. The other players, aside from Big Boy, are Robert Graves, Bob Burns, Jack Lloyd.

"Rock-Ribbed Maine"

(Fox-Varieties—One Reel)

THIS is good vacation propaganda, but it is a bit unfair showing it at this time. It makes doubly disagreeable the necessity for sticking at a desk or behind a counter, for the natural impulse is to pack up, board a train and see with your own eyes the things which the cameraman has seen and photographed. This Varieties does not confine itself to the sports, such as fishing, hunting and camping, that are possible in Maine, but shows other activities and industries, such as potato raising, sardine exporting, sheep raising, etc. Also excellent scenic shots taken for their physical beauty. It is a worthy inclusion in the travelogue series.

Eight hundred and thirty-five feet in length. March 20th is the release date. — PAUL THOMPSON.

"Felix the Cat Stars in Stripes"

(Educational-Pat Sullivan Animated Cartoon—One Reel)

AND all because he was trying to act the role of a good Samaritan and amuse a baby Felix lands at the rock pile. Hard lines, but humanitarians often get stung that way. Felix's imitation of Charley Chaplin, I thought, was very good, but the crying baby he was trying to get to sleep evidently did not share my critic's viewpoint. Accordingly the obliging cat tries a stick of candy and then what looks to the child like a larger stick of candy, a barber's pole. Result, arrest, conviction and stripes and the rock pile. Foiled once in an attempt to escape, the second time he and a fellow crook succeed. They bore their way to freedom. A horse converted into a zebra facilitates the escape afterward, but the horse pays the penalty, because of the artificial stripes, by taking Felix's place behind the bars.

An amusing tale that will bring laughs rather than tears at the woes and tribulations of the long-suffering cat that owns up to a Pat Sullivan parentage.—PAUL THOMPSON.

"The Peace Deputy"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

IMAGINE reading to a bunch of cowboys a book on "The Life Serene"! That is what Fred Gilman did in his running down a bunch of crooks. You see the cowboys laid aside their guns and so were easy marks for the marauders. But all this, as far as I can make out, was to egg the crooks on so Gilman, who was in reality a deputy sheriff, could get them right. And he did. First he doffs the professional clothes and puts on his sheriff's habiliments and then things happen. He rescues Barbara Kent from two of the gang by lassooing them. Then after worsting several individual members of the gang, he gets the ringleader. Of course, Gilman's real identity is revealed by the sheriff whose deputy he is.

It has a rather ingenious twist and the piece is filled with all kinds of action such as lovers of westerns delight in. George Hunter, the director, has done his megaphone work well. March 26th is the release date.

"Hokus Pokus"

(Universal-Bluebird—One Reel)

FOR an unpretentious one-reeler, this is not so bad. Neely Edwards gets peeved because his sweetheart, Consuelo Dawn, has a crush on a "Svengali." He decides to take up hypnotism himself. He gets half of a book on the subjects, but being unable to pay the balance due, is up against it because the crafty "professor" has torn off the half that tells how to bring subjects out of a trance. Inasmuch as Neely has hypnotized Consuelo's aunt, Lydia Yeamans Titus, and she thinks she is his wife, he is up against it. Evidently, if the system is sound, Doctors Steinach and Voronoff may just as well go out of business. The aged but frisky actress acts up all over the place to Neely's great embarrassment. A crack on the head brings Lydia out of her trance and she gets the hypnotist through a revelation of her bank book. Absurd? Yes, but filled with amusing situations.—PAUL THOMPSON.

"A Dozen Socks"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

THIS is not a hosiery comedy, but deals rather with the socks of the prize ring. Alice Day is supposedly in love with Barney Hellum, a sort of third assistant trainer for Danny O'Shea. That affair goes aglimmering when she meets the Romeo of the prize ring with all sorts of Mack Sennet beauties courting his manly favor. Alice is no exception. The teller of the tale and director take the characters out of the gymnasium to the beach, where Barney wanders into the ocean, as does Alice. This affords Danny a chance to rescue her, but, contrary to tradition, he does not seem disposed to marry her. Just so much more reason for an Alice Day persistence in getting the man she wants, in this case, of course, Danny. She succeeds.

It is not nearly as amusing as other comedies in which the leading players have appeared, but it will doubtless serve.

Marjorie Zier is the fourth of the featured players. Earl Rodney directed; J. A. Waldron supervised. Carl Harbaugh and Phil Whitman put their heads together to fashion the story. Released March 13th.

"All For a Bride"

(Pathe-Fable—One Reel)

IT must be the spring. This observation is made despite the fact that this latest Aesop Fable was drawn and photographed in the winter for release on March 13th. Charlie Cat is disclosed chasing flies and mice; he tires of this sport and goes off to serenade Fanny Feline. Who among cats or mortals would not do the same? Making love is the most thrilling of sports no matter what the period of the year; that is axiomatic. While Charlie is serenading her, a tough cat comes along and knocks Romeo off the ladder. Woman-like, Fanny insists that her would-be lover lick the roughneck. He trains with Milton Mouse. Despite the fact that the tough guy is murdering his sparring partners, the lovelorn cat, always mindful of the injunction of his beloved to return no more until he has proved his physical prowess, gets into the melee. A pail over the head of the champion helps Charlie to put over the knock-out punch. That is the clinching argument with the female of the species, who hates brutality but insists upon "her man" being a cave man. Fade-out Charles and Fanny in a "when a young man's fancy" close-up. —PAUL THOMPSON.

"Hitting the Trail"

(Educational-Life Cartoon—One Reel)

"NIBBINS" and "Pal," his pet dog, ride the rods. All goes well until the train encounters a stubborn mule on the track. The mule loses the argument, but that ends the train ride of the amateur hoboes. The aroma of hot cakes is wafted the way of the travelers. No money, no cakes, but one of the cakes starts on a journey and the two hungry ones pursue it. The journey's end for the cake is in the mouth of a policeman. The latter's pursuit of "Nibbins" and "Pal" results in their hopping a passing freight which runs wild. They are saved from sure death because a giraffe sticks his head out of a passing truck and his neck, looking like a gate-crossing bar, they transfer to this.

This is a simple little story that Artist McCrory tells, but filled with heart throbs. The characterization of the leading players is unusually well done. Credit also the director and continuity man for evolving an at all times interesting and absorbing story. — PAUL THOMPSON.

An Affair of the Follies

Simple and Obvious and Fairly Well Done

(Reviewed by Laurence Reid)

THERE is not much dramatic weight to this number, it being quite an inconsequential celluloid composition. The title is about the only provocative thing about it and there is no question that it will attract audiences eager to glimpse another exposition of stage life. The patrons will see a simple little yarn about a Follies chorine who frowns upon a sugar daddy to marry a poor but honest clerk.

Good, experienced hands were employed in framing this picture.

These people did their best to invest it with spirit, and in all fairness the picture succeeds in having its moments. But it is light and obvious and the plot has seen better days. It has the girl giving up the dressing-room to keep house as the clerk's bride. Pathos creeps in when the youth loses his job and the girl returns to work. But happiness shows its pretty hand when the wealthy suitor convinces the boy that his bride is one of Nature's noblewomen. There is no villainy, which means no element of suggestion intrudes to stir up a triangle. The settings are tasty enough and the acting is competent as turned in by the principals.

The Cast: Lewis Stone, Billie Dove, Lloyd Hughes, Arthur Stone, Arthur Hoyt, Bertram Marburgh. Director, Millard Webb.

THEME: Romantic drama of chorus girl who marries poor youth after a mild flirtation with wealthy man.

PRODUCTION HIGHLIGHTS: The conflict in developing romance. The settings. The fine supressed acting by Lewis Stone. The appeal of Miss Dove. The pathos.

EXPLOITATION ANGLES: The title can stand for all the teasing you can give it. Play up Billie Dove in her stage costumes, etc. Mention Lewis Stone and Lloyd Hughes. Bill as colorful story of a chorus girl.

DRAWING POWER: Should draw them through its title. O.K. for any house.

Produced and distributed by First National.
Length, six reels. Released February, 1927.

Interesting moments from the Excellent production, "His Rise to Fame"

A quartet of stills from "The Monkey Talks," a screen adaptation by Fox Films of the stage play with that name

Blind Alleys

Not So Entertaining

(Reviewed by Laurence Reid)

THERE is not very much inspiration in Thomas Meighan's newest entry. Owen Davis, the ever-busy playwright, concocted it and if the original idea contained any novel twists they have not been visualized in the adaptation. The story makes a slight gesture toward a domestic mix-up, but instead of its developing some bright and breezy complications it becomes wholly obvious and lacking any quality of suspense.

The story presents a plot of a young separated couple—the husband being knocked unconscious by a Broadway taxi and taken to a hospital while the bride has some experiences of her own with a gang of kidnapping gangsters. Much is made of solving the hero's identity, though the young wife's adventures are hardly stressed at all. It all ends with the husband being reunited to his bride at the moment when life looks very dark for him.

"Blind Alleys" does not measure up to Meighan's histrionic stature. The effort sought in bringing the couple together is executed in a rather laborious fashion. There are some interesting shots of Broadway night life, but for the most part the game of hide-and-seek becomes pretty tedious after four reels. The acting is fair enough, with Greta Nissen wearing a dark wig to represent a South American girl.

The Cast: Thomas Meighan, Greta Nissen, Evelyn Brent, Hugh Miller, Tom Chalmers. Director, Frank Tuttle.

THEME: Romantic drama built around separation of young married couple who become reunited after various adventures in New York.

PRODUCTION HIGHLIGHTS: The separation. The adventures of heroine. The atmosphere of Broadway. The excitement in some of the early scenes.

EXPLOITATION ANGLES: Might tie up with a teaser campaign around the title—using such lines as "You're not going up Blind Alleys in seeing Thomas Meighan's new picture." Feature Greta Nissen and bill film as story of separated couple in New York.

DRAWING POWER: Star's name will attract them. Suitable for average houses anywhere.

Produced and distributed by Famous Players-Lasky.
Length, six reels. Released February, 1927.

The Monkey Talks

French Play Makes Successful Movie

(Reviewed by Paul Thompson)

CASTING the same man for the leading role in a picture version of the play in which he had scored in Paris, London and New York has at least the merit of the unusual. In this instance it was wisely done. Jacques Lerner is the actor who plays the role of a human being pretending to be a monkey who talks and thereby becoming the vaudeville sensation of the Folies Bergeres in Paris. Lerner is admirable and convincing.

For those to whom the story is unfamiliar it may be worth while telling the tale. It concerns a small traveling French circus which is stranded. The idea of the smallest of three inseparable companions—Jacques Lerner—(the other two are: Don Alvarado and Raymond Hitchcock) is to recoup their fortunes by disguising himself as a monkey that talks. This is done and a sensation in vaudeville created. Lerner and Alvarado are both in love with Olive Borden (another vaudevillian) and she with Alvarado. Of course Lerner cannot confess his love because of the necessity for preserving the disguise.

Malcolm Waite, a lion trainer, and his sweetheart, Jane Winton, for revenge steal Lerner and substitute a real monkey, thinking thereby to ruin the act of the others. The real monkey attacks Olive in her dressing room but she is rescued by the escaped man-monkey. Jacques Lerner pays with his life for his rescue of her.

The Cast: Olive Borden, Jacques Lerner, Don Alvarado, Malcolm Waite, Raymond Hitchcock, Ted McNamara, Jane Winton, August Tollaire. Director, Raoul Walsh. Author, Rene Fauchois. Scenarist, L. G. Rigby. Cameraman, George O'Connell.

THEME: Man impersonates monkey in vaudeville. Falls in love with and loses life rescuing the girl who loves monkey-man's pal.

PRODUCTION HIGHLIGHTS: Interesting stage story. Filled with thrills. Well directed and acted and staged.

EXPLOITATION ANGLES: Stage play's success. Excellent cast. Thrills and interest throughout.

DRAWING POWER: Excellent.

Length, 5,500 feet. Released February 20.
Produced and distributed by Fox.

Dramatic incidents from "Blind Alleys," an original story by Owen Davis which Paramount produced.

Scenes from "An Affair of the Follies," a First National picture

His Rise to Fame

How Heavyweight Champions Are Made

(Reviewed by Paul Thompson)

WERE it not for the fact that the hero (George Walsh), at the start of this film is addicted to playing the races, filling a little blue book with the names and addresses of skirts, doing the night clubs and other things quite foreign to the life story of the ex-marine, the reviewer or spectator might think Gene Tunney had inspired this romance by Victoria Moore. It is the story of a man who conquered not only in the ring but outside of the squared circle where, mayhap, it counts for most, morally if not financially. It is a sort of dime-novel thriller that will doubtless please many of the admirers of the Fordham athlete, star football player, oarsman, boxer, baseball star, track man, etc. In brief, George starts as a waster but reforms because he falls in love with the pure cabaret performer, Peggy Shaw, who in the past has explained so eloquently through Pathe why and how so many of the world's most popular songs are written. A punch on the jaw makes him see the light. He determines to get into the physical condition where he cannot be summarily ejected from a night club.

He is framed in the first important fight. A blackjack blow causes a loss of memory. In a sanitarium he keeps up his physical training and when a fall from the flying wings restores his memory he runs away to save his mother from office-building scrubbing, his sweetheart from a worse fate at the hands of the arch villain and ultimately to win the world heavy-weight title. That's all.

The Cast: George Walsh, Peggy Shaw, Bradley Barker, Mildred Heardon, Martha Petelle, William G. Nally, Ivan Linow.

THEME: Waster who reforms and wins world's heavyweight pugilistic title. Melodrama.

PRODUCTION HIGHLIGHTS: Two prize fight sequences. Walsh's appealing acting.

EXPLOITATION ANGLES: Walsh's growing fame. Constantly increasing interest in athletics.

DRAWING POWER: Good in one-day or neighborhood houses.

Length, 5,790 feet. Released February 15.
Produced by and distributed by Excellent (Samuel Zierler) Pictures Corp.

The Princess on Broadway

Tale of a Waitress Who Made Good

(Reviewed by Paul Thompson)

THE heroine (Pauline Garon) slung hash in a cheap restaurant. Serving two chorines she herself became ambitious for a stage career. This she was able to realize through the friendship of the hero, Johnny Walker, who had part interest in a theatrical producing firm. A season on the road in one night stands and she returned to New York. Posing as a titled Russian she is given the star part in a Broadway musical-comedy that goes over. Then she is taken up by Ethel Clayton, who is "in society." Her son is the backer of the heroine's show and interested in her, but honestly and not in any left-handed manner. Mother has a penchant for night courts and women of the street. But one night Pauline's sister is one of the prisoners brought in from a raid. She is, of course, quite innocent, a victim of untoward circumstances. But inasmuch as Pauline has to acknowledge her and also her non-Russian but East Side heritage the society marriage is all off. It is alright, though, because Johnny has loved her all the time and gladly takes her off Harold's hands. The latter sees the light too late.

It is a sort of servant girl's romance of the stage which will doubtless please the unexacting in pictures. But it cannot, by any stretch of the imagination, be called real or true to life. It shows its "Dream World Magazine" story origin at all times. Several quite capable and well-known players are engaged in acting it out. What little humor there is is supplied by Neely Edwards masquerading as a taxi-cab driver.

The Cast: Pauline Garon, Dorothy Dwan, Johnny Walker, Harold Miller, Ethel Clayton, Neely Edwards, Ernest Woods. Author, Ethel Donahey. Scenarist, Doris Schroeder. Director, Dallas Fitzgerald.

THEME: Cheap restaurant waitress' rise to theatrical fame.

PRODUCTION HIGHLIGHTS: Evenly balanced cast. Glamor that always accompanies back-stage glimpse of theatrical life.

EXPLOITATION ANGLES: The presentation of every working girl's ambition being realized.

DRAWING POWER: Fair.

Length, 5,705 feet. Released March 13.
Produced by J. C. Barnstyn. Distributed by Pathe.

Highlights from the F. B. O. Western, "The Sonora Kid"

Interesting glimpses of the "goings-on" in "Nobody's Widow," a Producers Distributing Corporation release

Stark Love

Unusual Picture of Primitive Mountaineers

(Reviewed by Paul Thompson)

KARL BROWN has done a fine thing in picturing for the screen the mountaineers of North Carolina and Tennessee. The most obvious comment is that it belongs in the same category with "Moana" and "Nanook," by that master craftsman, Robert Flaherty, and the Persian trek across desert, mountain and plain of "Grass." It is one of those achievements in the moving picture world that insures a more or less enduring fame for the man who had the vision and the courage to do it, and this regardless of whether he ever does another piece of work in his life. As important sociologically and scientifically as the illustrious trinity which preceded it, there is the inevitable thought, on the part of a trade reviewer particularly, whether it will prove to be good "box office." Frankly I hesitate to venture an opinion; probably it will, it must, enjoy a great success d'estime, but it is a question just as it was of the others whether the great paying public will welcome it in sufficient numbers to make it a real money-maker. I rather doubt it. Yet it has an intensely human story, slight though it be, that should hold the majority of theatregoers even if they do not realize the wonder of the perfect naturalness of the people and the scenes thrown on the screen.

The Cast: Forrest James, Helen Munday, Silas Miracle, Reb Grogan. Director and author, Karl Brown. Adaptor, Walter Woods. Cameraman, James Murray.

THEME: Conflict between father and son for same girl. A study of mountain people untouched by civilization.

PRODUCTION HIGHLIGHTS: Vividness of the manner in which the everyday life of these people is depicted. Its naturalness of setting and characters. The photography. Amazing histrionic ability of the actors.

EXPLOITATION ANGLES: Story of how Brown conceived and carried out his project.

DRAWING POWER: Should be excellent but will it be?

Length, 6,000 feet. Release date, not determined.
Produced and distributed by Famous Players-Lasky.

Nobody's Widow

Weak Story; Excess Footage; Names Will Help

(Reviewed by Harold Flavin)

THE presence in the cast of such box-office names as Leatrice Joy and Charles Ray constitute your best selling angle for this production whose chief fault is its extreme length—extreme because the story doesn't warrant it and could have been told in two reels. The absence of about fifteen hundred feet of film would help materially as, projected in a length of 6700 feet in the theatre in which reviewed, it was evident that, after viewing several anti-climaxes, the audience was becoming restless. Everyone and everything connected with the picture did yeoman service, but they didn't have enough to work with.

The best sequence in this tale of the trials and tribulations of a newly married couple is the burlesque bit contributed by Ray and Phyllis Haver. Miss Haver gives a highly exaggerated account (pictorially) of the events preceding the discovery of Ray in her room by Miss Joy, who, in the story, is Ray's wife. You see Ray had married Leatrice in reel one and spent the rest of the footage explaining awkward situations, one arising through the turning up of a former girl friend who insisted on a last kiss when informed he was married, which the wife witnessed, and later playing cats-paw for Miss Haver, who was trying to pique her fiancé. It will click if cut.

The Cast: Leatrice Joy (starred), Charles Ray, Phyllis Haver, David Butler, Dot Farley, Fritzi Ridgeway, Charles West. Author, Avery Hopwood. Director, Donald Crisp.

THEME: Husband and wife, estranged because of seeming infelicity of husband, are brought together after explanations.

PRODUCTION HIGHLIGHTS: The sets and gowns worn by female leads. The burlesque bit by Ray and Miss Haver.

EXPLOITATION ANGLES: Tease the title. Use press sheet posters and ad cuts.

DRAWING POWER: Should prove fair for middle class patrons.

Length, 6,741 feet. Released January, 1927.
Produced by De Mille Pictures Corp.
Distributed by Producers' Distributing Corp.

Outstanding moments from the Pathe feature release, "The Princess on Broadway"

Realism, naturalness and atmosphere all blend together in these stills from "Stark Love," a Paramount film record of how life is lived in the hill country of North Carolina

The Sonora Kid

Tom Tyler in Amusing Vehicle

(Reviewed by Paul Thompson)

THE second-string Western star of F.B.O.—it being granted that Fred Thomson is first—Tom Tyler, has quite an amusing and interesting vehicle in this picture based on William Wallace Cooke's story, "Knight of the Range." It just bursts with plot and counterplot.

Tyler is discovered at the opening reading the tale of King Arthur's Court given to him by Peggy Montgomery, daughter of the ranchman, Jack Richardson, by whom Tom is employed as a cow-puncher. Down the road comes "Doc Knight" (Barney Furey) an itinerant medicine man. His aid is a negro encased in a suit of armor. Peggy's father has brought back from San Francisco a self-confessed millionaire, whose marriage to Peggy he quite approves, not knowing that the millionaire is a crook. That he and we learn later when he tries to press his unwilling attentions on Peggy in the deserted cabin. There is also wandering around a real bad man for whom a warrant is out. Pursued by the sheriff this bad 'un corrals the suit of armor. Discarded, this suit is then put on by hero Tyler that he may get to the side of his beloved. Her father has understandably forbidden him the grounds. He plans to kidnap Peggy—with her own connivance—but before he has a chance the sheriff pursues him, having learned of the crook's hold-up of the medicine man

The piece is filled with good photography, ingenious situations and twists to the plot, good acting and direction and much humor.

The Cast: Tom Tyler, Peggy Montgomery, Billie Baker, Mark Hamilton, Jack Richardson, Ethan Laidlaw, Bruce Gordon, Barney Furey, Vic Allen. Director, Bob DeLacy. Author, William W. Cooke. Cameraman, Nick Musuraca.

THEME: Cowpuncher who worsts two crooks and gets boss' daughter to wife.

PRODUCTION HIGHLIGHTS: Humor. Involved plot. Good casting and direction. Effective settings.

EXPLOITATION ANGLES: All of above.

DRAWING POWER: Good.

Length, 4,565 feet. Released March 13.
Produced and distributed by F. B. O.

Love's Greatest Mistake

Liberty's Frederic Arnold Kummer Serial Filmed.

(Reviewed by Paul Thompson)

WITH a quotation from Henri de Balzac, the gifted French novelist, it is explained that the title means "for doubt to enter into love." It is this which provides the motive for the picture, the doubt on the part of the hero as to the heroine's morality. Not enough that he is willing to condone her theoretical past with the Wall Street villain, the fact that he thinks she had such a past is enough to alienate her and drive her almost into the arms of the man who can carelessly bestow opal necklaces on the lady, or ladies, of his choice. I say "almost" advisedly because the young architect arrives by one of those curious coincidences at the rich man's home to receive an award at the same time that the girl has made up her mind that it really doesn't matter after all; she might as well get the price her good looks entitle her to.

It is not an exalted type of picture, but unquestionably is possessed of interest. The tale is typically big-city-ish, of the girl who nearly went wrong but stopped at the brink. The secondary villain is not one of the old brand but a polished, courteous man-of-the-world who happens to be unhappily Park Avenue-y married and consequently somewhat handicapped in the matter of honorable attentions. In other words, he and the other characters are human beings and recognizable as such.

The Cast: Evelyn Brent, James Hall, William Powell, Josephine Dunn, Frank Morgan, Iris Gray, Betty Byrne. Director, Edward Sutherland. Author, Frederic Arnold Kummer. Scenarist, Becky Gardiner. William LeBaron, associate producer.

THEME: Country girl in big city tempted by the rich man's proferred luxury and her moral triumph.

PRODUCTION HIGHLIGHTS: Convincing atmosphere of story. Good comedy touches.

EXPLOITATION ANGLES: Logically the Liberty Magazine angle. Young Sutherland's growing fame.

DRAWING POWER: Good.

Length, 6,007 feet. Released February 12.
Produced and distributed by Famous Players-Lasky.

Diverting events from "Husband Hunters," a Tiffany picture

Dramatic incidents found in "The Man From Hardpan," a Pathe Western release

Hi-Jacking Rustlers

Average Western—For Small Houses

(Reviewed by Harold Flavin)

THIS production should have no trouble getting by with the patrons of the neighborhood theatres as it has that which still makes the Western popular—action, comedy and a hard-riding, hard-shooting manly chap in the role of the hero. Though the "critics" may decry the lack of originality in theme in this type of picture it still holds true that the not-too-discerning patron still gets a kick out of the "hero, heroine, the mortgaged land and the bad man who steals cattle but suffers in the end for his misdeeds." Naturally children will prove your best audiences but, reviewed during a regular theatre performance, it was noticed that the youngsters' enthusiasm proved contagious as the older portion of the spectators rooted just as hard for the hero, in a quiet manner, as did the juveniles vocally.

A detailed description of the story would prove superfluous; suffice it to say that it has all the ingredients seen in productions of this classification during the past and which, no doubt, will be in evidence in future efforts. And why not, when the hero's trouncing of the villain at the end of the fifth reel still makes 'em blister their hands with applause.

The Cast: Jack Perrin, Josephine Hill, Billy Lamar, Leonard Trainor, Bud Osborne, Al Ferguson, Walter Shumway, Starlight (horse), Rex (dog). Directed by Ben Cohn.

THEME: Hero circumvents cattle rustlers and bank robbers. There is a romance.

PRODUCTION HIGHLIGHTS: Perrin's riding and performance of boy and dog. The fast action throughout.

EXPLOITATION HIGHLIGHTS: Play up fast action thriller. The title means nothing.

DRAWING POWER: Eastern and Southern audiences. Not for intelligentsia.

Produced by Ben Wilson. Released by Rayart Pictures.
Length, 4,935 feet. Released November, 1926.

Husband Hunters

Mating Time for the Chorus Ladies

(Reviewed by Paul Thompson)

TIFFANY has here a sophisticated and interesting picture. It deals with the members of the chorus whose bible is not the social register, but Dun and Bradstreet's rating. The eligibility of men met at parties is determined by their financial standing. In this rather sordid pursuit of husbands—not confined, understandably, to the ladies of the chorus, but practiced rather generally by so-called society—amusing experiences ensue. The screen marriage, for instance, of Mae Busch, the ringleader of the chorines, to Walter Hiers. The fat comedian proves to be not a millionaire, but a poor relative bearing the honored name of Jones. Duane Thompson, on the other hand, draws a prize although she had been indifferent because she thought her man was a poor employee of the factory he owned. Jean Arthur, the heroine, gets Charles Delaney, or he gets her, after she has narrowly escaped "going wrong" with the millionaire villain, Robert Cain.

"Husband Hunters" is comedy-melodrama but mighty good melodrama. The sphere which it deals with, the stage, is always interesting if well done and this is no exception. It is an amusing, interesting story well directed and acted.

The Cast: Mae Busch, Charles Delaney, Jean Arthur, Walter Hiers, Duane Thompson, Mildred Harris, Robert Cain, Jimmy Harrison, Nigel Barrie, James Mack, Marcin Asher, Alfred Fisher. Director, John G. Adolfi. Author, Douglas Bronston. Continuity, Esther Shulkin. Film Editor, James C. McKay. Art Editor, Edwin B. Willis. Cameramen, Jos. A. Dubray and Steve Norton.

THEME: Rich husband, seeking chorus ladies. Villain who attempts seduction of heroine, but is foiled.

PRODUCTION HIGHLIGHTS: Comedy element. Musical comedy production scenes. Good direction and acting.

EXPLOITATION ANGLES: Interest in "private life of Helens of the stage." Good names in cast.

DRAWING POWER: Excellent.

Length, 5,600 feet. Released February 15.
Produced and distributed by Tiffany.

Interesting moments from Paramount's "Love's Greatest Mistake," adapted from a story running in Liberty Magazine

Scenes from the Rayart Western release, "Hi-Jacking Rustlers"

The Man from Hardpan

Leo Maloney Inherits Ranch and Girl

(Reviewed by Paul Thompson)

FORD BEEBE, responsible for most of Leo Maloney's stories, even if the star does direct them, is entitled to quite a bit of credit. Invariably he gives a new twist and evolves new or novel situations that make the Maloney westerns more interesting than the general run. The star, too, has a likeable personality that invariably goes over. The combination achieves its usual result with "The Man from Hardpan." It will maintain Maloney's standing. Mention should be made of an excellent characterization by Rosa Gore as a hardened, disappointed servant.

Leo is a drifter until he learns he has inherited half of the estate of a friend of his father's and the management of the ranch. The newspaper story which informs him of his good fortune also prints a half-tone of the daughter inheriting the other half. En route to the ranch he is knocked senseless by two escaped convicts seeking revenge for a beating administered them in a cheap lunch room. Eugenia comes to succor Maloney. The papers proving his identity have been stolen by the highwaymen. The servant woman (Rosa Gore) swears her own son (Murdock MacQuarrie) is the heir to the estate and that Leo is masquerading, being really the escaped convict for whom the authorities are looking.

The Cast: Leo Maloney, Eugenia Gilbert, Rosa Gore, Murdock MacQuarrie, Paul Hurst, Ben Corbett, Albert Hart. Author, Ford Beebe. Director, Leo Maloney. Photographer, Vernon Walker.

THEME: Western. Hero-Wanderer inherits management and half interest in ranch. Escaped convict takes his place but ultimately is thwarted.

PRODUCTION HIGHLIGHTS: Novel twists to story. Direction and acting. Plot rather than usual western stunts.

EXPLOITATION ANGLES: Leo Maloney's popularity. Above assets.

DRAWING POWER: Good.

Length, 5,814 feet. Released March 6.
Produced and distributed by Pathe.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

MANAGER desires connection New England Circuit. Nine years' experience, big circuit houses. Now employed. Best references. A $100.00 week man. Box 230, Motion Picture News, New York City.

VIOLINIST — Leader double tenor sax. Elbert Akin, 529 Pierre, Manhattan, Kan.

AT LIBERTY—Ex-service man, married, desires position as projectionist. Ten years' experience, handle all equipment, make own repairs. Write Projectionist, Box 94, Leaf River, Ill.

PROJECTIONIST and electrician (not yet in union), licensed New York City, graduated Mechanical Engineer, experienced with modern equipment, wants position. Box 240, Motion Picture News, New York City.

WANT moving picture manager. Thoroughly experienced, live-wire show man with successful record. State full details in first letter. Confidential. Box 255, Motion Picture News, New York City.

FOR SALE — Only two theatres in town, six thousand. Price twelve thousand. One half cash. Lyric Theatre, Erwin, Tenn.

WILL make long term ground rental lease or will consider the erection of theatre building on most desirable location in Fort Worth, Texas, to a financially responsible lessee. The plot of 100 x 150 feet in the heart of a highly developed business and residential area. Fort Worth is one of the fastest growing and most prosperous cities in the southwest. I consider this location as offering the best opening in the southwest for a popular price theatre. Responsible and capable parties write the owner, M. A. Rosenthal, 211 West First Street.

FOR SALE: 400-seat theatre, Danville, Illinois. 42,000 population. Best location in city. Terms: quick sale. Going to California account of sickness. Seven day show, five year lease. I. C. Davidson, Cort Theatre, Danville,

WANTED—to lease or buy theatre; country or suburban town. Give details, all letters confidential. H. R. Weber, Chambersburg, Pa.

CONSULTING ORGAN ENGINEER—Theatre work a specialty. Write for appointment. No charge for preliminary consultation. Address Frank B. Campbell, Motion Picture News, 845 S. Wabash, Chicago.

OFFICE For Rent

700 feet floor space in Godfrey Building, 729 7th Ave. Good light, convenient to elevator, etc. Suitable for any branch of film industry. Rent below present day prices.

Inquire
MOTION PICTURE NEWS OFFICE

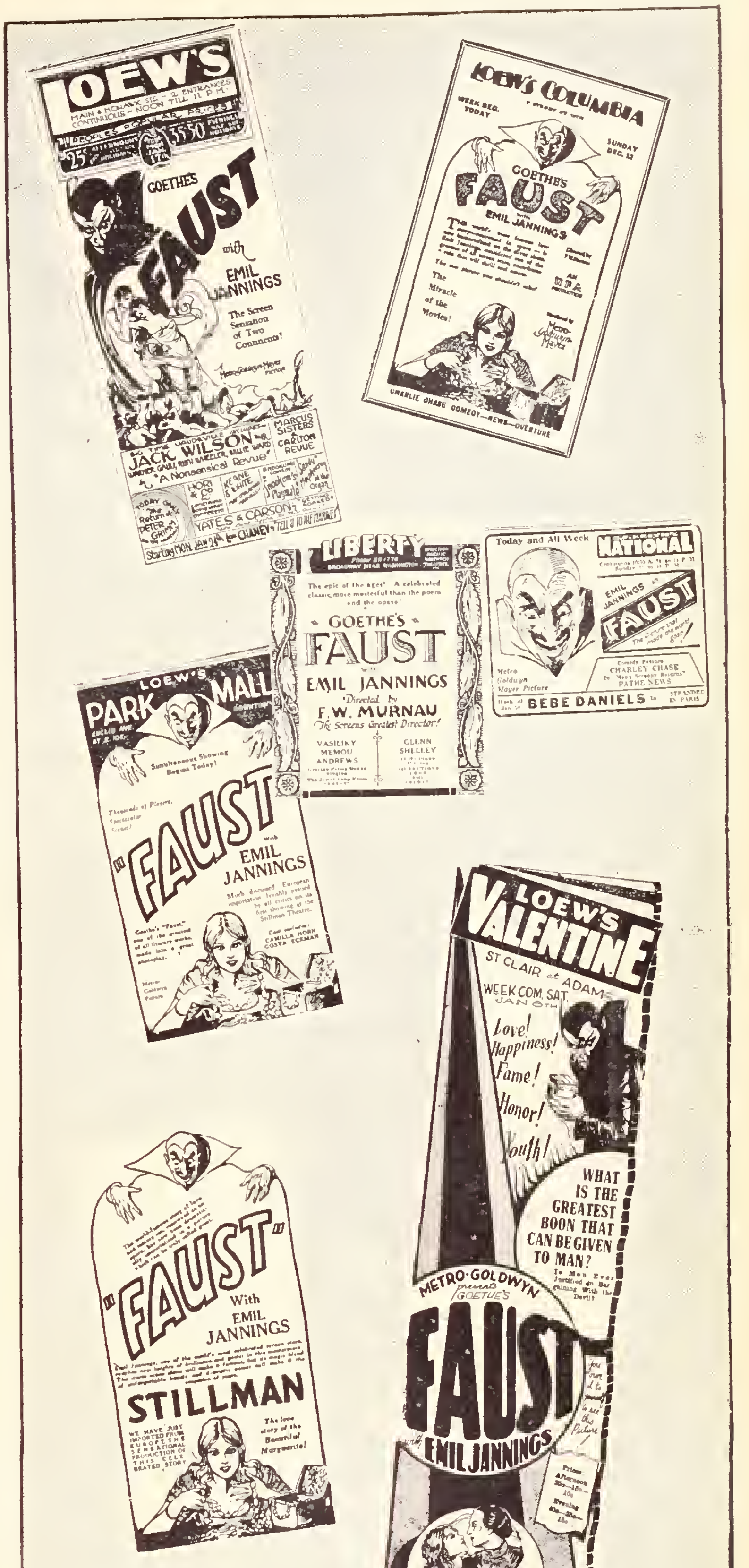
Equipment For Sale

MAILING LISTS: 21,000 moving picture theatres giving name, address, population and, in most cases, seating capacity, price $50.00 for the complete list or $6.00 per M. by states. Also film exchanges, studios and supply dealers. Ask for itemized price list. All lists guaranteed. Trade Circular Co., Inc., 166 W. Adams Street, Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensarcs, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.



The production of "Faust," released in the United States by Metro-Goldwyn-Mayer, is the object of some especially vigorous newspaper exploitation by means of display ads. The layout above gives an indication of the varied treatment and finely executed advertisements which featured showings of the picture. Ads shown were used by the following: Loew's Valentine, Toledo; Stillman, Cleveland; Columbia, Washington, D.C.; National, Louisville; Park and Mall, Cleveland; Liberty, Portland, Ore.; Loew's, Buffalo.

Regional News from Correspondents

Cleveland

MILTON KORACH is back in Cleveland. And back at the old stand, too, managing the New Broadway Theatre, one of the links in the U-B chain. Korach left the New Broadway some months ago to manage the Strand in Akron for the Silverman Brothers.

Jack Zipp, who rose from assistant shipper to top salesman of the Pittsburgh branch of the Standard Film Service Company during his seven years' connection with the company, has resigned. Jack was in Cleveland the other day and says he'll have some interesting announcements to make within a few days, as he has several things now under consideration.

Dick Scharff has come on to Cleveland from Chicago to head the local Pathe booking department. Scharff was assistant booker at the Chicago Pathe branch.

Jack Flanagan and his Tri-State Film Company have moved into larger and brighter rooms in the Film Exchange Building. Mail will now reach him at No. 215.

Maurice Safier, general manager of the Warner extended run pictures, stopped off here last Wednesday en route to Toledo to attend the Vitaphone opening at the Temple Theatre. Judge Killitts of Cleveland accompanied Safier to Toledo to officiate at the presentation for which Manager Jack O'Connell had made extensive preparations. The entire theatre had been redecorated and a lot of new equipment installed. The opening program consisted of "Don Juan" with Vitaphone synchronization.

Building reports state that Architect A. F. Janowitz is drawing plans for a motion picture theatre to be erected at Detroit Avenue and West Sixty-fifth Street for the Beachland Company.

Billy M. Kelley and Frank Ruttman, Canadian motion picture exhibitors, have leased the Majestic Theatre, Cleveland, from C. Nyerges, and will manage it themselves. They have been operating motion picture theatres in Toronto, Quebec, and other towns in Canada for the past nine years. This is their first venture in the States. They have established a combination policy at the Majestic, showing motion picture features and tabloid acts. Admission price is 50 cents.

John Palfi, owner and manager of the Opera House in Kent, has purchased the Wallace Theatre, Wooster, which was formerly owned by Messrs. Mohn and Dice.

G. M. Jordan of Newcomerstown last week opened his new 500-seat house, claimed to be the prettiest house of its size in the State. It is called the Ritz.

Messrs. Todd and McMahon of the McTodd Theatre, Willoughby, visited the local First National exchange last week.

It is rumored about that B. C. Steele and Sam Rosenthal, who are building a new house in Kent, are going to build one in Ravenna also.

The Pro-Dis-Co Club came into being last Monday. This is a newly formed social club composed of all the members of the Cleveland P.D.C. exchange. The initial meeting was held last Monday and, being strictly social, took the form of a dinner party at the Far East, followed by a theatre party at Keith's Palace.

Ward Scott, manager of the local Fox exchange, was present at the opening of the new Loew Theatre in Canton last Saturday, in spite of a blizzard that tied up traffic. Scott reports that it is a beautiful house. He especially commented upon the carpet, which had "Loew's" and "Metro-Goldwyn-Mayer" woven right into the pattern. Russell Bovim is house manager.

J. J. Harwood, president of the Cleveland Motion Picture Exhibitors' Association and vice-president of the M.P.T.O. of Ohio, together with Frank Gross and Martin Polcar will represent the exhibitors of the State on the board of arbitration for the next three months. They started their term of service last Monday.

Jeremiah Murphy, special representative for Fox on the Eucharistic feature, spent several days in Cleveland week.

The Fox exchange won first place in the first fire inspection of the year 1927.

Col. E. A. Schiller, vice-president of Loew's, Inc., was in town on Washington's Birthday and was guest of honor at the Loew Washington's Birthday party, which was attended by approximately 1,000 employes of the Loew's Ohio organization. Col. Schiller came out to Ohio primarily to attend the opening of the new Loew house in Canton.

Meyer Fischer, president of the Fischer Film Exchange, was in New York in the interest of Ohio motion picture exhibitors.

The East Ninth Street Theatre, newest link in the Universal-Brody chain of seven Cleveland motion picture theatres, opened last Saturday. This gives Cleveland 1,500 more available downtown seats. The new theatre will offer three changes weekly at popular prices.

The epidemic in Newton Falls is over and the Strand Theatre, closed for the past three weeks, is operating again.

Fred Coddington, manager of the Cameo Theatre, Cleveland, staged a party at his home one night last week for all of his associates and employes at the theatres. Good will, comradeship and sociability is the basis of a good organization according to Coddington, and that's how he goes about to establish it.

Atlanta

JAMES H. BUTNER, manager of the Atlanta branch of Educational Film Exchanges, Inc., announces this week the appointment of his brother, John C. Butner, as salesman for Educational. Mr. Butner will work out of the Atlanta office, taking the place formerly held by Harry E. Pearce, who resigned recently upon the purchase by him of the Rivoli Theatre, Talladega, Ala.

The Howard Theatre, one of the leaders in the Southern string of de luxe Publix houses, is to have its handsome exterior further adorned in the near future by the addition and erection thereon of a large vertical electric sign. It will be the first such illumination to be used on an Atlanta theatre.

Dan Michalove, head of Universal's theatres in the South, returned Tuesday from a ten days' visit to his home office in New York.

Scott Chestnutt, manager of Famous Players-Lasky Corporation's Jacksonville exchange, spent several days in Atlanta last week in conference with Harry G. Ballance.

Mrs. Clyde Shropshire, who formerly headed the contract department in the local Paramount exchange, under the S. A. Lynch regime, has returned to Atlanta.

W. E. Callaway, district manager for First National Pictures in this territory, visited the local First National exchange last week.

Willis Grist stopped over in Atlanta a few hours last Thursday en route to Detroit, where he takes over the management of Universal's Broadway Strand.

Arthur Martel, formerly feature organist at the Metropolitan Theatre in Boston, is coming to Atlanta for several weeks as guest organist of the Howard Theatre.

Melvin P. Ogden, who has filled the post of organist at the Howard, Atlanta, for more than a year, has severed his connection.

Willard C. Patterson left Monday to accompany Dan Michalove on a tour of Universal's Florida theatres.

Hugh Manning, of the widely known exhibitor team of Manning and Wink, set a precedent and created quite a furore on Film Row last week by putting in an appearance sans the other half of the firm.

R. E. L. Golden, operator of the Golden Theatre at LaGrange, Ga., was also among the visiting exhibitors.

It is reported that a new theatre is being built in Tarrant City, a suburb of Birmingham. This will give this particular suburb two houses, as C. S. Haynes now operates the Star at that point.

A. Brown Parkes of the Jefferson Theatre is expected to return from New York this week.

The Lyric, Inter-State's theatre, announces that it will install the Vitaphone at an early date.

Joe Steed is making ready to open his new Wylam Theatre in the very near future.

Col. Fardwell and Bob O'Donnell, of Inter-State, departed from Dallas early during this week.

Obie Wells, Ozark Theatre, Ozark,. Ala., visited Birmingham last week.

Inter-State's three theatres, the Ritz, Trianon and Lyric, are conducting a voting contest.

Friends of Universal Manager C. P. Lester are congratulating him on his recent narrow escape in a serious automobile accident which occurred last Friday.

Lee Marcus, general sales manager from the New York office, was a business visitor in the local F.B.O. exchange recently.

William Saal, booker of the New York office of Publix, has returned to New York after spending several days in Jacksonville. J. J. Fitzgibbons, district manager, Publix, left for New York, and expects to remain there about a week.

Guy Kenimer, manager of the Arcade, and his assistant, Jack Hodges, are busy on promotion stunts.

Manager C. P. Lester of the Universal exchange has announced that his office has agreed to turn over any prizes which may be won by this exchange in the National contest now in progress to the widow of the late John Barton, manager of the Universal, who was killed three weeks ago.

Harry Simpson, salesman for Universal, was in local headquarters last week.

E. J. Sparks' first-run house in Jacksonville, the Riverside at Five Points, in the residential section of the city, will have its formal opening Saturday, March 12.

The house seats nearly 900 and will be most attractive in appearance when completed.

The Vitaphone will be a feature of the new theatre, but will not be ready until Saturday, April 16.

Jack Lewis, now at the Stanley in Palm Beach and remembered by Howard Theatre patrons in Atlanta, will be manager of the Riverside.

New York and New Jersey

"IT'S an ill wind that blows nobody good" — or words to that effect—and that goes for last week's storm that ripped up sections of Long Beach and caused havoc among shipping on the Sound and along the Jersey coast. Yes, that same ill wind that threw up waves with such force down at Avon-by-the-Sea, was the means of curtailing the weekly butcher bill of one of our well-known New Jersey film men, one Eddie Carroll by name. Early on the morning of the storm, armed with an idea and a big basket, Eddie combed Avon beach and managed to collect as many crabs, lobsters and clams as could be comfortably carried back home. After presenting the first collection to the wife and kiddies, Eddie went back and filled the basket up again. The force of the waves had thrown the shellfish far up on the beach and left them too stunned to withstand fast-working Eddie's assault.

Coincident with the announcement that he would open the Regent Theatre, 81st Street and 1st Avenue, New York City, Jos. Steinkritz also let go some information concerning the approaching marriage of his son to Miss Edith Slutzkin. The ceremony will take place on April 12th and, as a gift to the couple, Mr. Steinkritz will turn over to his son's management the 55th Street Lyceum Theatre.

Herman Tulp, reported to be a newcomer among the local film trade, has purchased the S & A Theatre in the Harlem district. This house was formerly owned by the management of the Pershing Theatre, 124th and Amsterdam.

There will be no more motion pictures shown for at least some time at Keith's Alhambra, 125th Street, New York City. A burlesque company went in last week.

Fred Dollinger, former manager of the Filmland Theatre, Church and Nostrand avenues, Brooklyn, has joined the Calderone circuit and will be in charge of the Lynbrook Theatre on Merrick Road.

The Wilson Theatre, 610 Wilson Avenue, Brooklyn, has been sold to the Edgol Amusement Company. Mr. Samon retains his other house, the Sunshine, Coney Island Avenue and Avenue U.

The new South Ozone Park Theatre, 135th Street and Rockaway Boulevard, which was recently opened, belongs to Dan McLeary. Mr. McLeary also operates the Yorkville Hippodrome.

It is announced by M. Leon Levine that construction of the new 1,500 seat Rio Theatre, 40th Street and 15th Avenue, Brooklyn, is progressing rapidly, and that the trade may look for its opening in the near future.

J. C. Bolte, theatre operator in the White Plains section of the Bronx, has sold the lease of the Burke Theatre to Jack Steinman of the Daly and Congress theatres. Mr. Bolte is also the proprietor of the B. & D. and Laconia theatres. The Burke is located on White Plains Avenue.

It is reported that Brandt Bros. Enterprises have taken over the Small & Strausberg Terminal Theatre, Dean Street and 4th Avenue, Brooklyn. The Terminal is comparatively new, having opened but a little over a year ago, and its acquisition by William and Harry Brandt gives these two well-known exhibitors another fine type of neighborhood house for their fast growing circuit.

After having two film room fires in as many weeks, due to absence of sprocket holes and brittle film, James Samon, proprietor of the Sunshine Theatre, Coney Island Avenue, is somewhat peevish, and can one blame him for feeling that way?

There are not many exhibitors who can step out on the stage of their theatre and warble a popular song, but there's one over in Jersey who can do it any time—and how! That's Stanley Sobelson, who, with his associates, operates a string of houses in the northern part of the State.

Fanny Lightstone, one of the few lady-operators of motion picture theatres in this zone, has for the present closed the Select Theatre, Pitkin Avenue, Brooklyn, due, it is said, to some misunderstanding over the lease.

John McGee, well-known theatre manager in this zone and formerly with the A. H. Schwartz circuit's Garden and Roosevelt theatres at Richmond Hill, is now associated with the Roxy managerial staff, according to report. Erwin G. Unger is said to have taken McGee's place with the Schwartz chain.

Due to a recent change of policy, Milton Kronacher, salesman out of William Raynor's Pathe branch exchange, will include feature product along with two-reelers and shorts when he calls on his exhibitor friends in the central city section and the east side. Milton had a narrow escape a few nights ago when a speeding auto almost knocked him into an uptown gutter.

It is reported that Al Harsten has given up the operation of the Metropolis Theatre, 138th Street, New York City.

Al Moley and his side-kick, Eddie Seider, are busy boys these days between taking care of film deliveries at the Prudential and promoting theatre novelty acts. Another burden on Al's mind is the future line up of the New York Giants. It seems that John McGraw has not fully confided his summer plans to Al, as in the past, and it is quite possible that these two are not at present on what might be called the friendliest of terms. The transfer of Frankie Frisch is said to be the cause of the alleged bitterness between these two old pals.

Small & Straussberg will probably open their new Metropolis Theatre, Metropolitan Avenue Brooklyn, within the next week or ten days.

Walter Melvin, lately with the Utica Theatre management, is now with the S. S. circuit in one of their Long Island theatres.

Baltimore

JOHN J. BAKER, formerly associated with the Missouri Theatre, St. Louis, has succeeded Jerome T. Harriman as assistant manager at the Loew's Valencia Theatre here. Mr. Harriman, it is understood, has gone to Chicago to join Frank Braden, advance agent for the 101 Wild West shows.

The Majestic Theatre, 1118 Light Street, here, damaged by fire recently, is being repaired now by Joseph Brodie, owner. It was formerly the Brodie Theatre and has been operated under a lease by Ruben Soltz, Pittsburgh, Pa.

Agnes Condon, one of the assistant cashier at Loew's Century here, has gone to the Tivoli Theatre, Brooklyn, N.Y., to act in a like capacity.

John Majors, who, at one time, conducted the orchestra at Keith's Maryland Theatre here, has gone to the Tivoli Theatre, Brooklyn, N.Y., to conduct the orchestra there.

George French, formerly manager of Loew's Valencia here, has gone to Boston, Mass., to become connected with a theatre there.

Oliver Eppes, formerly treasurer of Loew's Century Theatre here, has gone to the Tivoli, Brooklyn, N.Y., as assistant house manager to Larry Shead, formerly manager of the Century.

L. S. Flechenstein, 82 years of age, grandfather of R. F. Sisk, New York movie and dramatic critic for the Baltimore *Sun*, died in Easton, Md., at the home of his daughter, Mrs. Frank Sisk, recently.

William Fuld, 54 years of age, one of the pioneer movie exhibitors of Baltimore, who was, at one time, connected with the firm of Bohannon, Lewy and Fuld, operating the Wizard and a number of other film playhouses in Baltimore and surrounding territory, died Thursday, February 24th, at St. Joseph's Hospital here, after having fallen to the ground from the roof of his toy factory in Baltimore.

Mr. Fuld is said to have been the originator of the ouija board, out of which he made much money. He gave up the moving picture business several years ago to devote all his time to his toy business.

A benefit performance for the Kosciusko fund to aid American students studying in Poland and Polish students in American schools was given at the Broadway Theatre here through the courtesy of the Associated Theatres, J. Louis Rome, general manager, Sunday, February 27th.

Motion pictures were used to illustrate the address of Ralph Turner, assistant general news manager of the United Press Association, at the entertainment given by the Baltimore Press Club Tuesday night, March 1st, at the Alcazar here.

Charles Somma, a theatrical man of Richmond, Va., and his associates have gained control of the Virginia State Fair Association. Many changes in the operation of the affairs of the Association are to take place, it is believed, in the near future.

A special performance for the newsboys of the Baltimore *News* was given at the Harford Theatre here, through the courtesy of Thomas D. Goldberg, proprietor, on Saturday morning, February 26th. A program of motion pictures was shown, including Jack Holt in "Forlorn River."

The State Theatre, Monument and Castle streets, which is now being completed to be operated by the State Theatre Corporation, Frank H. Durkee, president, will be ready for the public about April 15th, according to present indications.

Frank Cassidy, manager of Warners' Metropolitan Theatre here, who has been ill at his hotel for several days has returned to his post.

Ida Green is rapidly recovering from an operation for appendicitis recently performed upon her at a Washington, D.C., hospital. It is expected that she will be able to return to her duties at the First National Exchange in that city shortly.

Helen Scholt, employed in the contract department of the Famous Players-Lasky Corporation exchange, Washington, D.C., is ill at her home with pneumonia.

Stanley Hand, formerly manager of the New York First National exchange, has succeeded Ed Heiber as feature production sales manager for the Pathe office in Washington, D.C.

Welden Waters, formerly of the Famous Players-Lasky New Orleans exchange, has succeeded Lou Lang as advertising sales manager at the Washington, D.C., office of that company. Mr. Lang has gone to the Philadelphia exchange of that company.

The Lincoln Theatre, Washington, D.C., has been taken over by the Howard Theatre Company from the Stanley-Crandell Company, Washington, D.C.

Milwaukee

JAMES ZANIAS, well known exhibitor of Janesville, where he has managed the Apollo, is now in New York, according to word received here. Mr. Zanias is on his way to Greece where he plans to visit his mother and relatives. He expects to be away for from four months to a year.

George Huebner, manager of the Strand at Oconomowoc, spent a few hours in local exchanges.

Francis Kadow of the Mikado Theatre at Manitowoc, was among out of town exhibitors in the city during the week.

The sad news of the death of R. Schiebe, early this week, has reached Milwaukee. Mr. Schiebe was 65 years old. He was well known in Milwaukee as veteran theatre owner of Plymouth and Menasha. His home in recent years was in Plymouth.

Art Desormeaux succeeded in breaking away from his absorbing tasks as manager of the Strand and director of the Strand broadcasting station at Madison, to spend a short time with his Milwaukee friends.

"Doc" Honeck, P. D. C. branch manager, left on Saturday for St. Louis where he will attend a three-day sales conference.

Parkis Waterbury, manager of the Idle Hour, Jefferson, spent a day last week in the city, during which he arranged for bookings and advertising.

Frank Cook has just closed negotiations for the Gem Theatre at Sheboygan. E. Hoefer was the former owner.

Mr. and Mrs. S. Olson of the Pastime Theatre, Delavan, were among out of town exhibitors in the city during the week.

Local exchanges found the Washington Birthday holiday a very busy one. Many of the offices hoped to close early in the afternoon, but found it necessary to keep the usual hours because of the many visitors.

Charles Guelson of the Badger Theater at Stoughton, an infrequent visitor, called at several exchanges on Wednesday.

The Laemmle Theatre at Kenosha, is well under way. The steel frame work is up and construction is proceeding rapidly. The Laemmle is one of the new theatres being built by the Milwaukee Theatres Circuit of the Universal chain.

Fred Knispel, P. D. C. district representative, is spending a few days in the local branch, after which he is planning to attend the P. D. C. sales conference at St. Louis.

Gus Radtke, manager of the Butterfly, Sheboygan, spent a few hours along Film Row during the week.

Otto Meister of the Whitehouse has been having trouble with that new bowling ball of his. He had to return it whence it came for a thorough cleaning and refinishing. If his success with the ball now is not up to his usual high standard, the company has promised him another ball.

The standings in the Exhibitors-Exchange bowling league remain much the same. Charles Trampe's team seems headed for victory.

William Roob, manager of the Grand at Port Washington, was in the city early in the week. Mr. Roob introduced an act of vaudeville into his program on Sunday with a great deal of success. He plans this as a regular part of his Sunday programs hereafter.

Sam Thiron of the Bijou Theatre at Green Bay was in the city for a few days last week. He was accompanied by his two sons, Win and Les.

N. Weinbaum of the Celebrated staff left for a short trip through the southern part of the State.

Construction of the New Arabian Theatre of the Milwaukee Theatres Circuit has been started. The Arabian is located on Third and Center.

Neil Duffy, of the Elite Theatre at Appleton, made a brief visit to the exchanges during the past week.

M-G-M Efficiency Club had such a good time at its last party that everyone is looking forward to the next social gathering, a St. Patrick's party, which is scheduled for March 19th. This is to be a banquet at the Elks Club to which all members of the sales staff have been invited. The evening's entertainment will include bridge and various other games. Miss R. M. Grant is in charge of arrangements.

Messrs. Ainsworth and Smith, managers of the Orpheum at Fond du Lac, were in our fair city during the week on a brief business trip.

The interior of the Jackson Theatre is undergoing several changes, and the outside has been spruced up with a new coat of paint. Under the guidance of Joe Seidel, the new manager, extensive redecorating is being achieved and some new equipment installed.

George Herzog, manager of the Strand and Rialto theatres at Manitowoc, was a recent visitor to our exchanges.

L. L. Ballard, United Artists representative, has recovered from his recent attack of appendicitis sufficiently to undertake his duties again.

Ralph K. Mosiman of the Rex Theatre at Oshkosh was among out-of-town exhibitors to visit the city during the week.

Henry Goldman, known to exhibitors throughout the State as the veteran exhibitor of Green Bay, where he formerly managed the Grand and Colonial theatres, stopped in at the exchanges and looked up his many old friends.

Cecil Maberry, P.D.C. district manager, spent Wednesday in the local office.

B. K. Fischer, manager of the Mozart and Park, is taking over the management of the Lincoln Theatre on the first of March. Steve Blum, who is abdicating, is leaving soon for California, there to pursue the trade of exhibitor.

Sam Shurman, M-G-M branch manager, is up in the peninsula for a week or more.

Out-of-town exhibitors to visit exchanges this week included Glen Shields of the Grand at East Troy; August Berkholz of the Mermac at West Bend; A. J. Cooper of the Bijou and Strand at LaCrosse; and Louis Thurwachter of the Park Theatre at Waukesha.

Chicago

CHARLIE MILLER, popularly known as Commodore, whose resignation as an F.B.O. salesman was announced a few days ago, has joined Universal's sales staff and is temporarily assigned to the West Side territory.

Abe Tague has disposed of his Strand Theatre on Lincoln Avenue, to I. Ettelson of the Lake Shore Theatre.

Metro-Goldwyn-Mayer sales staff is making preparations to move in a body to California for the annual sales convention, which will be held some time in May. District Manager Shirley and Manager Mendelsohn will head the party of Chicago men.

Paul Berger, head of Metro-Goldwyn-Mayer's sales promotion department, was a visitor in Chicago last week, on his way home from the coast, where he was looking over production.

Manager Murphy of the Granada Theatre has resigned and his successor has not been announced as yet.

Mary Paul and her son, Anthony Paul have purchased the River Terrace Theatre at River Grove, Ill., and plan to keep the house open seven days a week.

George Gollos of the Ad Sign Corporation has gone to Detroit, where he will open a branch office with Jack Gross as manager. It is reported that Charles Casanave has acquired a half interest with Harold Gollos in the Ohio territory.

Marks Brothers are planning to overcome the disadvantages caused by the enforcement of a no-parking ordinance near their Granada Theatre by opening a free parking station one block north, and will also have a parking station next door to the theatre, where a low parking fee will be charged.

The young bandits who held up Polks Brothers' Des Plaines Theatre last week and later the Palace Theatre in Gary, were caught and confessed to these two robberies, as well as many others.

F. E. ("Dad") Walcott, of Racine, was a visitor on Film Row last week and reports that the foundation for his new house is in and that he expects to have it ready for opening by the end of the summer.

Andrew Fedorow has taken over the Mowen Theatre in South Chicago, formerly operated by Harold Abbott. Mr. Abbott will continue to operate his Apollo Theatre.

Work of remodeling the Valley Theatre at Spring Valley is being rushed to completion by the Great States Theatres, Inc., which recently took over this house and it is expected that the Valley will be reopened by April 2.

Cooney Brothers have set Easter Monday as the opening date of their magnificent 3,500-seat Avalon Theatre, and work is being rushed with this date in view. This firm has recently acquired the Colony, Highland and West Englewood theatres from Ascher Brothers, bringing the number of houses operated by National Playhouses, Inc., up to nine. As a result of the transfers of the theatres, Manager Blackmore of the Grove has been moved to the Colony, Manager Cody of the Cosmo goes to the Highland, and Brazee of the Chatham goes to the Grove.

Frank Hocking, Jr., of the Orpheum Theatre, Flora, has been nominated as a candidate for mayor of that city. Mr. Hocking is popular among his fellow townsmen as well as film and theatre men throughout the State and conducts houses in six other cities, as well as Flora.

B. Miller of the International Film Service had his car stolen from in front of the office at 845 South Wabash Avenue on Saturday afternoon. The police have not yet succeeded in tracing it.

Marks Brothers' new Marbro Theatre will be ready for opening about the middle of April, and plans are under way to make the premier performance a gala neighborhood event.

Sam Kaplan, vice-president of the Metropolitan Film Company of Detroit, maker of local news weeklies, was in Chicago last week.

Leonard A. ("Len") Ullrich has resigned from Pathe's sales force after four years with that company. Mr. Ullrich expects to announce his new connection within a few days.

Manager Paul Busch of Pathe's feature department has added Warren Rutter to his sales force and assigned him to country territory.

Salesman Shuster is again connected with Universal's Chicago exchange in the capacity of salesman. Mr. Shuster formerly worked for Universal but lately had been selling film for F.B.O.

New England

KEITH'S Theatre, Campbello, Mass., has been purchased by Crawford, Green & Kenney, who already operate the Winter Hill Theatre, Somerville.

M. F. Williams of the Strand Theatre, Providence, R.I., has returned to his office after a five weeks' vacation at Miami, Fla.

Charles F. Williams has taken over the National Theatre, Boston, which was for several years the largest theatre in Boston and seats 3,000. The same policy will be continued as heretofore.

The Bijou Theatre, Uxbridge, Mass., has been sold by Mrs. George DeMara to L. J. Coriaty, who also operates the Strand at Willimantic, Conn.

At the meeting of the New England Film Board on February 23 Thomas B. Spry of First National was elected treasurer. Through an oversight the office was not filled when the annual meeting was held earlier in the month.

Miss Elaine Hammerstein, who resigned as assistant to the booker at Fox Films, has been succeeded by Miss Edith Gerber. Miss Gerber comes to the Fox organization from the Pathe organization at Boston. Prior to that she was with Paramount in Portland, Me.

The Kenmore Realty Co., Boston, is having plans drawn for a new theatre which it will build in Fitchburg, Mass., with between 2,500 and 3,000 seats. It will be the largest theatre in that city. It is understood that negotiations are under way for a long-term lease but no announcement is made of the lessee at this time.

Charles Repec, booker at Metro-Goldwyn-Mayer, Boston, has returned from his honeymoon.

Joseph McConville and Abe Montague of Independent Films, Inc., and distributors for Columbia pictures in New England, were in New York the latter part of the week on business.

James Donovan is shortly to start the construction of a new theatre in Taunton. Work will probably get under way before March 15 on the old Carey estate, which has been purchased and is being prepared for foundation work. This is better known as the former Spitz & Black site.

The Bijou Theatre in Taunton, Mass., will soon reopen under the direction of J. J. Burke, formerly of the Star Theatre, and the name of the theatre will be changed to the Capitol.

J. J. Dempsey, who was temporarily in charge of the Strand Theatre at Malden, Mass., when first taken over by Paramount, has been transferred to the Lyric, a Paramount house in Fitchburg, Mass.

Philo Snider, New Hampshire salesman for Pathe, has gained the title "One Ball Snider" as a result of his prowess on the bowling alleys. Pathe staff members are backing him to the limit against all comers.

Jackie Crowley, for some years with the Film Exchange Transfer at Boston, has been appointed head shipper at Warner Brothers, Boston. In addition he will have charge of the poster department.

The Strand and Majestic theatres at Providence, R.I., start this week opening their shows on Saturdays instead of Sundays as formerly. Poli's Elm Street Theatre in Worcester, Mass., has also made a similar shift.

Two of Pathe's charming members have joined the ranks of matrimony. Miss Clara McGrath, former film inspector, was married on Sunday and Miss Mary Doherty, a checker, was secretly married last July and has just let the secret become known. She is now Mrs. Hines.

Thomas Bailey, formerly branch manager at San Francisco for Famous Players, recently appointed district manager for New England, with headquarters in Boston, has arrived at Boston and taken charge of affairs.

Harold Stevens, formerly booking manager at Famous Players' exchange, Boston, has been advanced to Western Massachusetts salesman.

Carmin S. Carmin has been appointed manager of the Criterion Theatre, Roxbury. He comes from the Rialto, Providence, and prior to that time was manager of the Majestic Theatre and Providence Opera House. He has been some 15 years in the business.

William H. Buck has been appointed manager of the Strand Theatre, Malden, a Paramount house. He comes from the Capitol at Worcester, Mass. He was formerly manager of the Olympia at New Haven with the Gray circuit.

John P. Gorman, general treasurer for the B. F. Keith and Keith-Albee interests in New England, died recently at his home in West Medford, Mass. He leaves a wife and daughter.

Arthur L. McGrory is to build a theatre in Jackson Square, South Weymouth, Mass., bids for which closed this week, and contracts are to be awarded so work will start about March 15. The building will be 57 x 140 feet and will be all one floor.

Charles Wilson, Pathe's popular Western Massachusetts salesman, has the sympathy of his many acquaintances in the death of his father, Timothy Wilson, of 27 Park Street, Somerville, Mass., whose death occurred Tuesday.

The film district was visited by a record number of exhibitors on Wednesday, who gathered to attend the testimonial dinner to Thomas B. Spry of First National at the Copley Plaza that evening and arrived in town in time to make the rounds of the exchanges.

St. Louis

YEGGMEN knocked the combination from the safe of the Chippewa Theatre, Broadway near Chippewa Street, St. Louis, Mo., early on February 21st but were forced to flee before they could open the safe. In their flight they abandoned a flashlight.

T. C. Hall, Moberly, Mo., takes bids from contractors March 4th on the new theatre he plans to erect in Columbia, Mo. The new house will be two stories, 50 by 112 feet and of brick, steel, terracotta and mill construction.

The mother of Ted McCoy, manager of the Elite Theatre, Golconda, Ill., died on February 24th.

T. A. Reed of Duquoin, Ill., has returned from Florida.

Mrs. I. W. Rodgers of Cairo, Ill., has rushed to Gulfport, Miss., where her husband is seriously ill. She left for the South on February 24.

E. Vandever will open his Star Theatre, Kennett, Mo., on March 5th. The new house seats 500 persons. He also operates the Palace Theatre in Kennett.

The wife of Jim Collier of the Gem Theatre, Portageville, Mo., is a patient in a Memphis, Tenn., hospital. She underwent an operation and her condition is considered critical.

The coolness and efficiency of the projectionist of the Newton, Ill., Theatre on February 24th probably prevented a serious fire, when a reel of film started to burn during a performance in the theatre. The operator, realizing the seriousness of the situation, quickly shut all openings in the booth and also succeeded in saving nine other reels of films in the booth at the time. The audience did not know there was a fire. The damage was nominal.

L. McAloon of the treasury department of the F.B.O. organization has been in St. Louis installing a new office system.

Harry Strickland, who had been traveling southern Illinois for Warner Bros., has been promoted to the managership of the Kansas City branch of that company. His place on the local sales staff has been taken by P. Pinell, formerly with Metro-Goldwyn.

Leo Keiler will install the Vitaphone in his Columbia Theatre Paducah, Ky., about April 18.

Eddie Alperson is the new division manager for Warner Bros. His territory includes St. Louis, Kansas City and Omaha.

A sales convention with nine prominent home office officials in attendance was staged by the Producers' Distributing Corporation at Hotel Coronada, St. Louis, Mo., from February 26 to March 2. The salesmen and managers from Minneapolis, Milwaukee, Chicago, Kansas City, Des Moines, Omaha, Dallas, Oklahoma, New Orleans and St. Louis, and the various division managers also attended the meetings.

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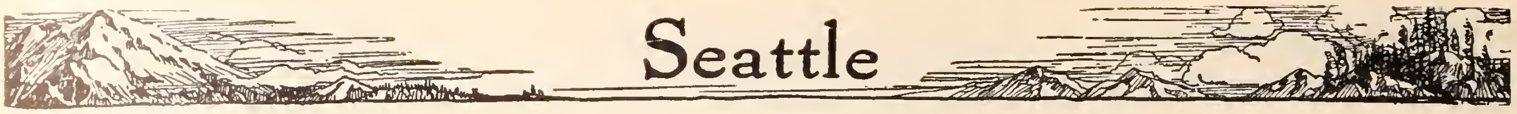


Seattle

HERMAN WOBBER, Western district manager and European special representative for the Famous Players company, spent a day in this city last week at Manager George P. Endert's exchange. Neal East, Portland branch manager, came into town for the day in order to make matters easier for Mr. Wobber to speed up his present trip of the circuit.

Advice received from Butte last week indicated that the Liberty Theatre in Judith Gap, Montana, has been taken over by Merle Skinner and Harry P. Collins. The house was formerly operated by W. L. McClelland.

Harry Landstrom, popular film salesman of the local territory, who was recently connected with Metro-Goldwyn-Mayer's special sales crew in British Columbia, has been appointed a sales representative of the local Educational Pictures exchange. Announcement to this effect was made this week by B. Wallace Rucker, new branch manager, and Max Stahl, home office representative.

Franseco Longo, well known throughout national music circles, last week slipped away from his duties as director of the Columbia Theatre All-Artist Orchestra and was quietly married in Portland to Mrs. Mary E. Whiting. After a three-weeks' honeymoon to be spent in California, Mr. and Mrs. Longo will return to this city, and Manager Robert W. Bender is planning an elaborate return presentation for his popular leader.

Marvin Dryness, formerly associated with the local Film Row and now connected with one of the Portland exchanges, returned to this city last week as a result of the death of his father. The sympathy of the entire trade goes out to Mr. Dryness over his loss.

John T. Spickett, well known showman of the Alaskan territory, operating the Palace Theatre at Juneau, a few weeks ago suffered severe cuts on the head and a broken rib as a result of a fall on the stairs of his house. Mrs. Spickett is managing the theatre in addition to her duties as Juneau Postmistress during Mr. Spickett's indisposition, according to reports that have just reached this city.

Among the visitors on Film Row during the last week were two prominent Oregon exhibitors. Ike Geller of Portland, and Mr. Kenworthy of Albany, both spent a short time among the film and theatre men of this territory.

Though the courtesy of Manager Robert W. Bender, the Columbia Theatre last week was turned over to the Northwest Film Board of Trade for a special showing of the two-reel Fire Prevention film sponsored by the Hays' organization.

Mr. Martinella, location man for the First National pictures company, was a visitor in this territory last week.

Les Weirk, district manager for the Producers' Distributing Corporation, arrived in town last week for a few days' conference with Dave Frazer, local manager. The gathering also included Harry Percy, manager of the P. D. C. office in Portland, who arrived here for his first visit in several months.

Following his resignation from the staff of the Pacific Northwest Theatres, Inc., Harold Horne last week announced the formation of the Harold Horne Enterprises, Inc., with P. J. DeClerque, a retired Seattle capitalist, as his associate.

It is the plan of Mr. Horne to organize a string of first and second run suburban playhouses in Seattle and other Northwestern cities, and as the first house in the chain he has already taken over the Society Theatre in this city from W. B. Ackles. The Society, located at Broadway and Olive Way, is one of the leading neighborhood houses, with a seating capacity of approximately 650.

Howard Mapes, manager of the Star Film Exchange of Portland, spent a few days here last week conferring with D. C. Millward, general manager of the Western Film Corporation.

John McGill, theatre operator of Port Orchard, Wash., was a visitor on Film Row last week, booking pictures for the coming month.

E. W. Groesbeck of Enumclaw was another exhibitor to visit the exchanges.

F. F. Sturgis, factory representative of the Da-Lite Screen, was a visitor here last week, conferring with B. F. Shearer, managing director of the Interior Decorating Division of the National Theatre Supply Company, with general headquarters in Seattle. Mr. Sturgis is on a regular tour of the 31 branches of the National company, distributors of his product.

Changes in the ownership and management of three houses in the Pacific Northwest were announced in Seattle last week. They include: sale of the Ballard Theatre, suburban house in Seattle, to Russo and Cobley; sale of the Rialto Theatre in Missoula, Mont., to the W. A. Simons Circuit. The Rialto was formerly owned and operated by Guy D. Hazelton. Sale of the Liberty Theatre in Judith Gap, Mont., to Merle Skinner and Harry P. Collins. W. M. McClelland was the former operator.

In addition to these changes Portland also reports several changes in the Oregon territory.

Harry Beezley has sold the Wasco Theatre at Wasco, Ore., to Newton Crossfield and the Moro Theatre at Moro, Ore., to the American Legion.

The Majestic Theatre at Ontario, Ore., has been transferred by L. L. Rose to R. R. Potter.

The Palace Theatre at Amith, Ore., has been sold to A. L. Burr by Ray J. Stumbo, former owner.

D. A. White, in Portland, recently purchased the interests of J. A. Gould in the Woodlawn Theatre.

Sam Whiteside, of the Whiteside and Majestic theatres in Corvallis, Ore., reports that negotiations are now under way with the Universal Corporation for the purchase of his houses.

Albany

A COUPLE of changes of interest to exhibitors in central and northern New York took place on Albany's Film Row during the past week. William Sherry, who has acted as local manager for Bond for several months, tendered his resignation to the company last week, and has returned to New York City. Bert Gibbons has succeeded him. H. C. Bissell, who resigned as Albany manager for Universal some weeks ago and who later accepted a position as special representative for Tiffany, visiting key cities, is back in Albany.

Alex Herman and Al Marchetti, of the Pro-Dis-Co exchange, are all smiles these days, having won a cash prize in the recent date drive. L. J. Hacking of Boston, district manager for Pro-Dis-Co, was in town during the week, while "Chet" Sawin, district representative for the same company, stopped over here on his way from Boston to Buffalo.

Harry Lazarus, a well-known exhibitor in Kingston, who is now building a new house in that city, was along Film Row during the week, completing some bookings. He stated that the new theatre would open some time during the spring.

Dave Seymour, who recently resigned as manager of the Pontiac in Saranac Lake and who is spending the winter at Palm Beach, is remembering his friends with many postals.

C. H. Buckley donated the Leland Theatre in Albany on Sunday, for a benefit for the new Jewish Synagogue. The Universal Film Company provided the picture for the occasion.

Judging from postals reaching here from Alex Weismann, he prefers the Buffalo territory to Albany.

Charles Marshall, owner of the Bridge Theatre in Ausable Forks, has hit on a novel idea that is providing him with many an extra dollar these days. Mr. Marshall is journeying back and forth to Palm Beach, buying second-hand automobiles, and selling them to northern New Yorkers.

Proctor's is reported to be endeavoring to secure the lease of the huge auditorium which will be a part of the new Masonic Temple in Albany.

The Albany Film Board of Trade, which has occupied the front rooms on the first floor of the Mark Strand Building, is to move this spring to quarters on the second floor.

Mr. and Mrs. Frank J. A. McCarthy and child of Buffalo stopped over in Albany last week, while driving to Boston, where they attended the dinner to Tom Spry. J. C. Bulwinkel, local manager for First National, made the trip by train.

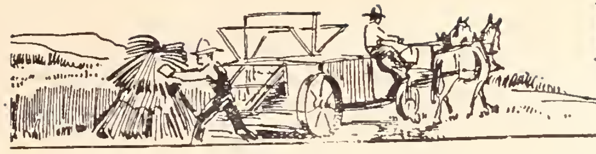
The Men's Club at Chadwick's, at which pictures are being shown this winter, will close between May 1 and September 1, according to advices received by exchanges. The Opera House at Clayville will close during a like period.

Jake Rosenthal ran a Sunday afternoon benefit at his theatre in Troy, on Sunday, using pictures and soloists, the proceeds going to one of the city's Jewish organizations.

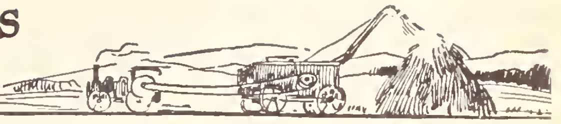
Dr. J. Victor Wilson, formerly connected with the management of the Robbins theatres in Watertown, and who left about a year ago for Florida, where he nearly lost his life in the hurricane of a few months ago, is now manager of the Bijou Theatre in New Haven. Dr. Wilson lost everything he owned in the Florida disaster. In letters to friends in Watertown, Dr. Wilson states that he has just written a play which he hopes to have presented later in the year.

Jake Rosenthal, owner of the Rose Theatre in Troy, N.Y., is now treasurer of the United Hebrew Charities of that city as well as the Palestine Drive, and also treasurer of a present drive for $100,000 needed for an addition to the present "Jewish Center." Mr. Rosenthal was much surprised last week when one of the newspapers in that city, in covering the Drive, used a cut which Mr. Rosenthal furnished the newspaper exactly sixteen years ago, when he was little more than a stripling.

James Garrett, pianist at the Avon Theatre in Watertown, N. Y., received a farewell last week that has probably never been equaled by any pianist in a motion picture theatre in all New York State. When he reached the railroad station, he found the entire Avon orchestra assembled, with their instruments.



Des Moines



THE Parrott Films Company which from the Des Moines office puts out a large footage of advertising film which is made for firms in every state of the union is putting on a special studio party for the young women of the women's department of the Junior Chamber of Commerce. They will entertain close to a hundred and will film a special reel made for the guests of the party. March 15 is the date. H. E. Toensen, manager of the Parrott Films office, has placed the arrangements for the studio party in charge of Margery Strom of his office who is a member of the Chamber of Commerce.

W. J. Miller, broker of Iowa motion picture theatres, reports the change of ownership of the Princess Theatre at Glidden. The house was formerly owned by W. H. Smerdon of Rockwell City who drove over 25 miles to Glidden to operate the Princess. Under his management the house was open on Wednesday and Thursday. It is the plan of the new owners, the Garland Brothers of Scranton, to open the house on four days of the week. There will be no Sunday show. The theatre will be closed for a short time while the interior is redecorated and a number of changes are made in the equipment. The new owners took immediate possession. The Garland Brothers are newcomers to the film trade.

S. C. Aiken, midwest division sales manager for Pathe, was at the Des Moines office on Monday, Tuesday and Wednesday.

A. H. Garland, Block D. salesman for Pathe, has a new car. It is a green Oakland.

Miss Ollie Reese, secretary to N. C. Rice, manager of the F. B. O. exchange, has been ill with the grippe. She is back on the job but is still not real strong.

Mr. Kauffman, manager of the Pathe exchange, accompanied salesman McEwan out on the road last week. They visited northeastern Iowa.

Mrs. Stolte, who leaves this week for Omaha, where Mr. Stolte will have charge of the Riviera Theatre which A. H. Blank is just opening there, has been the honor guest of a number of farewell parties. Mr. Stolte has been directing manager for the larger of the Blank houses and was the first manager of the Des Moines Theatre at Des Moines and of the Capitol Theatre of Des Moines when it was taken over by the Blank Enterprises.

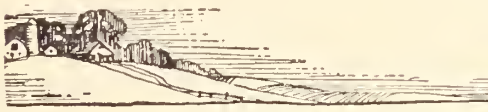
Vivian Troag, assistant division sales manager, accompanied H. M. Herble, sales director, from the New York office, to the Des Moines office of Universal.

Art Johnson, booker of the First National office, had his car stolen last week but recovered it after it had been stripped of tires and accessories.

The Des Moines office of Producers Distributors receives $500 as their share of the trophy won in the national contests in which $2,000 was awarded to the division comprising St. Louis, Omaha, Kansas City and Des Moines as first prize money. At the Des Moines office Les Phillips, manager of the exchange, and Rube Wagel, booker, will share the honors. Mr. and Mrs. Phillips are celebrating with a trip to St. Louis, while Mr Wagel, who has just returned from a long stay at the hospital, welcomes the prize with eager hands.

Newspapers reported that the King and the Rex, two theatres at Albia, Iowa, had been added to the chain of A. H. Blank Enterprises. The theatres were bought by Harry Weinberg who two weeks ago severed his connections with the A. H. Blank offices where he has served as office manager and the report was made that Mr. Weinberg was to start a chain of theatres of his own. However, the officials of the Blank office here say that no statement can be made at this time on either report and that Mr. Weinberg has not announced his plans.

The National Theatre Supply Company at the Des Moines office last month did the largest business that they have had in the past six months.



Minneapolis

FINKELSTEIN & RUBEN have reopened the Aster Theatre in Minneapolis which has been closed most of the winter. It is being advertised as "the cut rate theatre" with a 15 cent admission price.

Work was begun March 1st leading towards the construction of the new $2,000,000 theatre on the corner of Ninth Street and La Salle Avenue in Minneapolis. The two-story stone house and the oil station on the site are being wrecked and work will be rushed on the theatre building, according to Sumner T. McKnight, president of the Minneapolis Theatre Corporation, which has leased the theatre to the Famous Players-Lasky Film interests for 25 years for a total rental of $4,000,000.

The Parent-Teachers' Association of the School for the Deaf in Minneapolis is sponsoring a benefit program which will be presented at the Garrick Theatre in conjunction with the regular movie bill during the week of March 5 to 12. The funds will be used to purchase equipment for the playgrounds at the school.

The Minneapolis *Tribune* and the Garrick Theatre acted as hosts to 900 carriers and branch boys of the *Tribune* recently at a special showing of "Johnny Get Your Hair Cut" at the Garrick.

Members of the executive committee of the M. P. T. O. believe in placing business before pleasure every time. At a recent meeting they decided to discontinue eating lunch at their weekly gatherings, and henceforth will plunge right into the business at hand without attempting to decide the relative merits of lamb chops or minute steak.

C. E. Bond has been appointed district manager for Warner Brothers to take the place of Abe Fischer, who recently resigned. Mr. Fischer made his headquarters in Minneapolis, but the Minneapolis and Omaha branches have now been placed under the supervision of Chicago, where Mr. Bond will have his offices.

A price war looms in Minot, N. D., as the result of a new admission scale announced by Ray Niles, manager of the State Theatre in that city. This new scale fixes admission for adults at 25 cents and for children 10 cents except on Sundays and Mondays, and provides for bargain hours at which prices are still lower. The State is an F. & R. theatre, and is in competition with the Arcade, the Strand and the Orpheum. Naturally the fight for business is a keen one in a town of 12,000, and theatre owners are not looking forward to any further slashing of admissions, as the going is difficult enough already.

E. S. McDonald and C. F. Rose, Minneapolis inventors, gave a demonstration of their conroscope last week. This is a machine for coloring motion pictures which operates independently of the projection machine. By the use of the conroscope any black and white subject may be colored easily and effectively, it is claimed, and the demonstration given by the inventors seems to bear out this statement, as some unusual effects in film colorings were produced with apparent ease. It is said that little training is required for the operator to use the conroscope effectively.

The Gem Theatre at Welcome, Minn., has been purchased by Will Kupeshka, who is remodelling and re-equiping the house.

The Grand Theatre at Heron Lake, Minn., has been purchased by F. J. Wilson.

Don I. Tracy has sold the Rex Theatre circuit to Cecil R. Baker of Carrington, N.D. Theatres in McClusky, Bowdon, Dogden and Mercer, N.D., are included in the circuit.

Frank Thayer and Frank Eisenberg resigned recently from the Minneapolis F. B. O. sales force.

San Diego

BUSH THEATRES, INC., recently entertained the members of the staffs of its different houses at a 4 o'clock dinner and dancing party. Covers were laid for fifty, with Mr. and Mrs. G. A. Bush and Mr. and Mrs. Kent G. Bush in the capacity of hosts.

Recently a safe stolen from the Mission Theatre last October was found a distance from a suburban road. One lone penny was found in the safe, the only portion recovered of the $700 which it contained at the time it was "lifted" by burglars.

Bush Theatres, Inc., recently took over the lease and equipment of the Seville Theatre at Chula Vista, a suburb of this city. This motion picture house was built the past year and is modernly equipped. Mrs. Blanche McKown has been placed as house manager. This makes the fourth house of Bush Theatres, Inc., to have women managers, the others being the Kinema, at Escondido, with Mrs. B. B. Gooch in charge; the Silver Strand, at Coronado, under the management of Mrs. Maude Tichenor, and the Vista, at East San Diego, where Mrs. Mildred Pritchard is in command.

Harry Carey, recently from Seattle, has leased from Stutz & Isaacs the Granada Theatre, a suburban house at La Jolla, taking possession March 1. Ralph Saunder-Hauf, who has been manager of the house, will remain for a time under the new owner.

The Calexico Hotel Company, Inc., has been given authority by the State corporation department to issue $400,000 worth of stock with which to construct a hotel, theatre and store building in Calexico, Imperial County, Cal.

The new theatre at Carlsbad, Cal., erected by A. J. Clark, was dedicated February 8 by the Carlsbad Chamber of Commerce. The new house has a seating capacity of 700. The interior has been decorated in a manner unique by A. W. MacRae, a Vista artist. The panels about the auditorium walls depict typical scenes in the neighboring districts surrounding Carlsbad, showing Pacific shore lines, mountains and valley views, structures of interest, and the like.

Detroit

LOUIS GREENLY, formerly connected with the Ivanhoe Film Exchange in Cleveland, paid a short visit last week to the new Detroit Film Exchange Building.

W. B. Collins and S. D. Chapman, salesmen for First National Pictures, have been chosen among the ten high-powered salesmen who have been in the First National's K. O. Club. As a result of this contest Mr. Collins and Mr. Chapman are to receive a free trip to Los Angeles, where they will join the other eight salesmen at the Burbank Studios during First National's convention in May.

William Schulte has added another theatre to his possession when the new Crescent was opened last week. This house seats about 800 people and is equipped with all modern equipment.

Al Moritz, branch manager for Tiffany Productions, is very busy these days planning means of getting in on the prize which Tiffany is to give to the branch manager who shows the best standing during the sales drive, which starts in April.

Henry S. Koppin, who now operates a chain of 30 theatres in Michigan, most of which are in Detroit, has started construction on two more houses in Detroit. One of them is the new million dollar theatre, which will be located at the Six Mile Road and Gratiot avenues, and the other will be in Wayne, Mich., a suburb of Detroit.

Miss Esther Flynn, inspector for a good many years at the Standard Film Exchange, had disappeared one day last week, and when she returned she announced that her name has been changed to Mrs. Ward Friend.

Oscar Hanson, manager of Pathe, has returned from Chicago, where he had attended the mid-West sales convention.

William Jahr opened his new Pine Grove Theatre at Port Huron last Saturday night. The house is equipped with the latest equipment, including a large new organ.

The new Ejay Theatre at Crystal Falls, Mich., opened last week.

The Oakland Theatre in Pontiac, a Butterfield house which has been closed for several weeks for redecoration, is to open the latter part of March. Over $50,000 has been spent for the remodeling of this house, which is to be the largest in Pontiac. The seating arrangement has been completely changed and a new lighting system is to be arranged so as to give a better view of the new, beautiful draperies and the decorative schemes.

The Cinderella Theatre, on East Jefferson Avenue, was robbed of $550 last Thursday night by an armed bandit. Miss Marion Clark, the cashier, was forced at the point of a gun to hand over the cash to the robber, who escaped.

The Grosse Point Park Theatre is to be redecorated and enlarged. Fred DeLodder, who operates several theatres in Detroit, is having plans drawn, and work will start in a few weeks, and after being completed, the enlarging and redecorating will cost about $40,000.

Fred Shafer, of the Henry S. Koppin Company, has recovered from the injuries received in an automobile accident, has left the hospital and is back again on the job.

Arthur Baehr, manager of the Senate Theatre, 6424 Michigan Avenue, kept over 600 children in their seats in order when a fire started in the basement of this new beautiful theatre during a matinee last Saturday. Smoke started to creep into the auditorium, which was caused by an over heated oil stove. Just as Mr. Baehr noticed the smoke creeping in, he ran to the front of the audience and explained to them that there was no fire and that an overheated stove started to smoke. This kept the children in order, with the exception of a few grown-ups, who got impatient and left the theatre.

Frank Howard, city salesman for Producers' Distributing Corporation for the past three years, has been appointed manager of the Atlanta branch.

Inez England and Fay Liberman, who are in charge of the inspection department for the Favorite Film Company, are each wearing diamond rings. It was announced by both girls that a double wedding will soon take place.

Sam Nathanson, salesman for P.D.C., has taken his little baby girl away from the hospital where she has been for several weeks.

Ben Purple is now connected with the Embassy Theatre as manager. H. R. Skirboll of Cleveland was a visitor last week.

Bandits seem to be preying on Detroit theatres. Mrs. William C. Harris, cashier at the Piccadilly Theatre, was forced to hand over $200 to a bandit, who threatened her with a revolver. This is the second theatre robbery here this week.

Mike Lasko, who operates the Warfield Theatre, has added the Hancock Theatre to his possessions; he recently purchased this house from H. W. Schreiber.

South East

GENERAL MANAGER H. F. KINCEY of the Publix Saenger Theatres, Inc., Greensboro, announces that ground has been broken for construction of the new $100,000 theatre to be built in Fayetteville, N.C., by Dr. R. L. Pittman. With a seating capacity of 1,200 to 1,500, the new theatre will be equipped with all modern improvements and conveniences. According to present plans the theatre will be opened on Labor Day, September 5th.

March 7th is the date set by Publix Theatres Corporation for the opening of their new Carolina Theatre, Charlotte. The theatre is one of Spanish design throughout and executed in this style down to the minutest detail.

The main attractions of the programs will be first run features and B. F. Keith vaudeville.

W. N. Sherrill, owner of the Imperial Theatre, Lenoir, N.C., announced last week that he has leased the Mayview Theatre at Blowing Rock N.C., from J. G. Balew, and will operate it this season.

John L. Crovo, manager of the Metropolitan Theatre, Atlanta, paid Charlotte a brief visit last week to inspect Warner Bros.' Vitaphone at the Broadway Theatre.

A. M. VanDyke, formerly booker for Fox Film Corp. Minneapolis, arrived in Charlotte Sunday to take over duties as booker for Metro-Goldwyn-Mayer, succeeding G. H. Kirby.

Captain C. L. Welch of the Victory Theatre, Salisbury, N.C., visited Film Row recently.

The Capitol Theatre, the newest in the Universal Chain Theatres Corporation string, was opened to the public, February 21st.

R. C. ("Jack") Frost, well-known in theatre circles through the South, especially in Tampa, Fla., where he has lived for many years, having been a resident manager there for Southern Enterprises Inc., is manager of the Capitol.

The new house seats a few more than 800, is all on one floor, and is one of the prettiest theatres in the state of Virginia.

Leo F. Keiler of the Strand Amusement Company, Louisville, Ky., Sam J. Switow, Colonel Fred Levy and Lee L. Goldberg just returned from New York after a ten-day visit.

The Karlton Theatre Whitesburg, Ky., will reopen soon, having been closed for remodeling purposes.

N. R. Williams has purchased the Grand Theatre at Englewood, Tenn.

Mr. Struble reports that he opened the Inland Theatre at Bedford, Ky., on Saturday, February 19th.

A new theatre opened Saturday at Port Royal Ky., under the name of the Royal. Robert Owens, Jr., who with his father is connected with the local bank there, is the owner.

Miller Merriwether, well-known theatre manager in this section, has been appointed manager of the Auditorium Theatre in Winston-Salem, N.C., succeeding Nat L. Royster.

The Auditorium Theatre at Hickory, N.C., is being rented by Carolina Theatres, Inc. for only two nights a week.

Canada

CLAIR HAGUE, Toronto, general manager of Canadian Universal Film Company, Limited, is enjoying a complete rest for a month in Florida to recuperate from intensive business activities during the past months. During his absence, the general direction of Universal business in Canada has been in the hands of Harry Kaufman, sales manager.

Prior to his departure from Toronto, Mr. Kauffman was the guest of honor at a banquet which was attended by His Honor, W. D. Ross, Lieutenant-Governor of Ontrio, N. L. Nathanson, managing director of Famous Players Canadian Corp., Arthur Cohen, vice-president and general manager of Regal Films, Limited, and many other representatives of the moving picture business in Ontario and Quebec, all of whom had wonderful tributes for Mr. Kauffman. A feature of the proceedings was the presentation to him of a set of diamond and platinum shirt studs and cuff links and a handsome wardrobe trunk by his Canadian associates.

Phil Kauffman, former general manager of Regal Films, Limited, Toronto, with his wife and three children, sailed for Europe on February 27th, Mr. Kauffman having been appointed sales manager for First National Pictures for Central Europe with headquarters in Berlin, Germany.

A movement is under way in the province of Saskatchewan by Rexart Theatres, Ltd., to establish a chain of modern motion picture houses in rural communities throughout the Canadian West. It is the company's purpose to provide maximum entertainment at values equal to any obtainable in the cities. The executive offices of Rexart are at Bienfait, Sask.

Kansas City

IT ALL happened this way: B. C. Cook of the Economy Film Exchange, Kansas City, knew about three words in Spanish, so was under a rather embarrassing handicap when two Mexican exhibitors came in to buy several films, There was much mumbling and gestures concerning the price, in which not one word of plain English was spoken, neither by Cook nor the Mexicans. Finally an agreement was reached, Cook being weary of further argument. He handed the Mexicans a cigarette each:

"Thank you," they both said in a chorus—and in perfect English.

But the film prices stood as they were.

There is a hub-bub of interest along Kansas City's movie row concerning the proposed Movie Dance, to be given for everybody in the city connected with the industry. Thus far no definite date or place of the dance has been announced.

The "temperamental" temperature of Kansas City—warm one day and cold the next—was too much for W. D. Fite, owner of several Kansas City theatres, so he "hopped" himself a fast train for Mexico last week, to spend a few days where it consistently is hot and dry.

Among the out-of-town exhibitors in the Kansas City market this week were: G. L. Hooper, Orpheum, Topeka, Kans.; J. R. Burford, Arkansas City, Kans.; L. Bruenninger Topeka, Kans.; Ed Peskay, Penn Theatre, St. Joseph, Mo.; Frank Cassell, Sedalia, Mo.; W. P. Cuff, Chanute Kans.; O. K. Mason, Newton, Kans.; Frank Weary, Farris Theatre, Richmond, Mo.; Ray McGuire, Darlington, Mo.; Glenn Dickinson, Dickinson Circuit, Lawrence, Kans.; "Curley" Wilson, Excelsior Springs, Mo.; S. E. Wilhoit, Electric, Springfield, Mo.

Benefit shows are predominating in two Kansas City theatres this week. At the Liberty Theatre a film is being shown under the auspices of the Jackson County Council of the Veterans of Foreign Wars. At the Missouri Theatre, another picture under supervision of Athenaeum Juniors, a civic organization.

W. P. Bernfield, manager of the new Tiffany exchange in Kansas City, returned from his first road trip this week with the report that "business was good."

Harry Taylor, Universal branch manager, contends that the only uncertain phase concerning the trip to Europe, which Carl Laemmle is offering his branch managers with the best records, and him, is the date of sailing.

H. L. McElhinney has succeeded Louis Kaye as Southern Kansas representative for Warner Bros.

J. S. Jossey, general sales manager of Enterprise Film Corp., was a Kansas City visitor, as was Tal Richards, Artic Nu Air representative in Oklahoma City.

A. A. Renfro, former city representative in Kansas City for Pathe, who has been made branch manager for that company in Oklahoma, has received the congratulations of Kansas City Film Row.

C. A. Schultz, P. D. C. branch manager, held a screening for out-of-town exhibitors Wednesday. Jack Auslet has been promoted to city representative for the Pathe branch, succeeding A. A. Renfro, who went to Oklahoma City. J. R. Wilson, sales manager for Educational, was a Kansas City visitor as was Earl Wachter, former Fox branch manager who no longer is connected with the industry.

San Francisco

TOM BAILEY, branch manager of the local exchange; J. J. Patridge, sales manager, and J. M. Bettencourt, traveling salesman, were promoted at the local Paramount offices. Bailey goes as district manager of the New England Territory; Patridge from the position of sales manager to that of branch manager, and Bettencourt from traveling sales manager to that of sales manager. The trio are men of long service under the Paramount banner.

Larry Sutton, but 21 years old and considered San Francisco's youngest expert organist, has left the Wigwam Theatre and will take charge of the organ at the Harding House.

Exhibitor Fraser, formerly of the Bryant Theatre in the Mission District, has taken over and leased the La Bonita Theatre that he is now fixing up and expects to open in March. The La Bonita is located on Clement Street in the Richmond District.

Joe Kenneaster, who recently sold his Rex Theatre at Clovis, has taken over the Lyceum at Fresno.

The new Riveria Theatre on Haight and Fillmore streets, being built by W. S. King for the Golden State Theatre and Realty Corp., is fast nearing completion. The new Robbins & Myers Standard Motor-Generator is being furnished by W. G. Preddey.

B. B. Jones, who recently took over the Strand Theatre at Colusa, has made a number of very necessary improvements in his projection equipment.

Jimmie Chapman, booker for Educational, celebrated his birthday on Valentine's Day.

Earl Cohen, president of E. L. C. was a Los Angeles and Hollywood visitor recently on a product scouting trip.

Forrest Tracy is the name of the new shipper in Educational exchange. Tracy was formerly with the San Francisco "Examiner."

M.G.M. anonounces the retirement of Dave Bershon, Pacific Coast district manager, who very recently resigned to give his attention to his own personal interests. George A. Hickey is the new manager now in charge. Hickey is about to make a tour of his district to become acquainted with his force.

Sam Gordon, theatre manager of Napa, was down recently.

L. L. Savage, the inspector booker from the Pathe exchange New York home office, was a business visitor in the local exchange recently.

Maurice Laurie and Don Smith were seen in secret confab around the Tiffany office recently.

Jerry Noonan, former cashier of the Fox office, is now holding down the same position in the M.G.M. local exchange.

Kenneth Hodkinson, district manager of United Artists, is on a trip to Denver.

Ben Simpson came over from Marin County after being home on the sick list for a few days. He will be back in the G.S.T. and R. Corp. picture buying department soon.

Bill Edmunds returned from Los Angeles to look over the Progress exchange.

Charles Kaufman of Colusa celebrated his tin wedding on February 12th, Lincoln's Birthday. Charlie sent out a unique invitation.

Philadelphia

HARRY WEINER, chairman of the entertainment committee of the Scream Club, the social organization of the Film Board of Trade, is making arrangements for a dinner dance to be held March 14th at the Benjamin Franklin Hotel.

Bill Heenan, of the Philadelphia exchange of First National, is receiving the congratulations of the entire film fraternity for winning the First National trophy in the recent sales drive in which the 39 First National exchanges in the United States took part. In addition to holding the silver trophy for a designated period, Mr. Heenan and all the members of the sales force will be given a trip to the First National convention at Los Angeles in May, when the cup will be officially presented. In the last three drives held by First National the Philadelphia exchange has taken two firsts and a third.

Miles Gibbons, who has been Philadelphia branch manager of the Pathe exchange for the past year and a half, has resigned and joined Emmanuel Cohen as sales executive in the Paramount News service. Prior to his departure Mr. Gibbons was given a dinner by members of the "Our Gang" Club and was presented with a gold pen knife and a set of cuff buttons. He has been succeeded by Henry Lewis, who was assistant branch manager for several years.

Charles U. Martin, formerly local branch manager for United Artists and Associated Exhibitors and sales manager for Universal, has been transferred from the New Haven exchange of Pathe to become assistant manager of the Philadelphia exchange.

Herbert Effenger, who is associated with the Stanley Company in several theatres and who also operates the Sixty-ninth Street, Strand and Glenside Theatres, has recently taken over the Lawndale Theatre from Harry Fried. Mr. Fried secured the house a short time ago from Elmer Prince, the builder, and conducted the theatre very successfully. The new ownership became effective March 1st.

Ray Smith, who has been connected with the sales force of Columbia Pictures, has resigned. Sid Sugarman, who has been covering the New Jersey territory for the same company, will, in addition cover the Wilkes-Barre and Scranton zones, which was formerly Mr. Smith's assignment.

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Oklahoma

THE Liberty Theatre at Oklahoma City gave a midnight preview on Will Rogers' "Our Unofficial Ambassador Abroad" last Wednesday night that was well attended.

Charles Rook is opening his new 800 seat theatre on February 26th. This theatre will be called "The Rook" and will take the place of his present theatre, The Liberty.

Sol J. Davidson and O. L. Hayden were in Oklahoma City this week making arrangements for their new theatre under construction at Alva, Okla. The Rialto, as their house will be called, will seat 700 and will be completed about the middle of April.

Mr. Davidson formerly had the Majestic Theatre at Cherokee, and was also for a time selling for Warner Bros. Mr. Hayden is getting into the theatre business for the first time.

C. P. Washmon is building a theatre for Roxana, Texas, a new oil town near Pampa. The theatre will be called The Roxie, and will seat 400.

Ted Jones, until recently employed by the Griffith Amusement Company in its advertising department, has been promoted to manager of the Rex Theatre at Seminole.

Arthur Lewis has sold the Deal Theatre at Wynnewood, to Dean Bullard.

W. R. Howell, who has been in the theatre supply business for himself in Tulsa, is now a member of the Anderson Theatre Supply Company at Oklahoma City. Previous to going into business at Tulsa, Mr. Howell was connected with the Yale Theatre Supply Co. of Kansas City.

Charles Kessnich, district manager and T. J. Conners, southern sales manager for Metro-Goldwyn-Mayer, were visiting the Oklahoma City M-G-M exchange this week.

A meeting in the interest of fire safety was held last Tuesday morning at the Orpheum Theatre at Oklahoma City. Every member of the film exchanges was present with the exception of one person in each who was left to answer the phone. They made a large audience, filling practically the entire center section of the theatre.

After the screening of "A Reel Exchange," a picture made to illustrate the dangers of careless treatment of film in exchanges talks were given by two guests from the fire department.

R. M. Clark, president of the Oklahoma Film Board of Trade, presided at the meeting, introducing the speakers, C. T. Ingalls, chief of the Weighing and Inspection Bureau and Mr. Goff, chief of the Oklahoma City Fire Department. Both men gave short, interesting talks on the subject of fire safety.

C. R. Zears, secretary of the Film Board, concluded the program by formally presenting Roy Heffner, manager of the local Famous Players-Lasky exchange, with Mr. Hay's silver loving cup. Mr. Heffner won this cup for having the most efficient exchange in regards to fire prevention. Mr. Heffner tied with the manager of the Fox office at Chicago, for this honor, and Mr. Hays presented them both with cups.

Kommie Weinberger has joined the ranks of the Universal sales force. Weinberger takes the place of W. D. Bobb.

The managers of the twelve film exchanges in the city had dinner last Monday night in the Wilson Room of the Skirvin Hotel. It was purely a social gathering and everyone seemed to enjoy himself in spite of the fact that no one was allowed to "speech." H. K. Buchanan, vice-president of Home State, who is here on a visit from Dallas, and C. R. Zears, secretary of the Film Board, were the only guests.

C. E. Lindsey, booker for Paramount, who has undergone a serious operation, is reported to be improving rapidly. A. H. Hall, assistant booker from Dallas, is taking Lindsey's place at present.

The Pathe Exchange gave a farewell party last Friday night to Manager J. L. McKinney who has been transferred to Dallas. A. A. Renfro, who takes his place as manager here, arrived last weekend to take up his new duties. He was here for the party and joined in with the fun. The office force presented Mr. McKinney with a handsome lounging robe, and the men of the office added a knife, chain and Masonic emblem.

Cincinnati

STANLEY C. JACQUES, for the past nine years Cincinnati manager for the Pathe exchange, has been appointed sales manager for the Central Division of Pathe, Inc., with headquarters in New York City. He will have charge of Buffalo, Cleveland, Pittsburgh, Cincinnati, Indianapolis and St. Louis territories. His successor has not yet been announced.

Fire which destroyed about three-fourths of the town of Dry Ridge, Ky., 34 miles south of Cincinnati, destroyed the Ideal Theatre, the only moving picture theatre in the vicinity.

Word has been received in Hamilton, O., that Mrs. Fred J. Meyer, whose husband was formerly managing director of the Palace Theatre in that city, but who is now managing a house in Milwaukee, was struck by an automobile recently.

Ground has been broken for the new $200,000 theatre building, which is to be erected at Fifth and William streets, Dayton, O., by the West Side Amusement Co.

John Papulias is at the head of a company at Steubenville, O., which will erect a house at Wellsburg, O., for which C. W. Bates, of Wheeling, W.Va., has been appointed architect.

Harry Brown, Jr. manager of the Majestic and Opera House at Mansfield, O., distributed appropriate souvenirs to all patrons on Washington's Birthday. Incidentally, Brown has adopted the unique slogan immediately following his name whenever it appears in print of "The Man in Mansfield."

Through the courtesy of the Keith-Albee Theatre management at Columbus, O., Saturday morning matinees are being given for several weeks for the special benefit of juvenile groups at which historical films are shown.

Plans for the erection of a business block which will contain a movie theatre at Third and Clemmer streets, Dayton, O., have been announced by the Mills Realty Co.

Edward A. Keene, manager of the Oxford Theatre, Oxford, O., is combining business and pleasure on a trip to Buffalo, N.Y.

A new theatre has been planned at Springfield, O., by the Independent Order of Odd Fellows, at an estimated cost of $125,000.

February marked the fortieth anniversary of the destruction by fire of the Grand Opera House, Columbus, on which site the present Grand Theatre stands. The original theatre was used on Sundays by the First Congregational Church—another evidence that times do change.

B. C. Almond, who operates theatres in Westerville, Grove City and West Jefferson, O., will start operations for his new theatre in Westerville June 1. The first floor will contain the theatre and two store rooms. A tea room will be on the second floor. The house will seat 400, have a pipe organ, cost in the neighborhood of $40,000 and be of Spanish design. Mr. Almond also proffers the information that Westerville is the capital of the United States and the home of Pussyfoot Johnson.

Indianapolis

MORE than capacity crowds attended the opening of the new $1,000,000 Ritz Theatre, Thirty-fourth and Illinois streets, last week.

The new Ritz, designed and built along modern lines, is operated by the Markum Theatre Circuit, of which Oscar Markum is president and Louis R. Markum is vice-president.

The attractive neighborhood house shows continuous from 2.30 to 11 P.M.

Secretary of State Frederick E. Schortemeier and others featured the dedicatory program Tuesday night.

Several Features new to Middle West Theatres included the "Cry Room," for young babies, a glass smoking room for men, and a parking room for baby carriages and bicycles.

Music will be provided by Miss Elsbeth DuMont, organist, and by the Ritz Trio, composed of Miss Susan Whittemore Woodbury, cellist; Miss Jean Davidson, violinist, and Miss Mae Dean, pianist.

Two youthful bandits, said to be college youths, were held in connection with the robbery of Maurice Hankinson, manager of the New Palace Theatre at Gary last week.

The youths staged a daring hold-up and fled with $1,000. The money was recovered with arrest of the youths at Valparaiso. Both admitted a part in the robbery, but refused to disclose their names.

More than 200 spectators were unaware of the hold-up, while the youths corralled seven ushers and Hankinson in a small room.

William T. Rasmussen, real estate dealer, has been named receiver for the Indianapolis Amusement Company, operator of the Colonial picture house, by Superior Judge W. O. Dunlavy. Complaint for the receivership was filed by Harry E. Cohen, one of the owners, on a note. It was alleged the company is insolvent. No change in programs will be made, Rasmussen said.

At a cost of $30,000, a large pipe organ is being installed at the Lyric. Installation of the organ, concluding a series of improvements, will presage no change in policy, according to Charles M. Olson, managing director. The organ is a Marr and Colton instrument.

Central Penn

PLANS for the erection of a new theatre, with 1,400 seating capacity, in Phoenixville, Pa., have been announced by Coan & Pizor, who have purchased the Washington Hotel property. The properties adjoin the Rialto, the only other Phoenixville theatre, which also is owned by Coan & Pizor. When the new structure is completed the Rialto will be enlarged and improved, and the seating capacity increased to 1,000.

Mr. Pizor recently purchased the Broad Street Theatre, Nazareth, Pa., and in addition he operates theatres in Royersford, Spring City, Pottsville, Minersville, Allentown and Pine Grove, most of which are in the hard coal mining belt of Pennsylvania.

Fred Osterstock, manager of the eastern Pennsylvania theatres of the Wilmer & Vincent chain, announced that the new Embassy Theatre, now being constructed on the site of the Able Opera House, in Easton, Pa., will be opened about the middle of March.

Repairs made necessary by the $10,000 fire in the Park Theatre, Lehighton, last December, together with a number of other improvements to the property, have been completed under direction of Manager Bayer, and the house has reopened for business.

A theatre to cost $275,000, the building to contain also seven stores, is to be erected at Pond Street and Lincoln Highway, Bristol, by A. C. Jaeger, of Philadelphia. The architect will be T. F. Bennett, of Richboro. The site of the building will be 100 x 157 feet.

A Vitaphone, claimed to be the first of these devices to be installed in any theatre in Pennsylvania, has been set up in the Strand Theatre, Scranton, and was used for the first time at the performances there on February 28. The Strand is one of the chain of theatres operated by the Comerford Amusement Company, and M. E. Comerford, head of this corporation, in co-operation with Samuel Freidman, manager of the Strand, was responsible for its installation. Plans for the $500,000 theatre to replace the Arcadia, Reading's oldest playhouse, are being prepared for the Franklin Theatre Company, by Wiliam H. Lee, architect, of Shamokin.

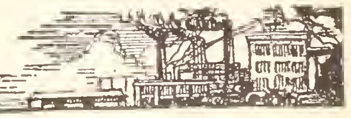
C. Floyd Hopkins, head of the Wilmer & Vincent theatre enterprises in the cities of Reading and Harrisburg, was head of a committee that planned the settings for a South Sea grove constructed in the ballroom of the Penn Harris Hotel, Harrisburg, on the occasion of the annual ball of the Harrisburg Rotary Club.

Plans for a new $25,000 photoplay theatre, on a site 30 by 100 feet, have been announced for Marion Heights, a suburb of Mount Carmel, in the Pennsylvania hard coal mining regions. It will be erected by Joseph Wagner and will include a stage 25 by 30 feet. Construction work will begin in the early spring.

The Colonial Theatre, Ninth and Cumberland streets, and the Capitol, on Cumberland Street, both in the city of Lebanon, have been reopened under the ownership of the Apollo Theatres Company, Inc., of New York City, which recently acquired them by purchase from the Penn-Steitz Amusement Company, of Lebanon, through the Baring Realty Company, of Philadelphia. The Apollo Company controls a chain of more than forty motion picture and vaudeville theatres in Pennsylvania and New Jersey.

Hughy Bernard, who has had more than 35 years' experience in the theatre business, and who was formerly manager of the Fox Theatre, in New York City, has been made manager of the Colonial, succeeding Arthur Lichtenthaler, of Lebanon. The Colonial will be devoted to legitimate and vaudeville attractions.

Denver



ON Friday morning, February 11th, ground was broken for the new Bachechi Theatre of Albuquerque, N.M. The new theatre will represent an outlay of $225,000 and will be completed and ready for opening early in September. The new building will accommodate 1,400 persons and will be located at Central and Fifth streets. When completed the theatre will be the only structure of its type in the world and will add another architectural landmark to the southwest. The building will be of Indian-American type with features of Navajo, Pueblo and Aztec architecture combined. The theatre will be three stories high and be 75 by 142 feet. Bachechi rBos., Otto and Victor, and veterans in the theatre business having operated the Pastime Theatre of Albuquerque for a number of years.

Two more Denver exchanges have joined the Denver Film Board of Trade. The Columbia Exchange, J. T. Sheffield, manager and the Shooker Film Exchange, B. M. Shooker, manager, both regional distributors, have become members of the Denver Film Board of Trade effective March 1, 1927. The total membership of the Denver Film Board of Trade now consists of fourteen exchanges and one non-resident, the Universal Film Exchange of El Paso, Texas.

Sid Weisbaum, F.B.O. manager, returned Saturday from a week's sales trip in the southern part of the State of Colorado.

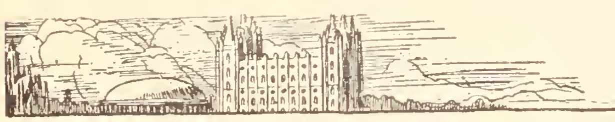
Employees of all Denver exchanges attended a fire-prevention meeting at the local Isis Theatre last Tuesday morning. The meeting consisted of addresses by members of the Denver Film Board and a heart-to-heart talk by Asst. Chief W. J. Martin, head of the local fire-prevention bureau. After the addresses a motion picture, entitled "The Reel Exchange," was shown to those in attendance. The meeting was pronounced as very successful having accomplished every purpose for which it was called. Mr. Joe Roth, manager of the theatre, very graciously turned the theatre over to the exchange people for the morning matinee, which was held at 9 A.M. The local operators' union furnished an operator and joined in the meeting.

Seth Perkins, district manager for Metro-Goldwyn-Mayer, returned to Denver Saturday, after spending two weeks visiting exhibitors in the southern part of the territory.

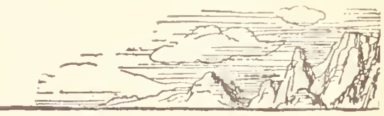
L. Marcus, district manager for Famous Players-Lasky, spent a few days visiting Hugh Braly, local Paramount branch manager last week.

The Ogden Theatre has a new entrance, which is a beauty. It cost in the neighborhood of $5,000 and is equipped with lighting effects which can be seen for blocks away. The Ogden is one of Denver's largest suburban theatres. H. A. Goodridge is the manager and the man directly responsible for the new improvement.

R. J. Garland, M-G-M manager, is away on a week's sales trip.



Salt Lake City



JACK CURRY, Home Office representative for Famous Players-Lasky Corporation in the Ad Sales Department, made an inspection of the Salt Lake branch advertising department last week.

L. F. Brown of the Isis and Oak theatres at Preston, Idaho, is spending some time in this city.

Film Row was saddened at the news of the death of Tom Berta's brother at Green River a few days ago. Tom Berta is a well-known exhibitor at Rock Springs, Wyoming.

Ed Ryan, operating the Liberty Theatre at Brigham City, has been booking new pictures along the row this week, as has Ray Sutton of the Strand Theatre at Provo, Utah.

The Edgington Brothers have taken up the management of the Forum Theatre at Sugar House again.

Dave Schayer, publicity man at the American Theatre, is at present in California negotiating for new furniture for the new Egyptian Theatre which is nearing completion at Boise, Idaho. This house has been erected by the Fred Dahnken Company.

Clyde H. Messinger, manager of the Educational Exchange in this city, left a few days ago for a trip to Idaho points.

Joe Goss of the Orpheum Theatre at Ogden is visiting exchange men here for a few days.

Al O'Keefe has left his managerial desk at the local Producers Distributing Corporation exchange to work in the Idaho territory for several days. The Producers sales representatives out of this office are all out in their territories this week.

Vete Stewart, Associated First National salesman, has left for northern Utah and Claude Hawkes is on his way back to the office from the Idaho branch.

The Warner Brothers sales representatives here have all left for their territories this week.

Milton Cohn, United Artists' salesman out of the local office, is now covering the Montana section.

Fred Lind, branch manager for F.B.O., will return within a few days from a swing into the territory.

Local Manager J. W. Heinman is traveling with Salesman Tony Hartford this week, visiting the nearby Utah points. J. R. Keitz is still in Idaho.

Don T. Mitchell, division manager for Universal, left here a few days ago for Butte, Mont.

L. C. Wingham left his managerial duties at the Metro-Goldwyn-Mayer office a short time ago to make the Idaho branch.

Exchange Manager J. A. Epperson of the Pathe exchange here is in southern Utah this week. Able Davis, branch feature sales manager, is traveling in the Idaho country. Charlie Hamal is also making Idaho and George Jensen is in the coal camps of southern Utah.

Branch Manager L. T. Fidler is still in the Wyoming section with his Columbia product.

Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

ANOTHER VIEWPOINT ON EFFECT OF APERTURE SIZE ON

Screen Illumination

It seems as though the editor of this department were continually "putting his foot into it." Not content with having stirred up things in other directions during the past year or two, he has now become involved in an argument—or let us say difference of opinion—with Arthur Gray, chief projectionist of the Lancaster Theatre, Boston, Mass., who, we feel quite sure, needs no introduction to the majority of projectionists of the country.

Gray, in eight pages of typewritten matter, takes us strongly to task in the matter of our statements on effect of aperture size on screen illumination as published in the January 7th and 14th issues of the News. It appears that he holds radically different views on this subject of aperture size and his patience with us has become so exhausted that he can no longer restrain himself from "showing us up," good and proper.

But, above all, he is magnanimous and gives more evidence of being the perfect gentleman we know him to be, from personal contact. He allows us a loophole through which to escape in case we wish to backwater and beat a retreat, by claiming that we knew all along that certain factors affecting the validity of our statements had been neglected by us purposely, in order to establish the point we had in mind.

We Will Stand by our Guns

We shall not, however, take the advantage of Gray's kind offer, although we appreciate the spirit which prompted it. We are willing to stand by our guns, and if proven wrong will not hesitate to acknowledge defeat instead of attempting to crawl out of it.

There is nothing we appreciate so much as a fair and square argument, and despite the fact that Gray is at an obvious disadvantage in that he must first send his written arguments to the editor, we shall see to it that Marquis of Queensbury rules govern throughout, so that the best man may win.

As for judges—the projectionists at large will have to serve in that capacity, since what will follow in these columns will represent the opinions of two men, each of whom hold different views on the same subject. A subject, which, by the way, is of extreme importance, since if the editor's views are correct, they will eliminate from consideration one of four factors, which, until now, has been considered the principal one governing the limiting of illumination of the picture screen. These factors now stand as follows:

1. Brightness of screen.
2. Size of Aperture.
3. Diameter of Projection Lens.
4. Projection Distance.

It is our contention that item No. 2, the Size of Aperture, has no bearing on screen illumination whatever, and therefore, should be eliminated from the above listing. But Gray holds other views and insists that we are all wet and says that the size of the aperture will always remain one of the principal governing factors of screen illumination.

Our only regret in this whole matter is that limited space makes it impossible for us to present both sides of this fracas in one issue to avoid breaking the trend of thought, which usually results from splitting an article up into two or more sections.

Nevertheless, it is the only thing we can do under the conditions, so we will have to make the best of it. We will, therefore, print Gray's complete argument "as is" in two sections, and make our reply to his arguments in one or two following sections.

Other Views Appreciated

After all has been said and done on both sides, we will appreciate hearing from other projectionists as to which of the two views they hold. Gray's article seems to be complete and self-contained, but if more space is required for him to elaborate on certain phases, we will not hesitate to grant it. The importance of the subject is sufficient to receive the necessary space wherein to arrive at a definite conclusion once and for all.

It is far better to settle one thing definitely, especially such an important one as this, than to leave the question suspended in mid-air to be argued over later without arriving at a satisfactory solution.

Gray presents many arguments, which will call for careful thought and serious study on the part of the readers. He writes in simple, direct fashion, with no verbiage, so there should be no trouble in following his trend of thought. There are several instances in which we believe he should have gone to greater length in explaining, or rather, stating, things, but we think that he wished to limit his article to a reasonable length and so found it necessary to introduce brevity.

A case in point is his citation of the stereopticon form of spotlight, wherein he makes no mention of the diameter of objective lens used in each of the cases. It is vitally necessary to mention lens diameters in each case, but his wording is such as to lead us to believe that the diameter is not changed but remains the same for each case. Unless we hear from Gray to the contrary on this point, we shall assume this to be so.

He might also have strengthened his argument by resorting to the use of diagrams, but as his write-up is exceptionally clear and lucid, we believe that the readers in general will have no trouble in following him.

In the early part of the article reference is made to another correspondent, Joseph M. Van Dyke, Antigo, Wis., whose letter was published in the February 11th, issue.

Without further ado, we will publish the first half of Gray's article. Follow it closely and be sure to save each issue so that you will be able to put them all together for a complete review of both sides of the argument when it is all over.

Arthur Gray's Views

"I suppose that if I am foolish enough to become involved with you in a controversy on anything pertaining to light rays, or to light-ray action, I am due for the literary licking of my young career. Nevertheless, I find myself unable to resist the temptation to cross pens a bit with you on the subject treated within your article in the January 7th and 14th issues of the News.

"If only a certain Mr. Dennison and a Mr. Hill were here with me now, I should feel assured of having their moral support, if nothing more substantial, and should act accordingly. As it is, I must go it alone, and woe betide me if I slip.

"I realize that in your article you have purposely sacrificed precision of statement in favor of readability, but I fear that in so doing you have treated some phases of it inadequately, and have thereby conveyed a somewhat different meaning. Otherwise, I cannot satisfactorily explain to myself certain things upon which we most certainly seem to hold different views—and, in the hope of clarifying these certain things lies the sole excuse for this outburst.

Disagrees With Editor's Views

"Thus, I beg to most tactfully and humbly differ with your most able presentation of the subject, and most flatly disagree with the statement of your correspondent (Van Dyke—Ed.), that 'all this talk about increasing the size of the aperture to raise the screen intensity is the bunk; it can't be did.' If by this is meant that under practical standards of projection it is impossible to increase the size of the aperture without raising havoc with present limitations of film, lenses and projection standards, then, of course, he is right, and nothing more remains to be said on the subject.

"But my understanding of the matter is that we are all assuming that it IS possible to increase the size of the aperture, but that

(*Continued on page* 901)

Unrivaled screen quality

The photographic superiority of Eastman Film—zealously safeguarded by Kodak Research Laboratory experts—naturally makes prints on Eastman Positive Film from negatives on Eastman Negative Film unrivaled in screen quality.

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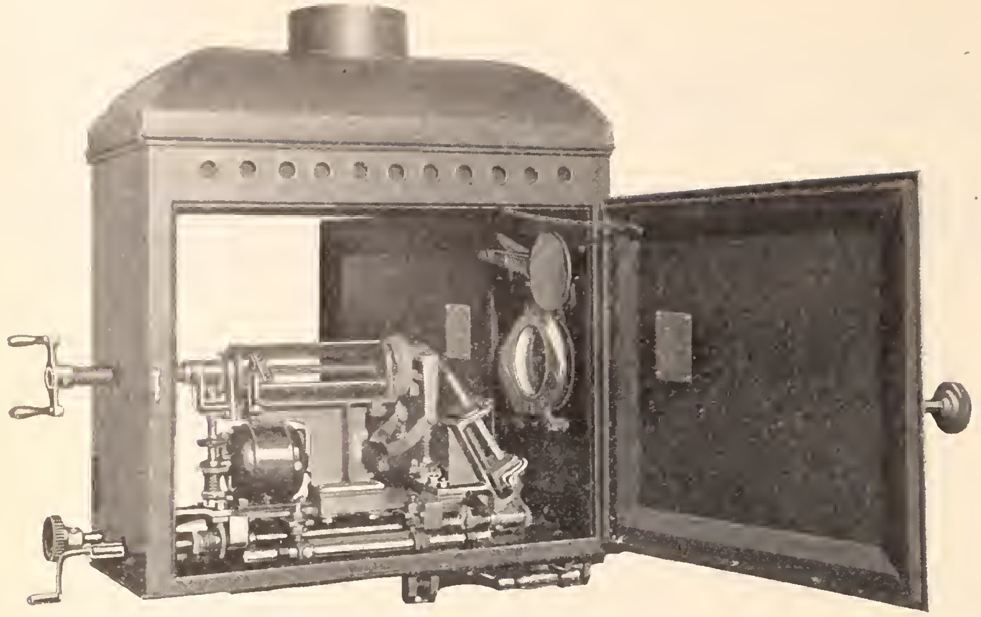

Photo shows the new Powers high intensity lamp, which, the manufacturers claim, is the result of extensive redesigning, largely on account of the demand for higher amperage arcs

Powers Introduces New Model H. I. Lamp

Meets Demand for Higher Amperage Arcs and Incorporates Many Improvements

THE Powers' High Intensity Lamp, which originally was known as the G. E. Lamp, and manufactured by the General Electric Company. Later this lamp was called the Powers' High Intensity and manufactured in improved form by the Powers' Division of the International Projector Corporation. It now has undergone extensive redesigning, a number of important changes and improvements having been made.

The earlier lamps were extensively used and gave satisfactory service while medium currents were employed but the demand for higher current ratings has made necessary many changes in construction. The first lamps put out by Powers were installed in lamphouses originally designed for the ordinary arc and this created many annoying difficulties and limitations. As now designed, Powers' High Intensity Lamps may be operated up to a maximum capacity with an assurance of satisfaction.

Ample for Heavy Duty

The new lamphouse has been designed with ample allowance for the heavy duty the lamp is called upon to perform. Ventilation has received full consideration—a 6″ stovepipe vent has been provided in the top for connection to a standard 6″ vent flue to the outer air. The lamphouse is 26″ long by 26″ high by 15″ wide over-all. Extra large doors of double thickness, ventilated between the surfaces, when opened leave the lamp entirely accessible, ready for removal or cleaning. A heavy wire mesh inserted in the base of the lamphouse affords a ready and continuous flow of cool air circulating at all times through the lamphouse, serving to keep the apparatus moderately cool.

The condenser mount of the new lamphouse is of the adjustable type. It is designed so that the condensers may be adjusted vertically and laterally, giving accurate alignment. This is an important patented feature of this mount. Additional adjustment has been provided for the spacing of condensers so that condensers of extreme thickness, such as the 6½″ G. E. fused quartz, may be accommodated.

Can Use 5″ Condenser

The inside dowser has been continued to protect the collector lens from becoming coated with white ash when the arc is struck. An auxiliary dowser of heavy construction has been added to the end of the condenser mount cone in order than change-over attachments may be readily placed in use. This cone is of very large proportions, being over 5″ in diameter at the point at which it connects to the condenser mount assembly. This enables the projectionist to use a 5″ front condenser, which size condenser, it has been shown, materially increases the illumination and gives even light on the screen. Extra heavy door latches have been provided.

Although the lamphouse has been improved in a number of important particulars it is the lamp which has received major consideration. The improvements made upon the lamp are here briefly described:

A new type revolving carriage assembly has been adopted, the rear bearing of which has been extended through the entire rear support, to eliminate wear at this point. The large beveled gear has been made integral with the sleeve which formerly was slipped over two set-screws, which makes for easy assembly and assures alignment of these important parts. The vertical bearing in the rear support casting has been lengthened, giving a greater bearing surface and accurate alignment of the vertical feed shaft. An additional bearing of very rugged construction has been added to the rear of the lamp to support the negative feed shaft beyond the negative feed gear and driving clutch.

In former lamps the asbestos guide for the positive carbon did not function perfectly and efficiently in all regards. This old guide has been discontinued and the guide for the positive carbon in the front assembly of the lamp is now formed in the front of the revolving carriage. Wear at this point has been greatly reduced as the carbon revolving carriage and guide for the positive carbon now revolve as a complete unit. By this method of construction, alignment of all parts is assured.

New Feed Assembly

One of the most important features of the new construction is a new positive feed assembly. The older type of detent spring has been entirely discontinued and in its place has been mounted a flexible attachment by means of which the positive carbon is accurately and positively fed a predetermined distance at each revolution of the revolving carriage. This new assembly is adjustable so that the rate of feed may be varied for different diameter carbons.

Extra heavy positive contact shoes have been provided to carry excessively heavy current. Ample contact surface makes it unnecessary to put undue tension on the carbon in order to secure sufficient contact. These contact shoes are protected by a baffle plate of heat-resisting material.

The negative assembly has been considerably reinforced and a new carbon clamp of rugged construction added, eliminating the danger of bending this part when tightening the negative carbon.

Greater Forward Adjustment

Current is conducted to the negative carbon by means of solid silver corrugated connector strips. This type of construction eliminates the danger of the burning off of the negative contact cable. The new lamphouse makes it possible to secure over a half inch greater forward adjustment, and with the additional adjustment provided in the condenser mount assembly, a perfect spot may be obtained.

In earlier types of high intensity equipment the slight adjustment obtainable could be secured only by turning the forward and backward adjusting screw many times. This adjusting screw itself was in close connection with the negative feed shaft and thereby interfered considerably with its operation. In the new lamp the backward and forward adjusting screw has been moved to the left almost 3″, thereby leaving plenty of room for manipulation. This new adjusting screw has but five threads per inch. The backward and forward adjustment of the lamp within the lamphouse may now be almost instantly made. New positive and negative feed handles have been provided, the positive has two cranks upon it for speedy adjustment. The negative feed crank has been made much more rugged and of considerably greater length.

Inquiries and Comments

(*Continued from page 898*)

you hold there can be no gain in screen intensity by so doing. Am I right? I think I am, inasmuch as you used a specific case of an aperture larger than standard (the Widescope process) to substantiate your argument that no increase in screen illumination followed.

"You also stated a condition where a standard sized aperture could be reduced to an area only one-sixteenth of an inch square without resulting in any decrease in screen intensity. Well, maybe yes, and perhaps no. It all depends. There is a 'dark gentleman in the lumber' in both of these cases, and while you are perfectly aware of their presence, you have neglected to tell us anything about them. Right or wrong, probably wrong, here is my own understanding of the whole matter:

Aperture and Spot of Standard Size

"Let us start from a condition where the aperture is of standard dimensions, approximately 39/32 inches wide and .6795 inches high, and with a spot of customary size, say, one and seven-eighth inches in diameter. I think you will agree that by extending the area of the light source (any type) and that without appreciably affecting its intrinsic brightness, it is a relatively easy problem to form a spot at the aperture that is larger than normal and still retain the same intensity in foot candles as is obtained with the smaller, standard size, spot. It is, however, of no avail to do this, as a large proportion of the spot will be incident on the fooling plate and unavailable for screen illumination.

"However, it is a fact that we can quite easily obtain a spot larger than present usage dictates and of the same intensity. Being larger in area and equal in intensity, it will have more lumens. More lumens mean a potential increase in screen illumination, but in actual existing projection practice they remain a potentiality and nothing more.

"Were it possible to concentrate these added lumens into a spot of the standard size and thus obtain an increased intensity at the aperture, an immediate corresponding increase in screen intensity would follow.

"But, and here is the gist of the matter, in thus concentrating the spot, a change in the focal length of the condenser lens, or of the reflecting mirror, or a re-alignment of the 'working distances,' or a combination of these things is necessary. This, in turn, entails an increased transmission loss, which leaves us with a spot the same size as before, but with no greater intensity. Furthermore, it is obtained only with a higher amperage and at a correspondingly greater cost and is, therefore, less efficient.

"Finding that labor along these lines proves an unsuccessful method of obtaining an increase in screen illumination, we will revert to the condition where we succeeded in obtaining a spot having the same intensity as the standard one, but which, being larger in area, has more lumens.

"Now, if the aperture is enlarged sufficiently to utilize the same proportionate area of this larger spot that it utilized in conventional practice with the standard aperture and customary spot, we will most certainly succeed in passing more lumens of light through the aperture. This being so, I think we can get them, or a larger percentage of them, to the screen. If the screen image is not changed in size, and there is no reason to change it, as we are concerned with intensity rather than with dimensions, it is obvious that there will be a greater number of lumens incident on the same screen area than before, and consequently, the intensity in foot candles will be greater.

Reports Lively Business in Equipment Field

According to recent reports from the plant of the J. E. McAuley Mfg. Co., Chicago, manufacturers of Peerless reflector arcs, there is exceptional activity in this end of the equipment field and a night shift has been added at their factory.

This company has published a new booklet on the Peerless arc lamp which any projectionist or theatre owner may have by addressing the firm.

Recent Peerless installations include theatres belonging to the circuits of Rowland & Clark, Central Pennsylvania; Schine Theatrical Enterprises, Gloversville, N. Y.; Saenger Enterprises, New Orleans, and Ascher Bros., Chicago.

Hallberg Issues Booklet on Reflector Arcs

J. H. Hallberg, pioneer inventor of motion picture apparatus, who has lately reentered the field with the introduction of new equipment, has announced the publication of a bulletin which contains full instructions for installing and operating Hallberg reflector arc lamps and motor generators.

The booklet, which is but a short time off the press, will be of benefit to any present or prospective user of Hallberg reflector arcs and generators.

Exhibitors who wish to obtain a copy of this bulletin may do so by writing J. H. Hallberg, New York City.

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Studio Briefs

Paula Howard, a former Hollywood school girl who was recently given her first opportunity by Marie Prevost in one of that Metropolitan star's releases, was chosen by Nils Olaf Chrisander, European director with De Mille-Metropolitan, for one of the principal roles in "The Heart Thief," starring Joseph Schildkraut with Lya de Putti.

Three character actors of the stage and screen have joined W. C. Fields' support in the Paramount star's new starring picture now under way at the Astoria studio of the company. They are Frederick Burton, Frank Evans and J. Roy Bennett. Others in important roles in the Fields comedy are Mary Brian, Claud Buchanan, Hattie Delaro and Barney Raskle. Gregory La Cava, author of the story, is directing Fields.

Flora Finch, one of the screen's first comediennes, will do picture work in California for the first time in many years. Hunt Stromberg, Metro-Goldwyn-Mayer executive, announced her addition last week to the cast of "Captain Salvation," the Cosmopolitan production which John S. Robertson is directing. Lars Hanson is playing the title role. Pauline Starke and Marceline Day are the two leading ladies.

Charles Athloff has joined the cast of "The Holy Terror," the John Golden stage production, which was just started on its way to the screen at the Fox Films West Coast studio with Buck Jones as the starring player.

Howard Bretherton has been signed to a long-term contract by the Warner Bros. because of his direction of Rin-Tin-Tin's "Hills of Kentucky." His next production has not been assigned.

Claud Buchanan, one of the Paramount Junior stars, has been selected for the juvenile lead in W. C. Fields' new picture, "The Timid Soul." He will play opposite Mary Brian, whose role is that of daughter to the star. Buchanan has played small parts in various productions made at the Long Island studio, but this is his first important assignment.

Photography has been finished on "The Price of Honor," one of Columbia's present season pictures, and Director Edward H. Griffith is now busy cutting and editing the production into shape. Malcolm McGregor and Dorothy Revier handle the romantic parts, while William V. Mong and Gustav von Seyffertitz contribute dramatic portrayals. Erville Alderson and Dan Mason conclude the cast.

James T. Donahue, scenarist of "What Price Glory," "Two Arabian Knights," "Cheating Cheaters," and other pictures, has been signed by Warner Bros. to do the script for "The Heart of Maryland," Dolores Costello's next starring film. Alan Crosland is scheduled to direct this production.

Flash, a handsome cream-colored horse which is considered a real equine find, has been "signed" to a long-term contract by Paramount. For the last two years the horse has been trained by Bill Hurkey, rider, and has been under the care of Jack Moore, foreman of the Lasky ranch. Flash will make his debut under his new contract in "Arizona Bound," Gary Cooper's first film as a Western star.

Hayden Talbot, journalist, has been placed under a contract which keeps his services exclusively with the Metro-Goldwyn-Mayer company, where, for some months past, he has been a member of the scenario staff. The announcement was made following the completion of Talbot's first story, as yet untitled, for the studio. He also collaborated on "Buttons."

The role of heavy in "Arizona Bound" will be played by Jack Dougherty, who starts work in a few days, when the new Paramount Western will be placed into production.

The second feminine lead with Babe Ruth and Anna Q. Nilsson in "Babe Comes Home" will be played by Ethel Shannon, who was recently starred in a series by an independent producer. Wid Gunning is producing the picture for First National. Ted Wilde is directing.

Metro-Goldwyn-Mayer started production on "The Thirteenth Chair," a mystery story, on February 13, with Chester Franklin at the megaphone. Lionel Barrymore is featured in the new mystery drama and the cast includes Jacqueline Gadsen, Charles Delaney, Polly Moran and Fred Kelsey. The story is an original by Franklin and Douglas Furber.

The cast of Director Rowland V. Lee's present Paramount assignment, "The Whirlwind of Youth," was completed this week with the engagement of Carol Holloway, Tom Costello and Michael Dark for the remaining roles. The list of players, headed by Lois Moran, now includes Donald Keith, Alyce Mills, Gera Veronina, Larry Kent, Charles Lane and Gareth Hughes. Location trips are now being made to Pasadena and Beverly Hills. The principal location trip scheduled for next week will take the unit to Carmel-by-the-Sea.

Kate Corbaley, scenarist and author of "The Fire Brigade," has been given a new contract by Metro-Goldwyn-Mayer. Miss Corbaley has been identified with the Metro-Goldwyn-Mayer scenario staff for the past two years.

The completed cast for "Too Many Crooks," Fred Newmeyer's picture which marks Mildred Davis' return to the films, now consists of George Bancroft, El Brendel, Betty Francisco, Gayne Whitman, Otto Matiesen, William V. Mong, John St. Polis and Tom Ricketts.

Camera work on the screen version of "The Poor Nut," which Jess Smith is producing for First National release, started this week at the Hollywood Tech Art studio. Incidentally there are about six Irishmen taking part in the production of Elliot Nugent's stage play. Jack Mulhall has the title role, Charlie Murray is one of the featured players, Cornelius Keefe is another member of the cast, as are Maurice Ryan and Paul Kelly. Then Director Richard Wallace has taken on Jimmy O'Shea as his assistant.

George Fitzmaurice has filmed initial scenes on his first production for First National under his new contract, "The Tender Hour." The story is laid in Paris and Russia before the war and the picture will be rich in colorful scenes. In addition to Ben Lyon and Billie Dove, the cast includes Alec B. Francis, Montagu Love, Laska Winter and others.

Tom O'Brien, Joe O'Neil and Johnny Mack have joined the cast of Jackie Coogan's "The Bugle Call." Members of the supporting cast are Mary Todd, Mary Jane Irving, Nancy Price and Nelson McDowell.

F.B.O. has engaged Peter Milne to write an adaptation and continuity for a motion picture to be based on the story "The Great Mail Robbery" by John Johns. This title will not be used for the picture, according to an announcement from F.B.O. It will be included among the Gold Bond series for the 1927-28 schedule.

F.B.O. has purchased for adaptation to the screen "A Game in the Brush," by Georges Surdez. It is a love story of the South Sea replete with romantic and melodramatic incidents. It will be one of F.B.O.'s Gold Bonds for the season of 1927-28.

Herbert Rawlinson has been cast for his first "father role" as Jackie Coogan's dad in Metro-Goldwyn-Mayer's "The Bugle Call." Claire Windsor is the only other player so far chosen for the film, production on which is scheduled to start this week under Edward Sedgwick's direction.

"Diamonds in the Rough," the next Milton Sills vehicle, will be produced by Ray Rockett. The discovery of the diamond fields in South America and the rush that followed will be one of the features of the production for which Mary O'Hara is writing the scenario. Effective scenic backgrounds are being sought and sets constructed for interiors. Mr. Rockett is now assembling a supporting cast. Charles Brabin will direct.

Robert Dillon affixed his signature this week to a contract whereby he becomes a member of the Warner Bros. writing staff for the coming season. His first work will be on "The New Boy," Syd Chaplin's next starring vehicle for the Warners. He is now at the Del Monte studio where the story is being whipped into shape.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	J. Johnston-R. Frazer-G. Astor-M. Carr	American Cinema	6790 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Pathe	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Pathe	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	5700 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6411 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast (Art Young)	Pathe	5673 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7181 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M.McAlister	American Cinema	5663 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E.Roberts-H.Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	5998 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E.Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur-D. Revier	Columbia Pictures	5330 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7100 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F. B. O	5285 feet	
Breed of the Sea	R.Ince-M.Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J.Gaynor-W.McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M.G.	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5726 feet	Dec. 11
Kentucky Handicap, The	Reed Howes.	Rayart	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fa-			
Mountain Eagle	Nita Naldi	Artlee Pictures	5302 feet	
	zenda	Warner Bros	6350 feet	Nov. 20
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R.McKee-E.Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5479 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	

Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	S. Mason-R. Frazer	Tiffany	6147 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blind Man's Bluff	Buffalo Bill, Jr	Pathe	4441 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5200 feet	Nov. 6
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6454 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Readin','Ritin','Rithmetic	E.Marion-G. White	Artlee Pictures	4983 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5278 feet	Jan. 3
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 17
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	Feb. 18
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	Feb. 18
General, The	Buster Keaton	United Artists	7440 feet	Feb. 25
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	Mar. 4
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6421 feet	
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M.Davies-O.Moore	M-G-M	6337 feet	Feb. 25
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	M. Harris-G. Glass-M.Carr-R.McKim	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M	6308 feet	
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pic. (S.R.)	6712 feet	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National		
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Bachelor's Baby, The	H. Chadwick-H. Meyers	Columbia	5260 feet	
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Burnt Fingers	E.Percy-G.O'Hara	Pathe	5854 feet	Feb. 18
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany		
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal	5292 feet	Feb. 25
Don Mike	F. Thomson-R. Clifford	F. B. O	5723 feet	Mar. 4
Easy Pickings	Nilsson-K. Harlan	First National	5250 feet	
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	Feb. 25
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe	4524 feet	Feb. 25
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M.Prevost-C.Ray	Prod. Dist. Corp	6859 feet	Feb. 18
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr.	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros	6271 feet	Mar. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures	5700 feet	
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany	5600 feet	
It	A. Moreno-C. Bow	Paramount	6452 feet	Feb. 18
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount	6007 feet	
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keene	F. B. O	6807 feet	Feb 25
Marriage	V. Valli-A. Durant-G. McConnell	Fox	5440 feet.	Feb. 25
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	Feb. 25
Midnight Watch, The	R Stewart-M. McAllister-D. Torrence	Rayart		
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox	5500 feet	

Feature	Star	Distributed by	Length	Reviewed
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	ColumbiaPictures		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romance of an Actress	B. Bedford	Chadwick		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satan, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce- E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M	6289 feet	
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4953 feet	Feb. 18
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	Mar. 4
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Blazing Days	Fred Humes	Universal	4639 feet	
Brides Will be Brides	Laura La Plante	Universal		
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers	L. Fazenda-J. F. McDonald-D. Phillips	Fox		
Flaming Timber		Tiffany		
Fourth Commandment, The	Belle Bennett	Universal	6863 feet	Oct. 30
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
High Hat	Lyon-Brian	First National		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Is That Nice?	G. O'Hara-D. Hill	F. B. O		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	L.Maloney-E.Gilbert	Pathe	5814 feet	
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess of Hoboken, The	E. Burns-B. Mahaffey-E. Clayton-L. Tellegan	Tiffany		
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	5705 feet	
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Sonora Kid, The	Tom Tyler	F. B. O		
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut-K. Thomson	Prod. Dist. Corp		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	F. Vidor-C. Brook-M. Carr	Paramount		
Arizona Bound	Gary Cooper	Paramount.		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	N. Talmadge-A. B. Francis	First National		
City of Shadows, The		F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A. Menjou-L. Brooks-V. Valli-N. Beery	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held By the Law	M. De La Motte-J. Walker	Universal	6929 feet	
Hey, Hey, Cowboy	Hoot Gibson	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Ritzy	B. Bronson-J. Hall-G. Short	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	C. Bow-R. Howes- D. Gilmore	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Somewhere in Sonora	Ken Maynard	First National	5711 feet	
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Spuds	L. Semon-D. Dwan	Pathe	4930 feet	
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	Feb. 18
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	L.Joy-A.Hale-C.Ray	Prod. Dist. Corp		
Wild Geese		Tiffany		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Down the Stretch	Agnew-Nixon	Universal		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Love Thrill, The	La Plante-T. Moore	Universal		
Mother	Belle Bennett	F. B. O	6685 feet	
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Snowbound		Tiffany		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Beware of Widows	La Plante-T. Moore	Universal		
Bulldog Pluck	Bob Custer	F. B. O		
Claw, The	Kerry-Windsor	Universal		
Drums of the Desert (tentative)	W. Baxter	Paramount		
Lea Lyon	M.Philbin-I.Moskine	Universal		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Squads Right		Tiffany		
Tale of a Vanishing People		Tiffany	6500 feet	
Ten Modern Commandments	Esther Ralston	Paramount		
Whirlwind of Youth, The	L. Moran-J. Hall-D. Gilmore-L. Kent	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Hero on Horseback, A	Hoot Gibson	Universal		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ice	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan. 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
Ali Gazam	Neely Edwards	Univ	Mar. 21	1 reel	
All For a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	
All For An Uncle	King-Dorety	Univ		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Aloma of the South Seas	"Mutt & Jeff"	Short Films	Nov. 15	1 reel	
Along Came Fido	"Cartoon"	Bray	Jan. 7	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Angel's Feathers		Hi-Mark	Nov. 1	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	Mar. 4
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At It Again		Hi-Mark	Nov. 29	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Mar. 30	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Be My Wife	Charles King	Univ	Mar. 23	2 reels	Mar. 4
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov, 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Birthday Greetings	Harris-Kitchen	Fox	Mar. 6	2 reels	Feb. 25
Blisters Under the Skin	Morris-Guard	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Blue Friday		Hi-Mark	Nov. 22	2 reels	
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Secret	Trimble and Dog	Univ	Mar. 7	2 reels	Feb. 25
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cash and Carry	Neal Burns	Educat	Mar. 27	2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec.	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Circus Daze	"The Gumps"	Univ	Mar. 21	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series of 10)	Gulliver-Lewis	Univ		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	Feb. 25
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cry and Get It	Eason-O'Shea-Hill	F. B. O	Mar.	2 reels	
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Dancing Fools	King-Dorety	Univ		2 reels	
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dates For Two	King-Dorety	Univ		2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Nov. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid Me, Monk	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	Mar. 4
Draw-Back, The	J. Arthur-K. McGuire	Educat		2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	Feb. 18
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan 9	1 reel	Feb. 18
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Barnyards	"Sullivan Cartoon"	Educat	Mar. 20	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	Mar. 4
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat is Pedigreedy	"Sullivan Cartoons"	Educat	Jan. 23	1 reel	Feb. 25
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Sees 'Em in Season	"Sullivan Cartoon"	Educat	Mar. 6	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 3
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 20	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
First Prize	Phil Dunham	Educat	Mar. 27	1 reel	
Fishing Snookums	Snookums-Clair-Dooley	Univ	April 6	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Food for Thought		Hi-Mark	Jan. 10	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray	Oct. 1	1 reel	
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched	"McDougall Kids"	Bray	Sept. 1	2 reels	
Gid Up Napoleon		Hi-Mark	Jan. 30	2 reels	
Girl	"O. Henry"	Fox		2 reels	
Globe Trotters, The	"Mutt & Jeff"	Short Films	Dec. 1	1 reel	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C	Nov. 1	2 reels	Sept. 18
Grandpa's Boy	"Big Boy"	Educat	Mar. 6	2 reels	
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series of 12)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.	Nov.	2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	Feb. 25
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb. 21	2 reels	Mar. 4
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Here Comes Precious	Jimmie Adams	Educat	Mar. 13	2 reels	
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O.	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home Brewed Youth		Hi-Mark	Dec. 12	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Horse Play	"Krazy Kat Cartoon"	F. B. O	Jan. 3	1 reel	
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat	Mar. 6	2 reels	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
I'm the Sheriff	"The Gumps"	Univ	Mar. 7	2 reels	Mar. 4
Indigo Sunday		Hi-Mark	Jan. 3	2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jailhouse Blues	Arthur Lake	Univ	Mar. 28	1 reel	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Wanda Wiley	Univ	Mar. 16	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Jolly Tavern, The	Wm. Cassio	Boheme Films		2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in 1999	"Cartoon"	Red Seal	Mar. 10	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko Makes 'Em Laugh	"Cartoon"	Red Seal	Feb. 10	1 reel	
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ko-Ko the Kavalier	"Cartoon"	Red Seal	April 10	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	Feb. 25
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Local Talent	"Life Cartoon"	Educat	Mar. 13	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	April 4	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Languid Lure	Ben Turpin	Pathe		2 reels	
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lunch Hound	"Cartoon"	Bray	Mar. 4	1 reel	
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	Feb. 25
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Master Mind, The	Wm. Cassio	Boheme Films		2 reels	
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Son, The	Morris-Luden	F. B. O	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mikeand Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C	Nov.	2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Sept. 10	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov 14	2 reels	Nov. 6
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series of 12)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	

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Nothing to Live For	Al Joy	Ricardo			
Nothing to Think About		Hi Mark	Dec. 12	2 reels	
Not So Big (Wisecracker)	Eason-Hill-Cooke-Guard	F. B. O	May 8	2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougall Alley Kids"	Bray	Feb. 1	2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 10	2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	Feb. 25
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm	"McDougall Kids"	Bray	Oct. 1	2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perfect Day, A	Davis-Dunham	Educat	Mar. 13	1 reel	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Petering Out	"Cartoon"	Bray	Feb. 4	1 reel	Mar. 4
Pete's Haunted House	"Cartoon"	Bray	Oct. 14	2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray	Oct. 28	1 reel	Nov. 6
Pete's Pow Wow	"Cartoon"	Bray	Mar. 11	1 reel	
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Polo Bear	Sargent-Wiley	Bray	Mar. 20	2 reels	Mar. 4
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 1	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Professional Ethics		Hi-Mark	Nov. 8	2 reels	
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 20	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Jan. 21	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Roman Scandal, A	"Mutt & Jeff"	Short Films	Nov. 1	1 reel	
Rooms for Rent	"The Gumps"	Univ.	Jan. 10	2 reels	
Roped In	Al St. John	Educat	Mar. 20	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F. B. O	Mar. 28	1 reel	
Ruling the Rooster	"Life Cartoon"	Educat	Mar. 27	1 reel	
Runaway Match		Hi-Mark	Jan. 24	2 reels	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	Mar. 4
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
Scent					
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	Jan.	2 reels	May 15
Shoosh!	Charley Bowers	F. B. O	Mar. 21	2 reels	
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Shoulder Arms (Re-issue)	Charlie Chaplin	Pathe		3 reels	Feb. 18
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept. 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	Feb. 25
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
S'Matter Pete	"Cartoon"	Bray	Feb. 18	1 reel	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	Mar. 4
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Somebody's Fault	Lloyd Hamilton	Educat	Mar. 13	2 reels	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	Feb. 25
Sophomore, The	G.O'Neil-L.Graydon	Hi-Mark			
Sorority Mix-Up, A	"Mr. X" (Monkey)	Bray	Mar. 10	2 reels	Mar. 4
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon"	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoons"	Bray	Nov. 12	1 reel	
Take It Easy		Hi-Mark	Dec. 19	2 reels	
Taking the Air	"Aesop Fables"	Pathe	Mar. 6	1 reel	Mar. 4
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
That's Nothing	Wm. Cassio	Boheme Films		2 reels	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
There's a Will	King-Dorety	Univ		2 reels	
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Do It	Sargent-Wiley	Bray	Feb. 20	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Way of a Boy		C. & C	Nov. 15	1 reel	
Wedding Yells	Johnny Arthur	Educat	Feb. 6	2 reels	Feb. 18
Westerner, The	Reata Hoyt	Fox		2 reels	
Westward Whoa	Roach-Olmstead	Univ	April 4	1 reel	
What Happened to Jane (Series of 13)	T. Daniels-C. King	Univ		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What Price Swimming?		C. & C	Dec. 12	1 reel	
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
When Martin Gets Here		Hi-Mark	Jan. 17	2 reels	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	M. Daw-C. Hale	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	Feb. 18
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Why Worry		Hi-Mark	Nov. 15	2 reels	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charley Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You'd Better Get It		Hi-Mark	Dec. 5	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S.O.S	C. & C	Nov. 5	2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod	Feb. 7	1 reel	Feb 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Boy, The (Colorart Picture)	Tiffany	Jan. 15	1 reel	Feb. 25
Bashful Suitor (Famous Painting)	C. & C	Dec. 1	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark	Dec. 1	2 reels	
Beautiful Britain	C. & C		1 reel	
Beauty and the Beach	C. & C			
Beechnuts	C. & C		2 reels	
Beggar Maid (Famous Painting)	C. & C	Nov. 15	1 reel	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Bird City (Novelty)	Film Exch., Inc	Dec. 15	1 reel	
Birds in the Treetops	C. & C			
Birds of Bonaventure Island (Novelty)	Film Exch., Inc	Nov. 30	1 reel	
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	Feb. 25
Bruce Scenic Novelties, No. 8	Educat	Mar. 20	1 reel	
Bruce Scenic Novelties, No. 9	Educat		1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Canning the Salmon	Film Exch., Inc	Nov. 29	1 reel	
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Climbing Into Cloudland (Hodge Podge)	Educat	Mar. 13	1 reel	
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany	Feb. 1	1 reel	Feb. 25
Custer of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray	Nov. 29	1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Creepy Things (Nature Special)	Bray Prod	Mar. 21	1 reel	
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark	Jan. 5	2 reels	
Diary of Rob O'Day, The (Kelly Color Films)				
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog of Dogs (Fearless—Dog)	Chester. (S.R.)	Dec.	2 reels	
Dog Scouts (Fearless—Dog)	Chester. (S.R.)	Dec. 1	2 reels	
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Driven From Home (Twisted Tale)	Short Films	Dec. 1	1 reel	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series of 13)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	Feb. 25
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educat	Feb. 13	1 reel	Feb. 18
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany	Dec. 1	1 reel	Feb. 25
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fresh From the Deep (Novelty)	Film Exch., Inc	Dec. 31	1 reel	
From Catch to Can (Novelty)	Film Exch., Inc	Dec. 20	1 reel	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Furry Tale, A (Nature Special)	Bray Prod	Feb. 21	1 reel	Mar. 4
Galloping Justice (Mustang-Edmund Cobb)	Universal	April 9	2 reels	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark	Jan. 20	2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	Feb. 4
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Hair Cartoons, No. 23	Red Seal	Feb. 15	1 reel	
Hair Cartoons, No. 24	Red Seal	Mar. 15	1 reel	
Hair Cartoon, No. 25	Red Seal	April 15	1 reel	
Hair Cartoons, No. 26	Red Seal	May 15	1 reel	
Haunted Homestead, The (Mustang)	Universal		2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark	Nov. 15	2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films	Jan. 28	1 reel	Feb. 11

Title	Distributor	Rel. Date	Length	Reviewed
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C.		1 reel	
Hidden Death Traps (Ufa short)				Dec 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope (Famous Painting)	C. & C.	Nov. 1	1 reel	
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The (Magazine)	Bray Prod	Sept. 20	1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
How It Happened (Twisted Tale)	Short Films	Dec. 1	1 reel	
Hung Without Evidence (Twisted Tale)	Short Films	Jan. 5	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
If Dreams Come True (Color Romance)	C. & C	Dec. 5	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
In the Good Old Summertime (Song Car-Tune)	Red Seal	Mar. 1	1 reel	
Isle of June, The (Colorart Picture)	Tiffany	Dec. 15	1 reel	Feb. 25
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Jingle Bells (Song Car-Tune)	Red Seal	April 1	1 reel	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Feb. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Mar. 20	1 reel	
Keeping 'Em Guessing, Issue F	Red Seal	April 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko KoSong Car-Tune (Series)	Red Seal		1 reel	
Last of the Bison, The	Film Exch.,Inc	Dec. 16	1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films	Dec. 3	1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Little Brother of the Wild (Nature Special)	Bray Prod	Jan. 24	1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Logging the Logs	Film Exch.,Inc	Jan. 2	1 reel	
London Bridge (Song Car-Tune)	Red Seal	May 1	1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.	Nov. 15	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
Monarch of the Plains (Novelty)	Film Exch.,Inc	Jan. 15	1 reel	
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 14	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1reel	Oct. 30
Oh You Beautiful Doll (Song Car-Tune)	Red Seal	Mar. 15	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany	Jan. 1	1 reel	Feb. 25
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Our Arctic Frontier (Novelty)	Bray Prod	Feb 7	1 reel	
Out of the Inkwell (Series)	Red Seal		1 reel	
Over and Under the Earth	Film Exch.,Inc	Nov. 22	1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review. No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	Feb. 25
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	Feb. 25
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	Mar. 4
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peace Deputy, The (Mustang—Fred Gilman)	Universal	Mar. 26	2 reels	
Pearls (Movie Legend)	Castle Films	Jan. 21	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Pipe Rock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	Feb. 18
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	Feb. 18
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Region of Romance (Novelty)	Film Exch.,Inc	Dec. 12	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial—Wm. Desmond)	Universal	Mar. 28	10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark	Nov. 1	2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark	Dec. 15	2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	Mar. 4
Robert E. Lee (Song Car-Tune)	Red Seal	April 15	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Romance of the Salmon	Film Exch.,Inc	Jan. 24	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C	Nov 15		
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports. Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C. & C.	Nov. 1	1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films	Jan. 7	1 reel	Jan. 21
Short Shots, No. 9	Castle Films	Jan. 21	1 reel	Feb 11
Short Shots, No. 10	Castle Films	Feb. 3	1 reel	Mar. 4
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	Mar. 4
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	Feb. 25
Silent Trailer, The (Fearless—Dog)	Chester. (S.R.)	Nov. 1	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Sleeping Beauty (Color Romance)	C. & C	Nov. 5	1 reel	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Nov. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Sports on Lake Ontario (Novelty)	Bray Prod	Mar. 7	1 reel	
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners (Magazine)	Bray Prod	Oct. 4	2 reels	
Tag-Mahal	C. & C	Dec. 1		
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	

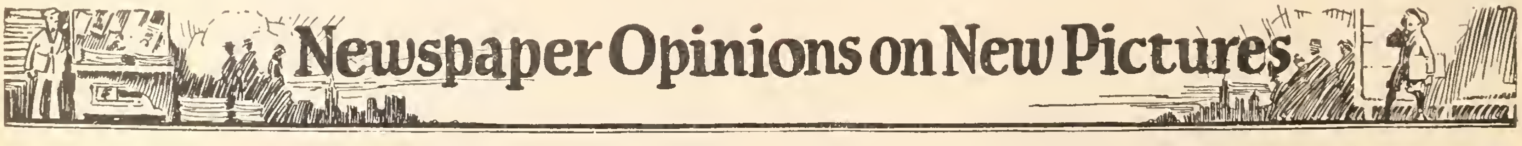
Title	Distributor	Rel. Date	Length	Reviewed
Tied Up (Mustang-Corbett & Holmes)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod	Oct. 18	2 reels	Oct. 23
Visit to Cloudland (Novelty)	Film Exch.,Inc	Jan. 28	1 reel	
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	Feb. 25
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
What the Doctor Ordered (Novelty)	Film Exch.,Inc	Nov. 26	1 reel	
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Guide Meets Guide	Film Exch., Inc.	Dec. 27	1 reel	
When Oscar Went Wild (Mustang-Holmes & Corbett)	Universal	April 2	2 reels	
Where the Moose Runs Loose	Film Exch.,Inc	Dec. 4	1 reel	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Amhassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With Deer and Hound	Film Exch.,Inc	Jan. 16	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	Mar. 4
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am. Cinema		1 reel	
Young Painter, The (Famous Painting)	C. & C.	Dec. 15	1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Air Raiders, The	Al Wilson	F. B. O		
Alex the Great		F. B. O		
Alias the Deacon	Jean Hershott	Universal		
All Ahoard	J. Hines-E Murphy	First National		
American Beauty	B Dove	First National		
American Eagle, The	R. Keane-B. Kent	Universal		
Anna Karenina	J. Eagels-V. Varconi	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	G. Cooper-B. Jewel	Paramount		
Arizona Whirlwind, The	Bill Cody	Pathe		
A. W. O. L	G.Cameron-S.Cohen-T. McNamara	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Back to God's Country	R. Adoree-R. Frazer	Universal		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beau Sabreur	E. Ralston	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky	S. O'Neil-O. Moore-G. Olmstead	M-G-M		
Bed and Board (tentative)	L. Stone-Nilsson	First National		
Behind the Lines	Sandow (Dog)	Pathe		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Be Yourself	Raymond Griffith	Paramount		
Big Bertha	C. Murray-G. Sidney-N. Kingston	First National		
Big Sneeze, The	Wallace Beery	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blind Alleys (tentative)	Meighan-Brent-Nissen	Paramount		
Blood Ship, The	H. Bosworth	Columbia		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-C. Nagel	M-G-M.		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	J. Coogan-H. Rawlinson-C. Windsor	M-G-M		
Burning Gold	H. Rawlinson-S. Palmer-S. Lewis	Elbee Pict. (S. R.)	5400 feet	
Butter and Egg Man, The		First National		
Buttons	Jackie Coogan	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Call of the Heart	Dynamite (Dog)-E. Cobb-J. Alden	Universal		
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain Salvation	L. Hanson-G. Fawcett-P. Starke-E. Torrence	M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B. Compson-K. Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt-M. Nixon-H. Bosworth	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Clancy's Kosher Wedding		F. B. O		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small (producers)		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confessions of a Bride	M. Harris-V. Varconi	Pathe		
Congressional Medal, The		Fox		
Conquest of California, The	T. McCoy-A. Pringle	M-G-M		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K. Maynard-D. Dwan	First National		
Coward, The		F. B. O		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	Dorothy Mackaill	First National		
Dangerous Virtue	Jane Novak	Artlee Pictures	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Daughter of the Slums	Mary Pickford	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil Is Alive, The	F. Wray	Paramount		
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Diamonds in the Rough	M. Sills	First National		
Dirty Work	Johnny Burke	Pathe		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O		
Dog of Mystery, The		M-G-M		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Empty Saddle, The	Fred Humes	Universal		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Envy	L. Tellegen-H. Ferguson-M. Carr-M. Loy	Atama Prod		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Fury	Sandow (Dog)	Pathe		
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fares Please	G. Sidney-C. Murray	First National		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fate	T. Meighan	Paramount		
Fifth Horseman, The		Artlee Pictures		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S.R.)	5600 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Finders Keepers	L. La Plante	Universal		
Fireman Save My Child	Wallace Beery	Paramount		
First Auto, The	P. R. Miller	Warner Bros		
Flag Maker, The	C. Ray-B. Love	G. K. Spoor-J. S Blackton (producers)		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flight	R Keane	Universal		
Flying Patrol, The	Al Wilson	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict (S.R.)	5650 feet	
Forest of Destiny, The		Lumas		

Feature	Star	Distributed by	Length	Reviewed
For Her People	Raquel Meller	Capital (S.R.)		
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Freckles		F. B. O		
Free Souls	Norma Shearer	M-G-M		
French Dressing		First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Gingham Girl, The		F. B. O		
Girl Friend, The	E. Cantor	Paramount		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Girls of Today		Trem Carr producers)		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan		First National		
Harvester, The		F. B. O		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Heart of Salome	A. Rubens	Fox		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Her Sacrifice	B. Tennant-B. Washburn-G. Brockwell	Sandford (S.R.)	6100 feet	
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son	L. Stone-L. Tashman-A. Beranger	First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A	B. Jones-G Hale	Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imperfect 36, The	M. Alden-M. Clayton-H. T. Morey			
In His Arms	Special Cast	M-G-M		
In the First Degree	A. Calhoun-G. Hughes-B. Washburn	Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	May McAvoy	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The (Vitaphone)	George Jessel	Warner Bros		
Jenny Lind		M-G-M		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
King of Soho, The (tentative)	Emil Jannings	Paramount		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies Night in a Turkish Bath	D. Kenyon	First National		
Ladies of Ease		Chadwick		
Lady Be Good	Mackaill-Mulhall	First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last House, The		Columbia Pictures		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laugh, Clown, Laugh	L. Barrymore	M-G-M		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Reporter, The	J. Walker-S. Breamer	Elbee Pict. (S.R.)	5415 feet	
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Artlee Pictures		
Lonely Ladies	L.Stone-A.Q.Nilsson	First National		
Lonesome Ladies	L.Stone-A.Q.Nilsson			
Look Who's Here	Dick Talmadge	Universal		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Artlee Pictures		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Mad Lover, The	R. Dix	Paramount		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Midnight Watch, The	R. Stewart			
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Miracle, The	Special Cast	First National		
Miracle, The	Special Cast	M-G-M		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Mob, The (tentative)	J. Murray-E. Boardman	M-G-M		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountains of Manhattan	D.Devore-C.Delaney	Lumas		
Mysterious Island, The	Special Cast	M-G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Newsboy to Millionaire		F. B. O		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Nice and Wicked	V. Dana	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Now We're in the Air	W. Beery	Paramount		
Officer Jim	R. Hughes-G. Gray	Artlee Pictures	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Age Handicap, The	G. Hughes-D. Devore-M. Carr-G. Glass	Pacific Pict		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
On Ze Boulevard	L Cody-R Adoree	M-G-M		
Open Book	Special Cast	M-G-M		
Ordeal, The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaws of Red River	T. Mix-M. Daw	Fox		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Dust (tentative)	Bill Cody	Pathe		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Pedigree		F. B. O		
Perfect Gentleman, A	M. Banks	Pathe		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Love	Ivan Moskine	Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		

Feature	Star	Distributed by	Length	Reviewed
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romance of the U. S. Mail, The		Warner Bros		
Romantic Age, The	E.O'Brien-A.Vaughn	Columbia Pictures		
Romeo and Juliet	N. Kerry-M. Philbin	Universal		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The	L. Stone-M. Astor	First National		
Rose of the Bowery		American Cinema		
Roughneck Gentleman, The	R. Dix	Paramount		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Senorita	B. Daniels	Paramount		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros		
Sinews of Steel	A. Vaughn-G. Glass	Lumas		
Sinners of Paradise		First National		
Sky Call, The		F. B. O		
Sky High Saunders	A. Wilson-E. Tarron	Universal		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Small Bachelor, The	Beranger-O. Harlan	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever	Wm. Haines	M-G-M		
Spurs and Sparkplugs	F. Humes	Universal		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Bride, The	M. Astor-L. Hughes	First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sun of Montmartre, The	Norma Talmadge	First National		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The		First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Thirteenth Chair, The	L. Barrymore	M-G-M		
Three Miles Up	Al Wilson	Universal		
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Timid Terror, The (tentative)	W.C.Fields-M.Brian	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke-R. Forbes	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Unknown, The	L. Chaney-J. Crawford-N. Kerry	M-G-M		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of All Flesh, The	E. Jannings-L. Dagover-B. Bennett	Paramount		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding Bills	R. Griffith-D. Hill	Paramount		
Wedding March, The (road show)	von Stroheim	Paramount		
We're All Gamblers	Meighan-Nissen	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	Feb. 18
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wide Open	D. Grace-G. Darmond	Sunset (S.R.)	5000 feet	
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wine, Women and Broadway		F. B. O		
Wine, Women and Song		Asher-Small-Rogers (producers)		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman on Trail, The	Negri-Cortez	Paramount		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yes-Man, The	Harry Langdon	First National		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		
Yukon Trail, The		Universal		



Newspaper Opinions on New Pictures

"The Cruise of the Jasper B"—Producers Distributing Corp., London

Norwood Weekly Herald: "'The Cruise of the Jasper B' has been made on big lines—on the same lines, in fact, as the super-productions. The buccaneering spirit which gives the film such an atmosphere of romance and adventure, has seldom been more successfully captured."

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Sunday Express: "America beats the world in comedy and 'The Cruise of the Jasper B' is one of America's best."

"The Fire Brigade" — Metro-Goldwyn-Mayer, Madison Theatre, Detroit

Free Press: "The Madison Theatre, a fire-bug's paradise. . . . Any real fire fan can go there and absorb the whole thing without being emotionally fagged out for weeks ought to submit to a psychopathic examination. . . . It is thrilling throughout, has comedy and pathos and tragedy . . . Taken as a whole it is excellent. . . . Some startling technical effects have been introduced. . . . A part presented in color can only be described by the word beautiful."

Times: "'The Fire Brigade' is a thrilling number, packed with suspense and heart-throbs and glowing with good old-fashioned melodrama. . . . Almost moved to tears, so it was with the audience. They applauded each move of the hero. They shouted. They couldn't help liking it. . . . It is a gorgeous entertainment, thrilling, always and keyed to such a point as to send any number of the audience out into the street."

News: "Man, woman, or child will be unable to resist appeal. Frenzy of excitement at its opening. . . . Picture is assured of success before its career is fairly begun. . . . There have been many pictures before based on the fire-fighter, but 'The Fire Brigade' is the first to really ring the bell. . . . It is a fifth alarm in every respect. . . . A thrill that will make you jump from your seat. . . . If these scenes fail to arouse a tug at those old heart-strings, then you can label yourself as a pretty evenly balanced piece of human freight."

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Motion Picture News

Reg. U. S. Patent Office

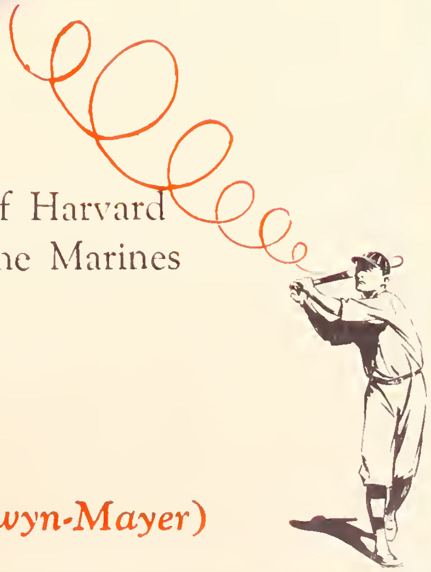
SLIDE KELLY SLIDE *with* William Haines, Sally O'Neil, Harry Carey. An Edward Sedgwick Production. Original screen play by A. F. Younger. Titles by Joe Farnham. Directed by Edward Sedgwick.

THIS BOY IS THERE—

Watch William Haines!

HE smacked a two-bagger with Brown of Harvard
AND slammed a triple with Tell it to the Marines
BUT listen brother—
SLIDE Kelly Slide
IS headed right for the bleachers for a
—**YOU** guessed it—Home Run!

(Naturally from Metro-Goldwyn-Mayer)



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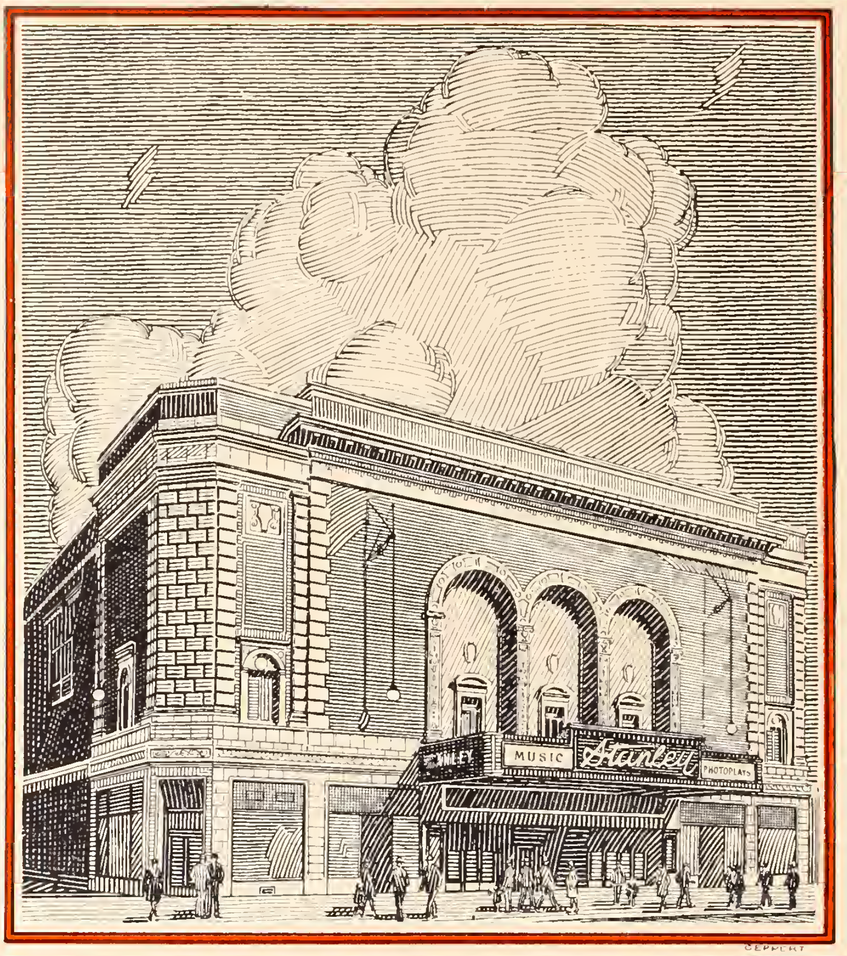

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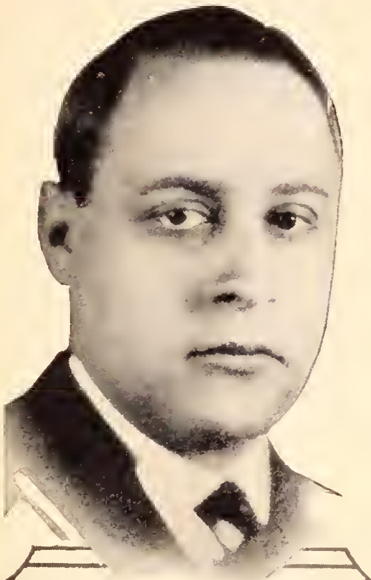

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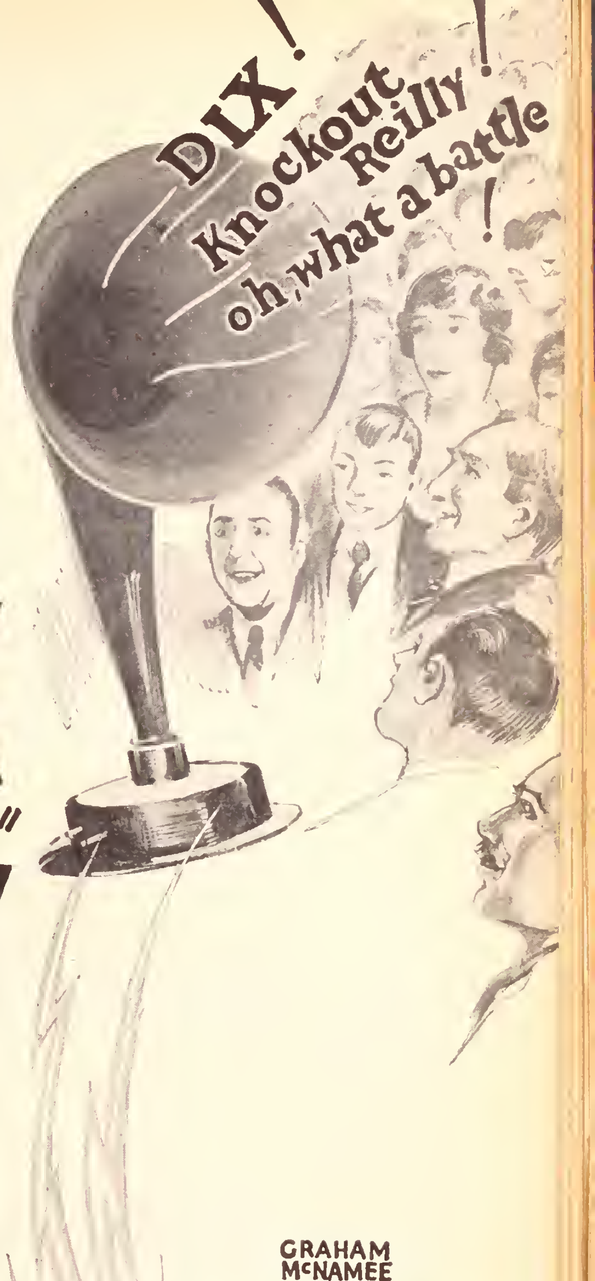
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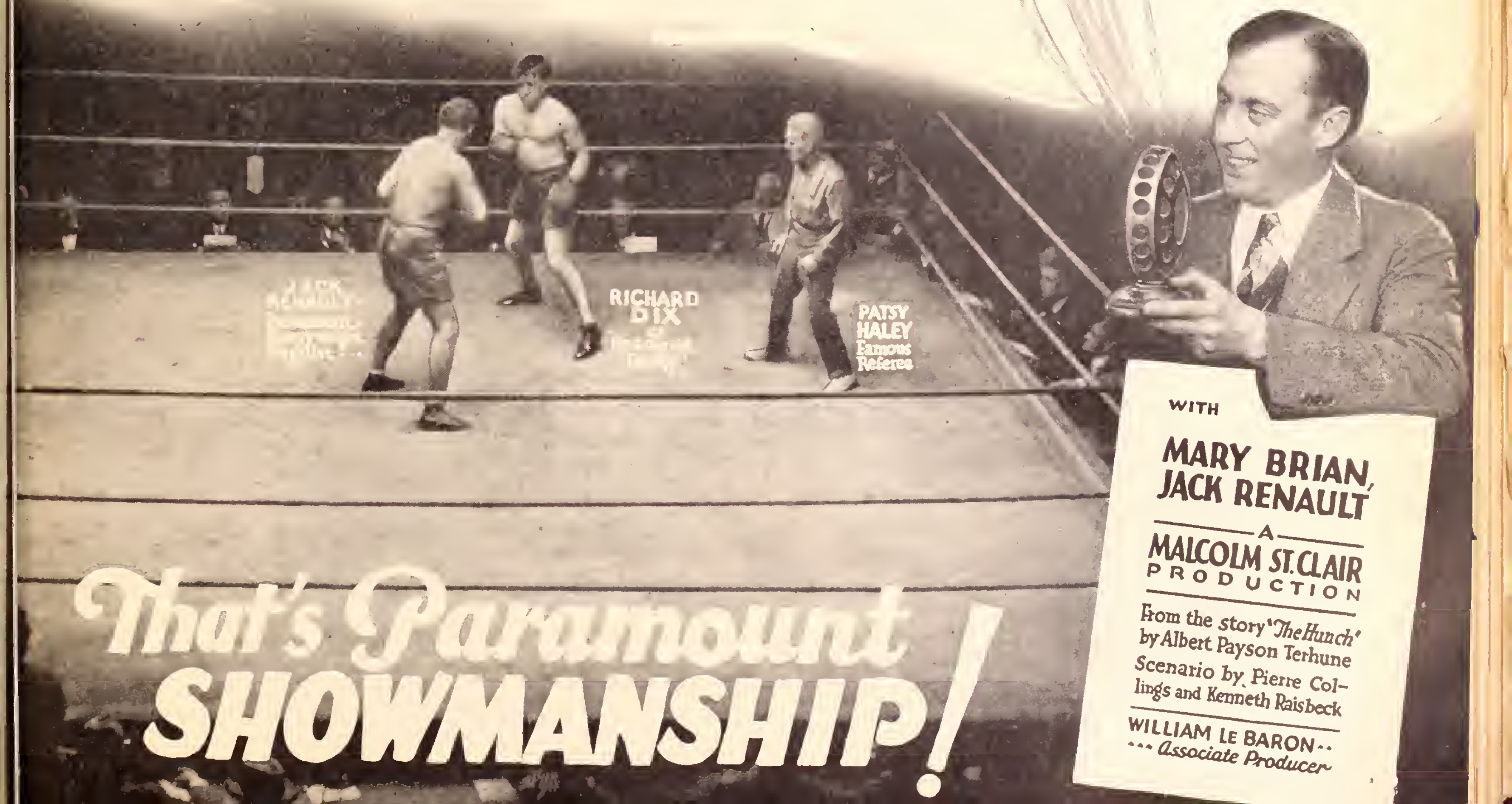
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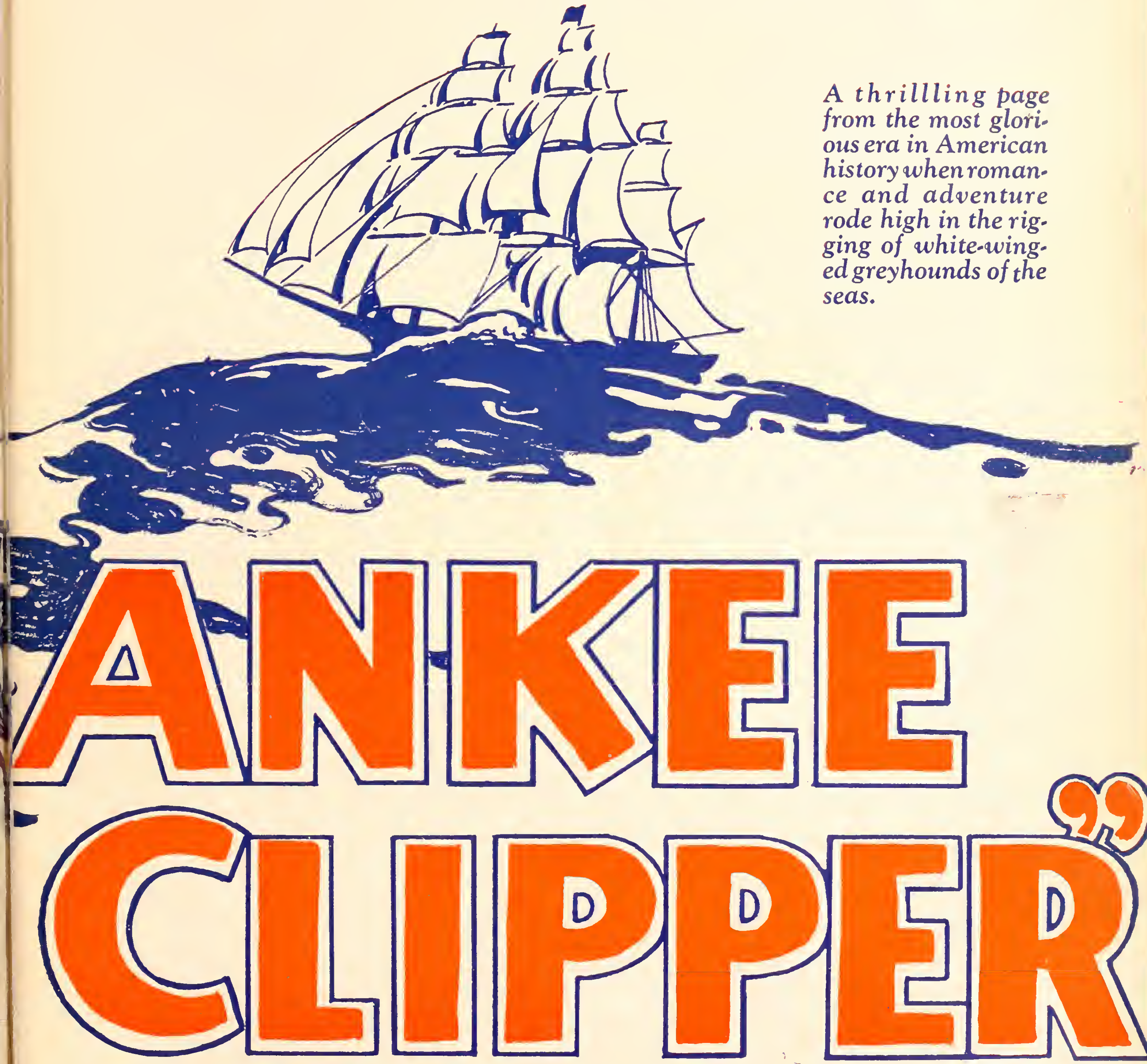

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One of the year's

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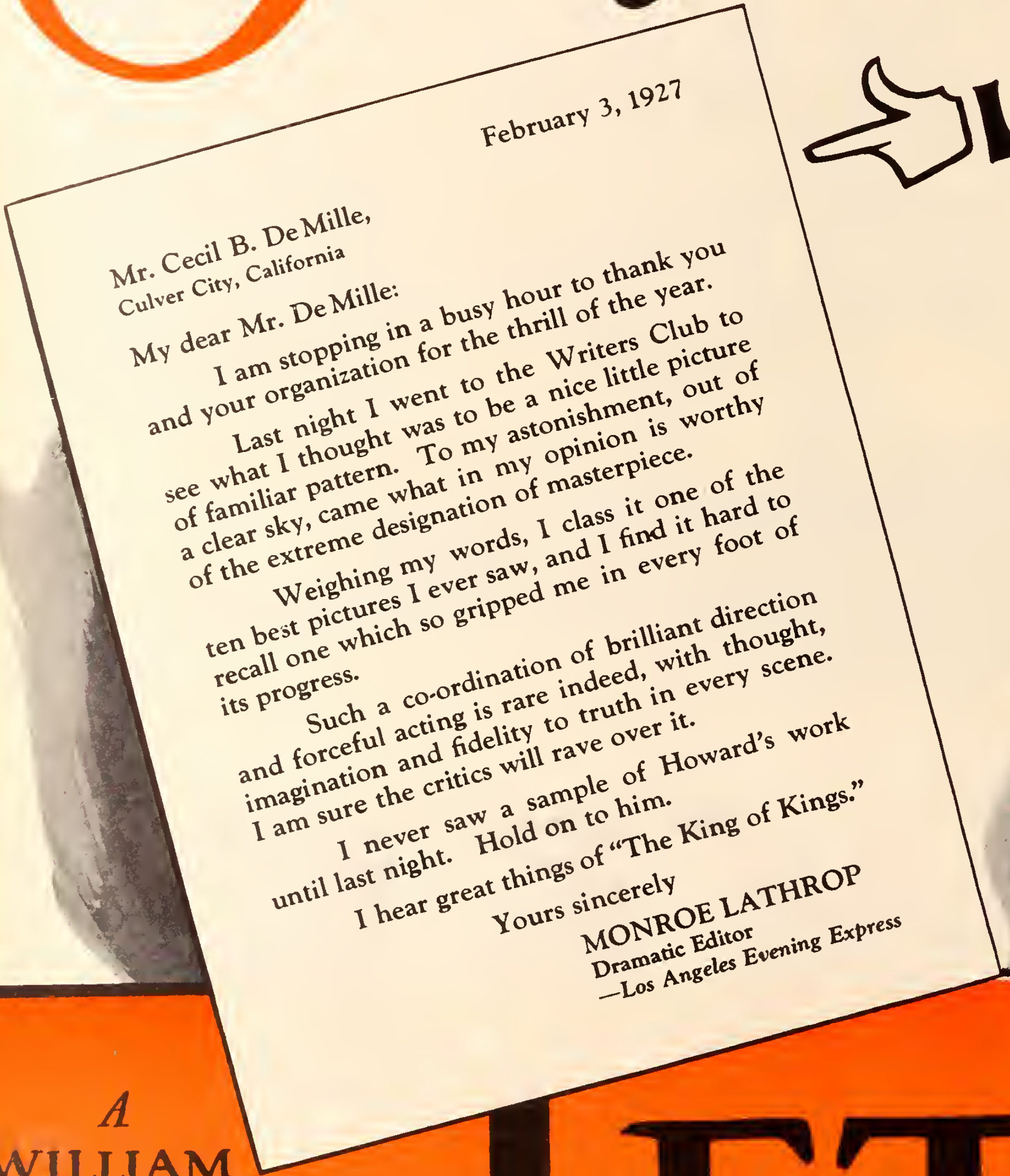

February 3, 1927

Mr. Cecil B. De Mille,
Culver City, California

My dear Mr. De Mille:

I am stopping in a busy hour to thank you and your organization for the thrill of the year.

Last night I went to the Writers Club to see what I thought was to be a nice little picture of familiar pattern. To my astonishment, out of a clear sky, came what in my opinion is worthy of the extreme designation of masterpiece.

Weighing my words, I class it one of the ten best pictures I ever saw, and I find it hard to recall one which so gripped me in every foot of its progress.

Such a co-ordination of brilliant direction and forceful acting is rare indeed, with thought, imagination and fidelity to truth in every scene. I am sure the critics will rave over it.

I never saw a sample of Howard's work until last night. Hold on to him.

I hear great things of "The King of Kings."

Yours sincerely

MONROE LATHROP
Dramatic Editor
—Los Angeles Evening Express

A
WILLIAM
K. HOWARD
production

JETTA

in "White

WITH
KENNETH THOMSON
and
GEORGE BANCROFT
Adapted by GARRETT FORT
and MARION ORTH *from the*
play by J. PALMER PARSONS
SUPERVISED BY
G. GARDNER SULLIVAN
DIRECTED BY
WILLIAM K. HOWARD
Produced by
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THEATRE

*O*UR part of the job is finished. We await with pleasure and satisfaction the opening of this great theatre, the **Roxy.**

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¶ The Roxy is one of the ever growing list of

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SHORT TALKS
ON
SHORT FEATURES

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Educational Pictures are showing today in practically every theatre now operating that played them seven years ago, when we began national distribution. They have played these theatres every one of these seven seasons. And to this number have been added every year a large number of other theatre accounts that have in turn become "renewals." Today they number 13,000, an impressive total.

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Member, Motion Picture Producers and Distributors of America, Inc. ◆ ◆ ◆ ◆ WILL H. HAYS, President

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MEN

COU

of

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UNIVERSAL

Presented by Carl Laemmle

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Los Angeles

"Miss Bennett does fine piece of work. Her acting as excellent as it was in 'Stella Dallas' which had a long run at a local theatre." —Los Angeles Evening Herald.

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"Drama of hearts gripping. Good human interest picture."
Los Angeles Evening Herald.

"Picture has popular appeal." —Los Angeles Record.

The FOURTH CO

UNIVERSAL

Goes Wild!

"Triumph. Outstanding and guarantees first class entertainment."
—Leonard Boyd,
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"Belle Bennett again brings to the screen one of the most finely attuned characterizations that has been registered in many moons."
—Sadie Mossler,
Los Angeles Record.

"After seeing this picture it can be said with the utmost enthusiasm—Go see 'The Fourth Commandment'."
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"Belle Bennett practically duplicates her success in 'Stella Dallas'."
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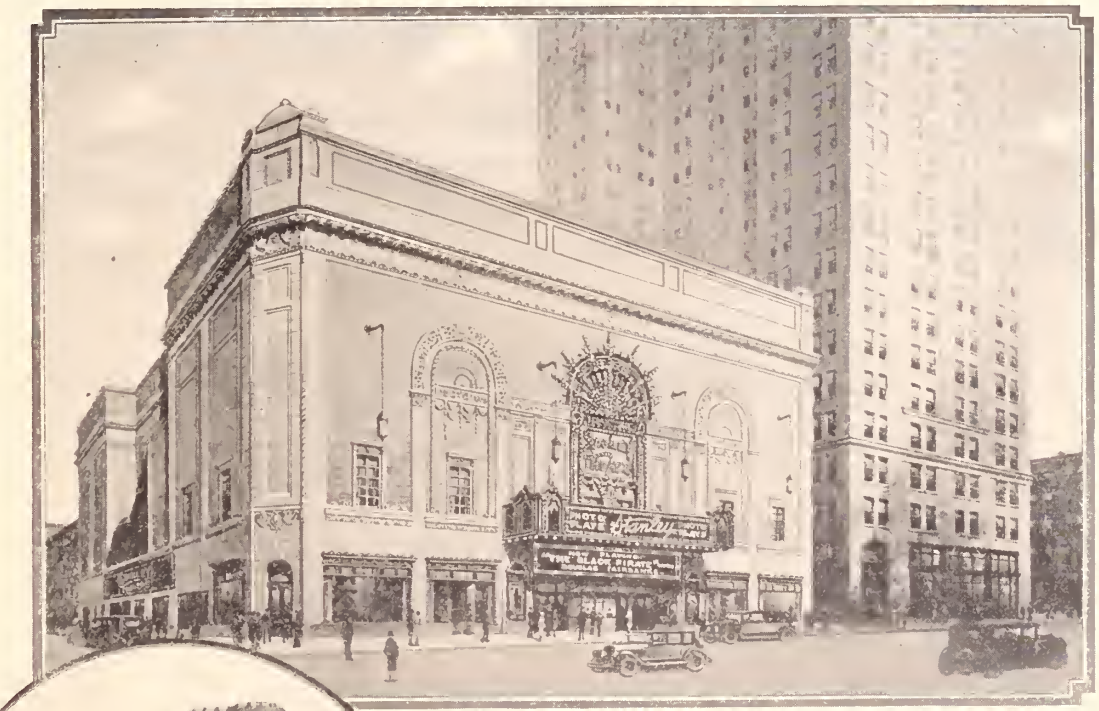

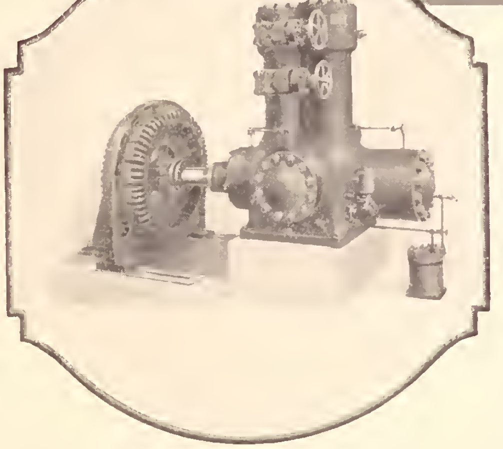

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The Next Issue is Now in Preparation and Will Be Published About April First, Listing All Releases

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Each picture sold individually—on merit

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in

"The General"

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Just watch 'em come

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in

Orchids and Ermine

with Jack Mulhall

Story and Scenario by Carey Wilson

An Alfred Santell PRODUCTION

Member of Motion Picture Producers and Distributors of America Inc.—Will H Hays *President*

Motion Picture News

Volume XXXV NEW YORK CITY, MARCH 18, 1927 No. 11

Fair Values for Pictures

HAMMERING down rental prices has been practiced pretty generally ever since the industry started. It arises, of course, from the buyer-seller situation; and it will go on indefinitely.

FROM all branches of the industry, Motion Picture News has received many complimentary expressions about

The Showman

which appeared in a recent issue. The next appearance of The Showman will be in the issue of April 1. Many interesting editorial features are in preparation, including a complete technical article on the Movietone.

But there is a healthy buyer-seller situation, where the bargaining is confined to the box-office value of the product; and an unhealthy and dangerous buyer-seller situation, where the buyer takes unfair advantage.

This latter type of buyer injures the whole economic scheme of the industry. What he should justly pay, and doesn't, some other exhibitor will have to pay, who shouldn't.

This sort of thing seems to be gaining some headway. We hear of circuits, with big purchasing power, who pay too little for films, because the producers are not in position to build against them. On the other hand, if the producer threatens to become a theatre competitor to the seller, or is one already, the story is quite different.

The producer is entitled to a fair return for his picture, which he won't get if the circuit bargains on the basis of whether or not it is afraid of the producer.

It is also true, as Joseph P. Kennedy pointed out last week, that big-scale financing of theatres by producers not already in exhibition, is not for the good of the business.

In other words, the theatre situation seems pretty well taken care of. Let's give a thought for a moment to pictures.

The first thing to remember is, it seems to us, that the public cares not who owns the theatres so long as the pictures are good. Now, the pictures cannot continue to be good, if they don't get fair rental prices from the theatre.

Everybody is proud of the fine theatres that are built and building. Nobody for a moment will attempt to discount their great importance in the film scheme.

But, just as surely, it will not do, in our belief, to lose sight of the fact that the picture supply must be kept steady in quality; and must earn for producers fair prices in keeping with the value of the product.

Putting up artificial barriers against picture values is not for the good of the business. We point out the danger because it has come to our attention recently that such practices exist with some large chains.

It does not follow that every chain underbuys. There are good chains and bad chains. The bad chain discriminates against the producers with which it is not allied, and in favor of the producers with which it is allied.

It all comes back to our oft-repeated belief that percentage is the economic and wise method of playing pictures. Because, with percentage, the public is enabled to exercise freely and without interference its judgment on pictures. The public, not the industry, is the final arbiter of picture values.

W A Johnston

ENGLAND

By William

SUMMING up the theatre situation in France it would seem, just at present, to be directly at odds with the situation here.

In this country, it is generally considered inadvisable to build a large theatre without a producer association or picture tie-in of some kind so that adequate product may be assured.

In France you cannot run a large theatre profitably on any one brand of American pictures.

France demands today independently owned and operated theatres.

In the U. S. many such theatres feel shaky and are looking about the horizon for protection.

An analysis is interesting:

France, as I have said, is somewhat back along the road of motion picture industrial progress. Consequently, in a general way, the theatre situation there today parallels our own of several years ago.

We can all remember easily enough the time when a "show window" theatre, that is, one run to exploit a particular output of pictures, was also a hazardous enterprise—certainly not a good theatre enterprise. It still is hazardous, in a measure.

But pictures have greatly improved.

Still, even today, the picture alone is not enough. The modern and magnificent theatre was from the beginning a public attraction. That is still more true of the present ten million dollar palaces where the luxury alone is, apparently, worth the price of admission.

Then from the beginning we added large orchestras—so that the movie palace became a great educator of music with the masses.

Then we developed the stage of the picture theatre, prologues, presentation, straight vaudeville—till recently $10,000 acts have been put on.

Now we have the Vitaphone, the Movietone and other such devices to follow.

France today has little of all this enhancement of the picture—certainly not the palatial theatre and very little in the way of music and stage appeal. In addition there is a professed desire for French pictures with French stories.

The Situation in London

In London we have a different situation.

First and importantly, American pictures are popular; so are the stars. There is no great racial gap in picture appeal.

In this respect London does not differ from New York, perhaps, any more than Chicago does.

Just here a reflection may be in order.

London audience appeal does differ, and so does it differ between all cities and countries.

We haven't so much homogeneity between our great divisions of states. And there is grave danger therefore in the standardization of theatre presentations. I believe, in fact, that along with overbuilding and, even more so, standardization is the greatest danger the American theatres are heading for today, backed as they are by such ambitious plans of theatre consolidation. There is a wide variance in taste among the peoples of this country.

To continue with London—American pictures, as I say, have drawing power. So have the British theatres. They are advanced and advancing right along. They are behind us in presentation and especially in exploitation.

The Britisher is instinctively not a publicity man. He is more inclined to avoid it. As someone says, he puts his garden in the rear of his home so that he may enjoy it the more in private. The American wants to show his off.

It is just this basic difference which may have most to do with the contrast today between the British and American branches of the industry.

A man of consequence in the British industry, a Britisher, said to me: "Somehow we don't seem to produce producers—not many."

Perhaps it's a plain lack of native showmanship. It doesn't follow that a nation may lead all lines of creative industry. For instance, we are not, in this country, very good at shipbuilding.

British Trade Better Organized

In Great Britain the problem of producer-owned theatres in key cities is to the fore. Just recently a rather foolish boycott was attempted.

We had this same row over here seven years ago. It was rated, then, as an industrial crime for a producer to operate a "show window" theatre against his exhibitor customers. Today the practice is regarded with general equanimity. In Great Britain they are not so amiable about such matters.

Just the same there are two sides to this matter. John C. Graham, Paramount's head in London, put his side to the trade in a straightforward and comprehensive manner. And I believe the British trade will work the problem out in its customary sane way. These questions are economic ones and therefore impersonal. It isn't a question of American producers versus British exhibitors. It is a trade matter in which there is an economic clash between producer and exhibitor activities and objectives.

It would seem that if the American producer finds it advisable to operate theatres—in London or anywhere—then the British producer and renter have the very same matter to consider and, perhaps, act upon.

My impression of the British trade is that it is better organized than our own. It has more solidity and sanity, a substantial personnel. They move soberly and frankly. There's less subterfuge, less politics, less fourflushing.

They don't get as excited over their own trade evolution as we do.

A. Johnston

Third of a Series of Articles Based on Personal Survey

Wherever I asked about the quota, I got pretty much the same reply: "Oh well, it will all come out in the wash. If it is right it will work. If it isn't right, it won't work out and it will then either become ineffective or it will be repealed, and a better order substituted."

In Great Britain they repeal their obnoxious and disastrous laws.

I must say that I believe a good deal of this trade soberness and solidity is due to an excellent trade press. The British trade papers are well organized, progressive and headed by capable and responsible men of film knowledge and experience. I believe too that they exert a good influence upon the lay press, which is of the utmost importance.

Everywhere I went in Western Europe I found the newspaper men of much consequence. In London George Atkinson is a power. In Paris, Boisyvon of *L'Intransigeant*, an important afternoon paper, and J. L. Croze, film editor of *Comedia* and dean of the film writers, are men of much practical knowledge and advanced thought. All these men have much to do with the critical problem of the international film industry, broad and vital as it is. It is to an extent in their hands and the hands of the trade press.

It should also be said here that a lot of film men in Europe and a lot of newspapers are eager readers of MOTION PICTURE NEWS. Some have been for over ten years.

The American trade may well and deeply consider today the fact—and it is a large fact—that Europe gets its reflection of us, our policies and plans, from the American trade press.

London is considering today another theatre problem—the advanced run of the important pictures in the London city theatre. Later run houses in the neighborhood say that it hurts seriously their patronage.

The same problem exists, of course, in New York. But New York is quite different.

New York and London

New York has a very large transient population. I do not know the exact figures—I have heard—quotations of from 150,000 to 250,000 daily visitors—but at least a good sized cityful of people journey in and out of New York every day. They come prepared to see and pay for Broadway attractions. Hence the remarkable run, for instance, of "The Big Parade" at the Astor Theatre (a legitimate house) now considerably over a year in extent and with a box office record of more than $1,300,000.

This picture undoubtedly draws to an extent from the New York neighborhoods, yet last summer this picture had crowded houses for three days in Great Neck, a small residential suburb only fifteen miles from Times Square.

New York draws from many states—many countries you might say; and Broadway is famous. Chicago is a great railroad center and the Loop has its great crowds, yet Chicago, like London, is distinctly a city of neighborhoods. Modern picture theatres there appeared first in the neighborhoods; later on in the Loop or downtown section.

London and Paris have their provincial and tourist visitors. Paris has a residential population of nearly 50,000 Americans, and I am told that last summer the American Express office dealt with 11,000 people over one week-end. But neither London nor Paris can compare with New York's influx of transients, so a protracted first run would undoubtedly get its patronage from the neighborhoods.

The heart of London is the old city, comparatively small in itself. A large circle around this small one, encompasses another city. And from this circle you go, on all sides, to the suburbs.

In the smaller circle are the West End theatres, some of which are pre-release theatres: The Plaza, Capitol, Rialto, New Gallery, Tivoli. The Plaza is owned and operated by Paramount, the Rialto by Universal, the Tivoli by Loew-Metro. The latter company will soon have the New Empire, now being rebuilt on Leicester Square.

Many of the suburban theatres are notable ones, and, with the sole exception of the Plaza, considerably advanced in size and attractiveness beyond the West End theatres; for instance, the beautiful Pavilion at Shepherds Bush. It is quite apparent that the big theatre development in London will be found in the neighborhood sections.

Shorter Runs in England

The Plaza, opened last March, has adhered very closely to a policy of week runs, this despite the fact that the program of Famous Players pictures there has embraced many that have scored long runs in New York's Times Square theatres. "Beau Geste," now in its seventh month at the New York Criterion, was limited to a four weeks' run at the Plaza; "For Heaven's Sake," which ran seven weeks at the New York Rialto, to three weeks; three weeks also was allotted to "We're in the Navy Now," which did seven weeks at the Rialto.

J. V. Bryson, in connection with Universal pre-release runs at the Rialto in London, has adopted a policy of conferring with exhibitors as to the length of the run, etc., in an attempt to meet their wishes and at the same time be fair to his own picture.

The great trouble, he tells me, is the long lapses between the advanced run and the regular release to exhibitors. For instance, "Michael Strogoff," now running at the Capitol (and successfully), after a

(*Continued on next page*)

The Week in Review

Comment on Passing Affairs

IT was just five years ago on Mar. 5 that Will H. Hays entered the industry. During that period he has literally revolutionized the business by constructive work in many directions.

To estimate properly the magnitude of the job Mr. Hays has already so successfully performed, it is only necessary to think back to the commercial chaos that existed in the industry when he came into it. All that is gone now; and in its place is genuine stability in every department of motion pictures.

Reviewing these accomplishments in detail would be reciting largely the history of the industry for the past five years. The reforms within have been matched by the wonderful advance in public good-will which the industry now enjoys.

Anybody who knows Will Hays knows that he works tremendously hard. He has a multitude of problems on his hands almost all the time. There is no fanfare of trumpets, no bally-hoo, about the performance of his great task. He is doing it surpassingly well by hard work and great ability.

The simple truth is that Mr. Hays' work for the motion picture ranks right up with the topmost achievements of this generation.

* * *

THE rumored extension of the Fanchon & Marco presentations to the East is an interesting possibility. These acts, which have been a West Coast feature for years, are unique in their snap, ingenuity and showmanship. The personnel of the acts, trained by Fanchon and by Marco, has been of the highest calibre. Their introduction into eastern bills would be a stimulating influence.

* * *

JUST what effect the opening of the Roxy Theatre will have on Broadway business is an interesting speculation. The situation is widely changed now from what it would have been a year or two ago, since the Capitol, Strand and Paramount are really the only regular weekly change houses left, so there should easily be room for another.

We imagine that when the shooting dies down it will be discovered that the Roxy is doing business—and the others likewise. There were dire predictions of what the opening of the Paramount would do to the other Broadway houses—but look over the figures for the Strand and the Capitol since that date.

Certainly for a time it will mean strenuous competition among houses who'll vie with each other in special presentations to meet the type of entertainment which Roxy will provide. Spirited bidding for pictures will be in order, with the Roxy in a position to pay unheard of prices for big attractions, thanks to the seating capacity.

Meanwhile, New York buzzes with talk of the opening, which takes rank as a civic event. Our sympathies go to the person making up the list of guests for that evening.

ENGLAND: *By Wm. A. Johnston*

(Continued from preceding page)

liberal advertising campaign gets its first booking next September.

There is something radically wrong with such a system.

Great Britain—and France, too—are ideal for the scheme, often hoped for in the U.S., of simultaneous showings, in many theatres backed by National advertising. Great Britain is comparatively small and compact and has newspapers covering the entire country. So has France. This is so ideal a proposition as to be theoretical today: but it will happen in time.

In conclusion, my brief stay in London—and I regret greatly not to have seen all those I know and know of in trade—includes a flying trip to the British national studios, where Herbert Wilcox is finishing "Madame Pompadour." I met the charming Dorothy Gish, who likes London, and Antonio Moreno, who has a prominent part in the picture. The "Madame Pompadour" sets were most attractive. The studio plant embraces two 300-foot stages.

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PICTURES AND PEOPLE

Raquel Meller, famous Spanish artiste, who recorded four numbers for the Movietone studios before returning to Spain under the Fox-Case system

Clarence C. Schottenfels, who is taking charge of sales, advertising and publicity for United Color Pictures, Inc., after wide experience in the trade

Jimmie Adams, star of Educational-Jimmie Adams comedies, received this letter the other day and is trying to figure out just how it was mailed

The Boy Stood On, Etc.

ED WYNN, a comic of the stage, who now draws down a potent wage, beneath the Famous Players-Lasky banner, is giving to the silversheet, those gags with which his mind's replete, in his most mirthful, laugh-evoking manner.

One day last week in wet locale (so say McCarthy, Shreek, et al.), he nearly put the "real" in realism, when filming scenes near Buffalo, the spot where honeymooners go, and might have caught his death of rheumatism.

As sap detective Wynn is cast, in "Rubber Heels," and toward the last, comes near the brink of old Niagara's torrent, as in midstream aboard a boat, disguised as chunks of ice afloat, he trails a jewel-box without a warrant.

The scene went well till near the close, when suddenly a shout arose, men shrieked and fainted—one chap had a spasm—for the barge that bore The Perfect Clown had drifted where, by looking down, he saw the bottom of the icy chasm.

He quickly signalled to the shore, and watched Niagara no more, while workmen drew the boat to shallow places; and ne'er again, he made a pledge, would he make movies on the edge, of such a risky place for making faces.

Peter Clark Moves

PETER CLARK, the guiding spirit of Peter Clark, Inc., and the foremost authority on stage rigging, is moving into new quarters in West Thirtieth Street, New York City, to permit of expansion, improvement and the taking on of new lines. Clark started 20 years ago on the proverbial shoestring, building the simple stage rigging re-

You've heard of (or heard) loud clothes, but only Sitting Bull, the Personality Hound with the Tom Tyler F. B. O. troupe, can listen to his pants

Gene Stratton, grand-daughter of the late Gene Stratton-Porter and heroine of F. B. O.'s "Laddie," taking off at Catalina Island during her summer vacation

Betty Compson, signed by Universal to a long term contract. Her first stellar vehicle will be in "Cheating Cheaters," adapted from the Broadway success

Will H. Hays and Carl Laemmle, president of Universal, who have been close friends for years, snapped together during Hays' recent visit to the West Coast quired by the houses of that day. By dint of personal application, constant study and unending supervision of his business he has made his enterprise stand head and shoulders above any in the industry, and has practically revolutionized stage rigging in the process.

A Serious Comedian

VISITING the Paramount Long Island studio last Saturday and a desolate looking place it was, with the shutdown about to go into effect—we found W. C. Fields in his dressing-room awaiting a call from the stage, where Director La Cava was putting Mary Brian and some of the minor players through their paces.

There is nothing of the patronizing attitude toward pictures which some players from the "legit" display in Mr. Fields' makeup. He quite frankly likes and enjoys working in pictures. All his life he has lived in hotels, and the business of having to be at the theatre at eight o'clock every evening has come to be a nightmare. Being very fond of the great outdoors, he is looking forward with relish to working in California.

There is no mistaking the earnestness with which Fields is trying to give exhibitors and public what they want. He studies box-office reports religiously—but about the only conclusion he has reached so far is that when he thinks they're good, they're usually bad, and when he thinks a picture is weak it's likely to be very good.

Despite printed rumors of his return to the stage, Fields will stay in pictures if the public likes him—and after "The Potters" and "So's Your Old Man," there should be no room for doubt on that score.

Foxites Frolic

BY the time this is in print the first annual Fox Fun Frolic and Dance will be history and this must be written in advance, but from where we sit it is easy to predict that the stock line. "a good time was had by all," will be in order on Saturday morning. The entire minstrel production, "A Night in Minstrelania," is to be broadcast by Station WMCA from 9:30 to 10:30 Friday evening, direct from the grand ballroom of the McAlpin, where the party will be staged.

We are promised that Director Francis Weldon has made this minstrel first part something to be proud of, and it will be presented entirely by members of the Fox Films eastern organization. There will be special music, special settings, special lighting effects 'n' everything. No less important is the "Fox Snooze," which Truman Talley and his Fox News staff will contribute to the evening's merriment. Then comes the dancing, with Harry Kosiner's Knickerbocker Collegians furnishing the strains of jazz—and at midnight a buffet supper will appear, amid prolonged applause. Olive Borden, Neil Hamilton and Marie Dressler will be on hand, it is promised, together with Broadway stars, to help make it a memorable evening.

Neilans in Gotham

MARSHALL NEILAN and Blanche Sweet arrived in New York last Saturday and immediately started on a theatre-going orgy. The trip was made primarily to look at the plays and the screen pair lost no time in lining up their program of playseeing.

The producer-director has a double motive in viewing the plays. He is on the look-out for screen material to bring back with him to Hollywood and to produce at his studios. Besides there is no form of recreation he takes such keen interest in as the theatre.

Crosland's Four On Broadway

MARKING an innovation in film history, a motion picture director will have four big productions running concurrently on New York's Broadway this month, when the newest feature of Alan Crosland, "A Million Bid," is added to the trio of his directorial achievements now flickering on the Great White Way.

Of the quartet conferring the distinction on Crosland as a director, three are starring vehicles of John Barrymore. The first of the trio is "Don Juan," now in the eighth month of its run at the Warner Theatre.

"When A Man Loves," now in its second month at the Selwyn Theatre, is the second.

The third and last of the trio of Barrymore pictures is "The Beloved Rogue," from the story of Francois Villon, which recently opened at the Strand.

The feature completing the quartet, "A Million Bid," is a Warner Brothers special to have its world premier at the Colony Theatre in March, according to Jack L. Warner.

Patsy Ruth Leaves W. B.

UPON the completing of "The First Auto," her present starring vehicle, Patsy Ruth Miller will leave the Warner Brothers fold to join the free-lancers. This, she feels, will give her a chance to exercise more selection in the choice of roles and stories, with greater opportunities. The relations with Warner Brothers continue entirely cordial, it is understood, and the move is a friendly one.

Miss Miller has come ahead rapidly. Just five years ago she graduated from Mary Institute in St. Louis, and came to Los Angeles with her parents. Her first picture was with Douglas MacLean; she was a member of the first group of Wampas Baby Stars; and within a year she played Esmeralda in "The Hunchback of Notre Dame." She has been with Warners for two years. Her previous vehicle, not yet released, was "The Girl Champion."

"Stark Love" Commended

ONLY one feature received the asterisk award from the National Board of Review this week—Karl Brown's "Stark Love," which is pretty much the talk of New York, so far as pictures go. "Stark Love" is one of those exceptional pictures that doesn't fit into any of the stock classifications and hence is likely to be labeled by the sales department a weak sister, but make no mistake—here is a picture. In advertising this picture we shouldn't play up the fact that it is made with a cast which never before appeared before the camera and that it was written and directed by a cameraman. Let them find that out for themselves—after they've seen the picture, because to give the impression that there is anything amateurish about "Stark Love" is not only unfair but untrue. Sell it as 100 per cent. picture, and not as an experiment.

The week's other asterisk went to Pathe Review No. 15.

"Schotty" in New Post

CLARENCE C. SCHOTTENFELS has resigned from Moving Picture World to take charge of sales, advertising and publicity for United Color Pictures, Inc. "Schotty" has a very wide acquaintance in the trade and is thoroughly familiar with all branches of the industry. He began his association with filmdom at the old Imp studio under Carl Laemmle, sixteen years ago. Subsequently, he was with Reliance-Mutual; operated his own state rights exchange; was associated with Louis Myer at the Craftsman Laboratory; for two years edited and titled pictures; and then joined the advertising staff of "Exhibitors Trade Review," whence he went to a similar position on the "World." United Color Pictures has acquired the former Urban plant at Irvington.

U. A. British Head Here

MAURICE SILVERSTONE, United Artists' general manager for the British Isles, with offices in London, arrived in New York this week for conferences with Joseph M. Schenck, chairman of the board of directors, and Arthur W. Kelly, vice-president and general manager of foreign distribution. Mr. Silverstone will be in New York—his native city—for another two weeks, after which he will return to London.

Thomas Gerety's Mother Dies

THE mother of Thomas J. Gerety, who is in the advertising department of Warner Bros., died this week. Sympathies are being extended to Mr. Gerety in his bereavement.

A Preview of the Roxy Theatre

THIS is in the nature of a preview of the Roxy Theatre. I expect to be there on the opening night, but I feel so assured of its complete success that this foreword will do quite as well as a review.

There have been many arguments about this theatre (I have had some vehement ones myself) over the theatre's possible supply of pictures. It is already fully evident that Roxy is going to have a lot of good pictures from many sources—all he wants, all he can take care of.

And that is a healthy sign, one that this whole industry may well be proud of.

I believe, in fact, that everyone in this business—Will Hays, and the executives of every company in his association, and the heads of the big theatre chains, and the owners of all other picture theatres, are going to be proud of this theatre, very proud.

It is a beautiful thing in itself, a majestic and artistic edifice dedicated to the best in moton pictures. It will be famous the world over, and reflect much credit from all quarters upon the American branch of the world industry.

It will be run by a master showman; everyone concedes him that place in the entertainment world, and as never before in his remarkable career he is decidedly in earnest and putting forth the best that is in him. In this theatre he will still further advance the picture theatre in the public's appreciation.

This theatre has no trade strings on it. It will select pictures regardless of politics and stereotyped standards and present them for all they are worth, giving them every chance that every new kind of picture deserves to have. The Roxy will be the open door for the unusual picture that might not otherwise get its opportunity for showing in a great theatre.

So that among all the theatres of this country, this theatre is going to stand out alone and supreme.

And in this eminent position it will do for motion pictures that which is our common interest, high and low—elevate them in the mind of the world public.

W. Ray Johnston

No Adverse Picture Legislation

Total of One Hundred and Two Bills Affecting Industry Introduced in Thirty-Two States

NO legislation adverse to the motion picture business has been enacted thus far this year in the forty-three states holding legislative sessions and the end of these sessions is approaching. Tax bills predominated with few censorship bills introduced. Up to March 7th a total of one hundred and two bills were introduced in thirty-two states and in the remaining eleven no adverse legislation has developed.

These states are Arizona, Illinois, Maine, Nevada, New Hampshire, New Mexico, Vermont, Wyoming, Florida, Georgia, Maryland. The Florida legislature convenes April 5 and the Georgia legislative body June 22.

A summary of bills now pending in state legislatures follows: Alabama, now in recess, four. Arkansas, two, adjourns March 10. California, five, adjournment date not set. Colorado, three, adjourns April 1. Connecticut, eleven, adjournment not set. Delaware, one. Idaho, three, adjourned March 4 with all bills defeated. Indiana, two, adjourned March 7. Iowa, one, adjourned March 7. Kansas, four, adjourns March 15. Maryland, Pennsylvania and Rhode Island, one each. Massachusetts, three. South Carolina, two. South Dakota, one, adjourns Mar. 1. (The 10 per cent tax bill was defeated in the House February 16.) Tennessee, three.

Texas, two, adjourns March 12. Utah, two, adjourns March 10. (Both bills defeated.) Washington, two, adjourns March 10. (Both bills defeated.) Michigan, two, adjourns May 5. Minnesota, three, of these two defeated in committee, one pending, adjourns March 15. Missouri, two, one of these bills, the 10 per cent admission tax, passed the House February 17 by a vote of 45 to 56, and is now pending in the Senate. Montana, three, adjourned March 5 with all defeated.

Nebraska, nine, three of these defeated and nine pending; adjournment date, April 15. New Jersey, three. New York, six. North Dakota, three; all defeated; adjourns March 11. Ohio, two, adjourns April 15. Oklahoma, four, of these two were withdrawn; adjourns March 19. Oregon, three, two of these defeated; adjourns February 28. Washington, five, now in recess. Winconsin, three.

"U" Opens New Capitol in Somerville, Mass.

The new Capitol Theatre in Somerville, Mass., the latest addition to the Universal Chain Theatrical Enterprises, was opened this week, the initial offering being "The Cheerful Fraud," a Reginald Denny vehicle.

The new Capitol is a 1,800-seat house and cost more than $250,000. It runs on a first-class vaudeville and feature picture policy.

Roy Calderone, the manager of the new Universal Theatre, was joined in the opening celebration by Harry Goldberg, assistant to the head of the Universal chain theatres, and by William Stevens, of the Unity Theatrical Agency, which supplies vaudeville to the Capitol.

Famous To Erect $1,500,000 House in Brooklyn; 4,000 Capacity

A MOTION picture theatre, similar in design to the Paramount in New York City, will be erected by Famous Players-Lasky in the Flatbush section of Brooklyn, N.Y. The house, seating four thousand, will cost $1,500,000. It will occupy a block of 66,000 square feet on the block bounded by Flatbush and Tilden avenues, Twenty-second Street and Duryea Place. This house is the second large project planned for Brooklyn by Famous, as another house is to be located at Flatbush Avenue Extension and DeKalb Avenue.

The site is L-shaped and was purchased from various owners for the motion picture interests through Charles A. O'Malley. The purchase gives Famous control of a whole block, with the exception of the corner at Tilden and Flatbush avenues. Thoens & Flaunlacher, Inc., Albert Lohman and George H. Gray were the brokers in the deal. A large part of the site was sold by Flatbush-Duryea Corporation.

In addition a theatre with a seating capacity of 4,000 is to be erected by Famous on Jamaica Avenue and Merrick Road, Jamaica, L.I. Charles A. O'Malley, real estate expert of the Famous Players-Lasky Corp., represented the buyer. Alper & Thanhauser of 745 Seventh Avenue were the brokers in the transaction. Mr. Ralph Riccardo, president of the Jamaica Central Corporation, was represented by Attorney Goldberg of the Firm of Levy, Guttman & Goldberg.

West Coast Chain Will Expand Says Franklin

Unanimous Election of New President and General Manager Confirmed in Telegram from Gore Bros.

WEST COAST THEATRES, INC., will expand and the same policy now in effect will be carried out, stated Harold B. Franklin, newly-elected president and general manager of the California chain, this week. Mr. Franklin received a lengthy telegram from the Gore Brothers confirming Franklin's unanimous election as president and general manager of the company. Mike Gore resigned the office to become chairman of the board of directors.

The telegram, couched in a congratulatory tone, stated that the West Coast Board of Directors felt assured, in view of the past performances on the part of Mr. Franklin in building up the Famous Players theatre circuit and carrying out the conception of Sam Katz in the formation of the Publix Theatres Corporation, that West Coast is making a valuable acquisition in obtaining his services.

Mr. Franklin's statement was as follows:

"West Coast Theatres, Inc., under the direction of its founders, has been built upon the foundation of presenting clean, wholesome amusement to the patrons of those houses. That policy will be carried on by myself to the utmost of my ability. I believe that those founders built carefully and with a keen foresight to the future of the motion picture theatre as the ultimate entertainment for the masses of our nation.

"It will be naturally part of our plan to hold what has been so carefully constructed and to expand the circuit, carrying forward the same policy that has made the circuit the greatest factor in entertainment on the Pacific slope.

"I do not contemplate any radical changes of any nature and more particularly, wish to stress the fact that those members of the working personnel of the circuit who have been working for the best interests of the West Coast chain, will be retained in their present capacities.

"As yet I have not set a definite date of departure for myself to Los Angeles. It will, however, be some time shortly after the first of April."

New House for Medford; Corporation Formed

THE Mark-Strand Circuit will erect a new theatre in Medford, Mass., to cost approximately $400,000 and to seat upwards of 2 500. Title has been taken to land at the side and rear of the Boston & Maine Railroad terminal and an extensive parking space is provided. Construction will start this week and it is expected the theatre will be open inside six months. This is the fourth new theatre for Medford to be started this year and makes a total of about 7 200 seats to the 2,200 seats already there.

A corporation to operate the Mark-Strand Theatre in Medford has been organized, known as the Strand Theatre Co. of Medford. Mass., with preferred stock of $50,000 and 500 shares of no par common. Incorporators are Mary K. Lynch, Somerville, Mass.; Joseph M. Levenson, Boston, and Alexander C. Kirkpatrick, Wollaston, Mass.

M.P.T.O.W. Sectional Meet at Spokane

Attended by several score of Eastern and Western Washington exhibitors, the sectional meeting of the Motion Picture Theatre Owners of Washington, held recently at the Davenport Hotel in Spokane, Wash., was declared to be highly successful and evidenced a greatly growing interest in the affairs and participation in the M.P.T.O.W. A feature of the meeting was the large attendance from Seattle.

Will Starkey, head of the Starkey Amusement Enterprises and first vice-president of the M.P.T.O.W., called the meeting to order. Frank Zoerlin of Spokane Theatres, Inc., welcomed the visitors, and President H. W. Bruen of Pacific Theatres, Inc., made an excellent principal address. A summary of the activities, finances, etc., of the state body was given by Executive Secretary James M. Hone. The body went on record as opposing present censorship bills pending in the state senate, and discussed plans for an Eastern Washington Theatrical Pot Pourri to be given in Spokane in the near future.

Royster to Manage Chain of Southern Theatres

The Southern Amusement Company, in announcing its intended expansion of operations to conduct a chain of motion picture theatres in North Carolina, has also made public the engagement of Nat L. Royster, well-known theatre manager, to fill the post of general manager of the chain now in the process of formation. To date, no announcement has been forthcoming from Southern Amusement relating to the make-up of the chain. It is expected, though, that information will be released within a few days.

Southern Amusement also reveals that extensive improvements are to be made on the original theatre operated by the company in Charlotte, N.C. Improvements will consist of a new front, interior changes and the installation of Vitaphone equipment.

Mr. Royster has recovered from an illness which kept him for several weeks in a Charlotte hospital.

Fields Denies Rumors of His Return to Stage

Reports that he intends leaving the screen and returning to the stage were vigorously denied by W. C. Fields, who asserted that "theatrical producers who declare that they have me under contract to appear before the footlights under their management are mistaken." The former Follies and vaudeville star is now making his fourth stellar comedy under the direction of Gregory La Cava.

Albany Censor Bureau Is Moved to New Dep't

The Albany bureau of the motion picture censorship commission was moved during the first week of March from the State Capitol to the Educational Building, as the work is now being directed by the State Education Department. The bureau was first opened in the State Capitol in 1921.

Giant Merger Under Discussion

Stanley Reported Seeking to Bring Keith-Orpheum, Pathe and P. D. C. Into First National Pool

FOLLOWING the merger of First National, Stanley and West Coast Theatres, Inc., under Stanley control, a much bigger merger appears to be a possibility, according to information received from several sources this week.

The controlling factors in these negotiations are believed to be Stanley and the Keith-Orpheum interests. In other words, just as Stanley and West Coast brought about the original First National deal, so Stanley and Keith-Albee are now apparently seeking to swing into the line-up Pathe and Producers' Distributing Corporation. F.B.O. has not been approached, according to Joseph P. Kennedy, President of F.B.O.

MOTION PICTURE NEWS, on the basis of information covering a long period, is of the opinion that it is the theatre interests concerned rather than the production-distribution companies which are actively promoting the merger, or working agreement, as it is called in some quarters.

"The First National situation," as it has been termed, first arose over a year ago at the Atlantic City meeting. It was then apparent that the Stanley interests would eventually come to the front, and this is what has happened in the last few weeks.

When announcement was made of the election of Harold B. Franklin as head of West Coast Theatres, it was evident that further developments were in the offing, and they came rapidly this week.

The first step, according to all indications, would be the definite alliance of U.B.O. with Stanley. Their relations are already close, and have been for some time. It is possible that the merger of these theatre interests has already occurred, or that a working agreement has been reached, by which Keith-Orpheum have taken their place in the triple theatre alliance with Stanley and West Coast.

Kennedy Denies F.B.O. Merger Connection

JOSEPH P. KENNEDY, head of Film Booking Offices, flatly denied that F.B.O. was in any way connected with the rumored merger of Stanley, First National, Keith-Orpheum, P.D.C., and Pathe interests, when seen on Thursday.

"We are not interested in this merger in any way," he said, "and have not even been approached. We have nothing to gain by such a move, are not interested in it, and you may deny it as strongly as you like."

At the same time it is also evident that negotiations are under way to swing North American Theatres, Inc., allied with P.D.C., into the theatre group, which would thus become a quadruple alliance, and be the controlling factor in the situation.

It should also be recognized that other exhibitor interests in First National are included in the theatre line-up of the Stanley-West Coast group.

The Keith-Albee interests sought to enter the industry on a big scale, following the decline of straight vaudeville, and their merger with P.D.C. followed. Keith-Albee apparently now seeks to go still further, and in conjunction with Stanley, to swing what would be the biggest of all mergers in film history.

In Wall Street, these newest merger negotiations came out into the open this week, when the "Wall Street Journal" bulletin carried the following:

"It is understood that following arrangements which have been consummated merging First National Pictures, Inc., the Stanley Company of America and West Coast Theatres, Inc., negotiations are proceeding to bring the Orpheum Circuit, Keith-Albee and possibly Producers' Distributing Corporation and Pathe Exchange, Inc., into the group. Whether this means a further merger or merely a working agreement is not yet known."

Doremus & Co., who are understood to speak with authority for Stanley, gave out this statement:

"Directors of the Stanley Company of America, when questioned regarding reports of the huge combination with Keith-Albee and Orpheum, and other vaudeville and motion picture circuits, said that while consideration was being given to further expansion plans, no actual steps had been taken toward such a consolidation.

"The rumored combination will receive little attention until the consumption of the recently projected one million dollar merger whereby the Stanley Company of America and the West Coast Theatres Company will take over control of First National Pictures, Inc.

"Several banking institutions are interested in the triple consolidation now being worked out. The Stanley Company of America, which has the financial backing of Edward B. Smith & Company, is the largest company in the proposed combination and is expected to be the dominant factor in the new organization.

"Among the companies mentioned in theatrical circles as likely to be included in the larger amusement group are: the Keith-Albee and Orpheum Vaudeville Circuits; the North American Theatres, Inc.; Pathe Exchange, Inc.; Producers' Distributing Corporation, and the Film Booking Offices."

The banking interests concerned in the projected giant merger would be these: Blair & Co., holding Pathe and Keith-Albee issues; Chase National Bank and Chase Securities Co. through Theodore Schulze & Co., and Jeremiah Milbank, connected with P.D.C. and North American Theatres; E. B. Smith & Company, bankers for Stanley, and Hayden, Stone & Company, through connections with First National Pictures and West Coast Theatres.

Offer Reported Made to Big Executive

MOTION PICTURE NEWS learns that one of the biggest executives in the industry, not now connected with Stanley, First National, West Coast, or any of the companies named in rumors of the giant merger said to be in negotiation, has been sought to head the new combination.

It is understood that he has the offer under consideration, but will not commit himself in any way as to whether he will accept it. He also declines absolutely to talk for publication.

Whether the giant merger is consummated or not, it is known that this executive has been asked to head the Stanley - First National - West Coast group. This much can be said: his acceptance of the post would have far-reaching results in several quarters, and would precipitate a very interesting situation.

Universal Acquires Colony Theatre as Permanent Broadway Home

ANNOUNCEMENT was made at the Home Office of Universal Pictures Corporation, 730 Fifth Avenue, that on September 1st it would take over the B. S. Moss Colony Theatre as a permanent home for Universal productions. This is the same theatre which Universal leased for a short time last year for this same purpose. With this permanent home, Universal will be enabled for the first time to assure exhibitors of exploitation runs of length and advertising value for the entire New York territory.

It is understood that one of the biggest figures in the exhibiting world will become managing director of the Colony.

The Colony will close in time for a thorough renovation and refinishing in order that "The Cat and the Canary" can open there on September 3rd.

Fitzpatrick-McElroy-Saxe Deal Reported

May Combine in Construction of Theatre in Wisconsin; F & R Acquires Two More

AN affiliation of two theatre circuits may be the result of a reported deal between the Fitzpatrick-McElroy group operating in Wisconsin, Michigan, Illinois and Indiana, and the Saxe interests which confines itself to the Wisconsin theatres. The two are alleged to have entered into a deal to jointly build a theatre at Marionette, Wis.

Bringing the chain up to 125, the Strand and Haynie, Fairmont, Minn., have been added to the Northwest Theatres (Finkelstein & Ruben) circuit. The deal was closed with W. L. Nicholas by J. F. Cubberley, contract executive of the circuit, who has engineered all the deals in the chain's expansion program.

The Strand and Haynie long have been operated by Hay & Nicholas, but holdings of the late William Hay recently were taken over by Nicholas. The Haynie now is undergoing extensive remodeling. Recently, it was reported that a new theatre would be built here in opposition to the Strand and Haynic.

Cubberley has just completed a deal for a site at Rochester, Minn., where Northwest Theatres, which now operates two houses in the city, will build a $200,000 house. A number of other deals in the Minneapolis company's expansion program now are pending.

Samuel and Nathan E. Goldstein, who operate the G-B Theatres Corp. in Springfield, Mass., will spend more than $3,000,000 in an expansion program just getting under way. The program is to be extended throughout New York, Massachusetts and Connecticut, with a minimum of ten new theatres to be built.

The brothers have purchased a site for a theatre at Chicopee, Mass., and soon will announce extension of holdings in New York State, working eastward from Utica, where they now have a house. Proposed Connecticut theatres will mark the first to be operated by the corporation in that state. Eastern Massachusetts is to witness expansion of G-B holdings with invasion of Boston held likely.

Besides the Broadway and State here, G. B. Theatres Corp. also owns and operates the Strand, Westfield, Calvin, Northampton; Victory and Strand, Holyoke; Rialto, Westfield, State, Utica, N.Y.; State Pawtucket, R.I.; Colonial, Palace and Union Square, Pittsfield; Plaza, Northampton; Playhouse, Chicopee; Strand, Palmer; and the Casino, Ware.

Ohio Block Booking Bill

Measure Introduced Making Compulsory Buying of Group Misdemeanor; Arbitration Attacked

FOLLOWING the lead of Indiana in seeking to abolish block booking through legislation a bill has been introduced in Ohio making it a misdemeanor to force exhibitors to buy more films than they need; also outlawing the compulsory feature in arbitration. It is known as "a bill to prevent unfair competition" and makes either violation punishable by a fine not to exceed $250. It is understood that the Ohio exhibitor organization is back of the measure.

The bill as introduced in Columbus states that hereafter it shall be unlawful for any producer or its agent to compel any exhibitor or lessee to buy or rent more motion picture films than desired under threat to refuse to sell any. Also that it shall be unlawful for any producer or its agent to require or compel any exhibitor or lessee to submit to arbitration in any controversy between the two factors. Section three of the bill explains that the foregoing does not apply to any contract or agreement entered into prior to taking effect of this act.

Section four states that violations of the provisions of this act will be punishable by a fine in any sum not to exceed $250 and each and every day that the violation continues shall be deemed a separate and distinct offense.

Questioned as to the effect of the bill in case of passage, Cleveland exchange men stated that the abolition of block booking would undoubtedly raise the price of each individual film released to the exhibitor.

Famous Canadian Acquires Six Vancouver Theatres

A group of six suburban theatres in Vancouver, B. C., known as the Langer circuit, has been acquired en bloc by Famous Players' Canadian Corp., Toronto, it is announced. The Langer chain includes the Regent, Windsor, Victoria, Alma, Grandview and Kerrisdale.

Famous Players already has three large houses in Vancouver, B. C., these being the Capitol, Dominion and Broadway. H. M. Thomas, Western Division manager for Famous Players, is in charge of the Vancouver Capitol, succeeding Ralph Ruffner, who died a few months ago after managing the theatre for six years.

Action Against F. P.-L. Canadian Dismissed

Justice Rose has dismissed the action brought by the Canadian Performing Right Society Limited at Toronto against Famous Players Canadian Corporation for $10,000 damages for alleged infringement of copyright and for an injunction restraining defendants from playing certain music in Famous Players theatres in Canada. The plaintiff must also pay costs.

Murnau Signs Five-Year Contract With Fox Films

A FIVE-YEAR contract to direct pictures solely for Fox Film Corporation has been signed by F. W. Murnau, German director who has just completed "Sunrise," his first American production and, according to Fox Films executives, the largest thing dramatically and physically that the corporation has ever turned out.

F. W. Murnau

The director plans to arrive in New York March 14 and will sail aboard the "Olympic" for Germany on March 25. After he has produced one picture for Ufa, he will return to Fox Hills next October. He will not go to Berlin directly as he intends visiting London, where he will remain three days, and thence to Paris for a short visit, returning to Berlin in April.

News' Theatre Survey—Part II

Analysis by States and Population Groups Completed; Survey Extends Over Three Years' Period

By J. S. DICKERSON

IN last week's issue MOTION PICTURE NEWS presented compilation of information in its theatre survey alphabetically by States, up to and including Missouri. This week the balance of the States appears.

Presentation of these statistics by THE NEWS completes a survey initiated nearly three years ago. The data is, of course, kept up-to-date by constant additions or eliminations, so that THE NEWS' theatre list is at all times live.

We desire to point out also that our theatre information has been obtained, not only from industry sources, but from expert sources outside. Thus its accuracy is strengthened by checking and re-checking through methods not commonly used by statisticians in the film business. We shall be glad to explain to anyone interested the various steps by which we arrived at these invaluable figures.

ANALYSIS OF MONTANA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	—	—
Group 2	50,000 to 100,000	—	—
Group 3	25,000 to 50,000	1	9
Group 4	15,000 to 25,000	2	8
Group 5	10,000 to 15,000	3	9
Group 6	5,000 to 10,000	6	12
Group 7	2,500 to 5,000	5	6
Group 8	1,500 to 2,500	10	12
Group 9	1,500 and less	50	52
			108

CLASSIFICATION DIVISION

Class A	6
Class B	11
Class C	22
Class D	17
Class E	52
Total	108

ANALYSIS OF NEBRASKA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Omaha)	1	34
Group 2	50,000 to 100,000	1	7
Group 3	25,000 to 50,000	—	—
Group 4	15,000 to 25,000	—	—
Group 5	10,000 to 15,000	3	9
Group 6	5,000 to 10,000	8	17
Group 7	2,500 to 5,000	18	32
Group 8	1,500 to 2,500	26	29
Group 9	1,500 and less	279	279
			407

CLASSIFICATION DIVISION

Class A	9
Class B	19
Class C	36
Class D	64
Class E	279
Total	407

ANALYSIS OF NEVADA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	10,000 to 15,000	1	4
Group 2	2,500 to 5,000	2	2
Group 3	1,500 to 2,500	8	9
Group 4	1,500 and less	8	8
			23

CLASSIFICATION DIVISION

Class A	1
Class B	4
Class C	2
Class D	8
Class E	8
Total	23

ANALYSIS OF NEW HAMPSHIRE THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	50,000 to 100,000	1	11
Group 2	25,000 to 50,000	1	4
Group 3	15,000 to 25,000	2	4
Group 4	10,000 to 15,000	4	12
Group 5	5,000 to 10,000	6	9
Group 6	2,500 to 5,000	15	16
Group 7	1,500 to 2,500	14	14
Group 8	1,500 and less	10	10
			80

CLASSIFICATION DIVISION

Class A	8
Class B	9
Class C	21
Class D	32
Class E	10
Total	80

ANALYSIS OF NEW JERSEY THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Camden 12) (Jersey City 20) (Newark 36) (Paterson 11) (Trenton 16) (Union City 10)	6	105
Group 2	50,000 to 100,000	6	46
Group 3	25,000 to 50,000	4	13
Group 4	15,000 to 25,000	1	2
Group 5	10,000 to 15,000	9	22
Group 6	5,000 to 10,000	33	48
Group 7	2,500 to 5,000	33	51
Group 8	1,500 to 2,500	25	29
Group 9	1,500 and less	35	35
			351

CLASSIFICATION DIVISION

Class A	60
Class B	65
Class C	107
Class D	84
Class E	35
Total	351

ANALYSIS OF NEW MEXICO THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	15,000 to 25,000	1	5
Group 2	5,000 to 15,000	3	6
Group 3	2,500 to 5,000	9	11
Group 4	1,500 to 2,500	6	7
Group 5	1,500 and less	17	17
			46

CLASSIFICATION DIVISION

Class A	5
Class B	3
Class C	8
Class D	13
Class E	17
Total	46

ANALYSIS OF NEW YORK THEATRES

Statement of Information by Population Groups

Number of Theatres in Manhattan	248
Number of Theatres in Brooklyn	249
Number of Theatres in 15 other suburbs of Greater New York	64
	561

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	5	140
Group 2	50,000 to 100,000	5	61
Group 3	25,000 to 50,000	11	49
Group 4	15,000 to 25,000	16	49
Group 5	10,000 to 15,000	17	46
Group 6	5,000 to 10,000	29	35
Group 7	2,500 to 5,000	80	94
Group 8	1,500 to 2,500	60	64
Group 9	1,500 and less	193	193
			1,251

CLASSIFICATION DIVISION

Class A	68
Class B	112
Class C	176
Class D	141
Class E	193
Total	690

GREATER NEW YORK

Class A	106
Class B	79
Class C	190
Class D	186
Total	561
Grand Total	1,251

ANALYSIS OF NORTH CAROLINA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	25,000 to 50,000	4	26
Group 2	15,000 to 25,000	4	19
Group 3	10,000 to 15,000	7	29
Group 4	5,000 to 10,000	13	32
Group 5	2,500 to 5,000	28	45
Group 6	1,500 to 2,500	30	32
Group 7	1,500 and less	72	74
			257

CLASSIFICATION DIVISION

Class A	10
Class B	35
Class C	46
Class D	92
Class E	74
Total	257

ANALYSIS OF NORTH DAKOTA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	15,000 to 25,000	1	8
Group 2	10,000 to 15,000	2	7
Group 3	5,000 to 10,000	3	6
Group 4	2,500 to 5,000	6	9
Group 5	1,500 to 2,500	7	7
Group 6	1,500 and less	232	232
			269

CLASSIFICATION DIVISION

Class A	3
Class B	4
Class C	14
Class D	16
Class E	232
	269

ANALYSIS OF OHIO THEATRES

Number of Theatres in State (March 5, 1926) 816

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	7	322
Group 2	50,000 to 100,000	1	13
Group 3	25,000 to 50,000	10	55
Group 4	15,000 to 25,000	14	45
Group 5	10,000 to 15,000	12	37
Group 6	5,000 to 10,000	43	88
Group 7	2,500 to 5,000	41	54
Group 8	1,500 to 2,500	61	65
Group 9	1,500 and less	144	144
			823

CLASSIFICATION DIVISION

Class A	62
Class B	90
Class C	235
Class D	292
Class E	144
Total	823

ANALYSIS OF OKLAHOMA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Oklahoma City 13)	1	13
Group 2	50,000 to 100,000	1	13
Group 3	25,000 to 50,000	1	6
Group 4	15,000 to 25,000	3	13
Group 5	10,000 to 15,000	7	24
Group 6	5,000 to 10,000	14	39
Group 7	2,500 to 5,000	33	79
Group 8	1,500 to 2,500	40	48
Group 9	1,500 and less	151	151
			386

CLASSIFICATION DIVISION

Class A	9
Class B	29
Class C	65
Class D	119
Class E	164
Total	386

ANALYSIS OF OREGON THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Portland 37)	1	37
Group 2	15,000 to 25,000	1	4
Group 3	10,000 to 15,000	2	7
Group 4	5,000 to 10,000	8	20
Group 5	2,500 to 5,000	11	20
Group 6	1,500 to 2,500	13	16
Group 7	1,500 and less	60	60
			164

CLASSIFICATION DIVISION

Class A	16
Class B	5
Class C	49
Class D	53
Class E	41
Total	164

ANALYSIS OF PENNSYLVANIA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Philadelphia 163) (Pittsburgh 88) (Scranton 22) (Reading 15)	4	298
Group 2	50,000 to 100,000	9	87
Group 3	25,000 to 50,000	6	41
Group 4	15,000 to 25,000	22	74
Group 5	10,000 to 15,000	28	50
Group 6	5,000 to 10,000	74	129
Group 7	2,500 to 5,000	108	137
Group 8	1,500 to 2,500	78	82
Group 9	1,500 and less	121	121
			1,019

CLASSIFICATION DIVISION

Class A	88
Class B	146
Class C	287
Class D	377
Class E	121
	1,019

ANALYSIS OF RHODE ISLAND THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Providence 14)	1	14
Group 2	50,000 to 100,000	1	5
Group 3	25,000 to 50,000	3	12
Group 4	15,000 to 25,000	1	2
Group 5	5,000 to 10,000	5	10
Group 6	2,500 to 5,000	6	8
Group 7	1,500 to 2,500	3	3
Group 8	1,500 and less	6	6
			60

CLASSIFICATION DIVISION

Class A	16
Class B	11
Class C	9
Class D	18
Class E	6
Total	60

ANALYSIS OF SOUTH CAROLINA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	50,000 to 100,000 (Charleston 10)	1	10
Group 2	25,000 to 50,000	1	7
Group 3	15,000 to 25,000	2	9
Group 4	10,000 to 15,000	2	8
Group 5	5,000 to 10,000	9	16
Group 6	2,500 to 5,000	19	22
Group 7	1,500 to 2,500	25	27
Group 8	1,500 and less	26	26
			125

CLASSIFICATION DIVISION

Class A	5
Class B	8
Class C	32
Class D	54
Class E	26
Total	125

ANALYSIS OF SOUTH DAKOTA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	25,000 to 50,000 (Sioux Falls 7)	1	7
Group 2	15,000 to 25,000	—	—
Group 3	10,000 to 15,000	1	6
Group 4	5,000 to 10,000	6	17
Group 5	2,500 to 5,000	6	11
Group 6	1,500 to 2,500	9	12
Group 7	1,500 and less	127	129
			182

CLASSIFICATION DIVISION

Class A	2
Class B	5
Class C	15
Class D	31
Class E	129
Total	182

ANALYSIS OF TENNESSEE THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Nashville 14) (Chattanooga 8) (Memphis 18)	3	40
Group 2	50,000 to 100,000	1	7
Group 3	15,000 to 25,000	1	4
Group 4	10,000 to 15,000	1	2
Group 5	5,000 to 10,000	8	16
Group 6	2,500 to 5,000	36	46
Group 7	1,500 to 2,500	16	16
Group 8	1,500 and less	42	42
			173

CLASSIFICATION DIVISION

Class A	5
Class B	16
Class C	31
Class D	79
Class E	42
Total	173

ANALYSIS OF TEXAS THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Dallas 26) (Ft. Worth 17) (Houston 22) (San Antonio 17)	4	77
Group 2	50,000 to 100,000 (El Paso)	1	15
Group 3	25,000 to 50,000	6	50
Group 4	15,000 to 25,000	6	20
Group 5	10,000 to 15,000	13	42
Group 6	5,000 to 10,000	29	62
Group 7	2,500 to 5,000	60	91
Group 8	1,500 to 2,500	68	78
Group 9	1,500 and less	185	185
			620

CLASSIFICATION DIVISION

Class A	30
Class B	58
Class C	217
Class D	132
Class E	183
Total	620

ANALYSIS OF UTAH THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Salt Lake City 12)		12
Group 3	25,000 to 50,000	1	6

Group 3	10,000 to 15,000	2	6
Group 4	5,000 to 10,000	1	2
Group 5	2,500 to 5,000	13	17
Group 6	1,500 to 2,500	19	19
Group 7	1,500 and less	47	47
			109

CLASSIFICATION DIVISION

Class A	5
Class B	5
Class C	20
Class D	32
Class E	47
Total	109

ANALYSIS OF VERMONT THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	15,000 to 25,000	1	3
Group 2	10,000 to 15,000	2	4
Group 3	5,000 to 10,000	6	9
Group 4	2,500 to 5,000	6	8
Group 5	1,500 to 2,500	15	15
Group 6	1,500 and less	38	38
			77

CLASSIFICATION DIVISION

Class A	2
Class B	8
Class C	17
Class D	20
Class E	30
Total	77

ANALYSIS OF VIRGINIA THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Richmond 17) (Norfolk 11)		28
Group 2	50,000 to 100,000	2	13
Group 3	25,000 to 50,000	3	20
Group 4	15,000 to 25,000	2	6
Group 5	10,000 to 15,000	2	4
Group 6	5,000 to 10,000	9	18
Group 7	2,500 to 5,000	20	26
Group 8	1,500 to 2,500	12	12
Group 9	1,500 and less	81	81
			208

CLASSIFICATION DIVISION

Class A	23
Class B	17
Class C	41
Class D	49
Class E	78
Total	208

ANALYSIS OF WASHINGTON THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Seattle 54) (Spokane 14) (Tacoma 20)	3	88
Group 2	25,000 to 50,000	2	9
Group 3	15,000 to 25,000	3	12
Group 4	10,000 to 15,000	2	6
Group 5	5,000 to 10,000	7	15
Group 6	2,500 to 5,000	15	27
Group 7	1,500 to 2,500	19	21
Group 8	1,500 and less	71	71
			249

CLASSIFICATION DIVISION

Class A	19
Class B	22
Class C	48
Class D	89
Class E	71
Total	249

ANALYSIS OF WEST VIRGINIA THEATRES

	Population of Cities	No. Cities	No. Theatres
Group 1	50,000 to 100,000	2	17
Group 2	25,000 to 50,000	2	12
Group 3	15,000 to 25,000	2	10
Group 4	10,000 to 15,000	3	9
Group 5	5,000 to 10,000	6	15
Group 6	2,500 to 5,000	15	24
Group 7	1,500 to 2,500	51	53
Group 8	1,500 and less	125	125
			265

CLASSIFICATION DIVISION

Class A	7
Class B	22
Class C	36
Class D	75
Class E	125
Total	265

ANALYSIS OF WISCONSIN THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over (Milwaukee 60)		60
Group 2	50,000 to 100,000	1	7
Group 3	25,000 to 50,000	7	44
Group 4	15,000 to 25,000	6	22
Group 5	10,000 to 15,000	5	12
Group 6	5,000 to 10,000	19	34
Group 7	2,500 to 5,000	40	51
Group 8	1,500 to 2,500	33	35
Group 9	1,500 and less	153	153
			418

CLASSIFICATION DIVISION

Class A	22
Class B	32
Class C	129
Class D	91
Class E	144
Total	418

ANALYSIS OF WYOMING THEATRES

Statement of Information by Population Groups

	Population of Cities	No. Cities	No. Theatres
Group 1	100,000 and over	—	—
Group 2	50,000 to 100,000	—	—
Group 3	25,000 to 50,000	—	—
Group 4	15,000 to 25,000	—	—
Group 5	10,000 to 15,000	2	5
Group 6	5,000 to 10,000	3	7
Group 7	2,500 to 5,000	4	5
Group 8	1,500 to 2,500	9	9
Group 9	1,500 and less	26	28
			54

CLASSIFICATION DIVISION

Class A	1
Class B	5
Class C	9
Class D	11
Class E	28
Total	54

Add to Paramount's Short Feature Staff

L. S. DIAMOND, David Sussman and Miles F. Gibbons have joined the short feature department of Paramount, of which Emmanuel Cohen is head.

Mr. Diamond, whose new post is that of assistant to Mr. Cohen, is the former chief of physical distribution and chairman of the efficiency committee of Pathe; he was also president of the Pathe Club. David Sussman's post is that of manager of the short features laboratory. Miles F. Gibbons is to act as special representative of the department of short features. At one time Mr. Gibbons served as branch and sales manager of Pathe shorts.

More Firms Secure N. Y. Charters of Incorporation

Companies incorporating in the motion picture business in New York State and filing the necessary papers in the Secretary of State's office in Albany during the past week, included the following: Sidross Productions, Inc., $10,000, Monroe M. Goldstein, New York City; Bertha Safier, Frank J. Friedman, Brooklyn; E. and D. Construction Co., Inc., $10,000, David Davis, Elias Bloomgarden, Evelyn Berson, Brooklyn; Hearst News Service, Inc., capitalization not stated, Helen M. Cobb, Edith M. Kent, Anna Zeitler, New York City; Terminal Associates, Inc., $100,000, William Brandt, Louis Brandt, Brooklyn; Harry Brandt, New York City.

Bray-Hurd Charging Patent Infringements

A suit against producers of animated cartoons not licensed to use the Bray-Hurd patents is being prepared by the Bray-Hurd Process Company, which charges infringement of patents.

Bray-Hurd and Fables Pictures, the former company states, are the only two companies licensed to produce cartoons under the patents. A license was obtained by Fables Pictures last September in an out of court settlement of the charge of infringement brought against Fables Picture by the Bray-Hurd firm.

Amendment Permits Sunday Shows in Connecticut

The Connecticut Senate has adopted an amendment to the statutes whereby motion picture shows are permitted on Sundays from 2 to 10:30 P.M., subject to local option. The old statute prohibiting Sunday motion picture shows or other entertainment except for educational or charitable purposes, is repealed.

Publix Starts Preparations On Minneapolis House

Preparatory to the construction of the new $2,000,000 theatre planned by Publix for Minneapolis, the wrecking of the building occupying the site has been started. The new addition to the Publix is expected to bring competition to Minneapolis' first-run field.

Edison's Views Scored by Harry Warner

Declares Inventor's Statement Against Talking Pictures Shows Unwarranted Prejudice

Harry M. Warner

IN a recent interview on general topics given by Thomas A. Edison at his Fort Myers, Fla., estate the inventor was queried concerning his opinion of the talking picture, as exemplified in the Vitaphone, as to whether it would "take" in this country. "No, I don't think the talking picture will ever be successful in the United States," replied Mr. Edison, also stating that the idea was not new, for he had made experiments on the project some fifteen years ago. The interview has been given considerable space in the daily papers.

This week H. M. Warner, president of Warner Bros., which is interested in the Vitaphone, issued a statement taking issue with Mr. Edison's views on the "talking picture" in which he takes the stand that the inventor's criticism shows unwarranted prejudice as he (Mr. Edison) is "undoubtedly unfamiliar with exactly what the latest device for synchronizing sound and action has accomplished." With reference to Mr. Edison's experiments of fifteen years ago Mr. Warner declared that the inventor probably discarded the idea, as he had not, at that time, the aids so necessary in the making of a modern talking picture.

In his interview Mr. Edison declared "there are many things needed more than the talking moving picture in these times." This drew from Mr. Warner the question as to whether anything can be "relegated to insignificance when it is endowed with such tremendous educational possibilities as the newest synchronizing invention." Assuming the correctness of the oft-repeated declaration that the motion picture is the only means of universal expression and the medium through which the music of each country will extend all over the globe and you have untold possibilities. "Even if you discount its great power for popular entertainment, the singing or talking pictures would find ample justification in this one faculty of spreading great music," continued Mr. Warner.

He next took up the importance of the instrument as an historical record. "No one will contest the value of such a record, could it have been secured, of Lincoln's Gettysburg address or, more recently, Woodrow Wilson's war message to Congress." In the future, records of such happenings can be kept, thanks to the very device which Mr. Edison would dismiss as having no lasting importance, continued the Warner president and then:

"Such an eminent authority as W. C. Durant, who, as far back as 1908, made the prophetic statement that the day would come when General Motors would be the Steel Corporation of the automobile industry, only last month, in a published interview with financial reporter, B. C. Forbes, had this to say of talking pictures:

"'The thing that has the biggest possibilities of anything and everything I have come across in the last forty years is the Vitaphone.'"

Pool Seeks Use of Photophone; Competition Looms in Field

THAT the five companies who recently named a committee to formulate "a program calculated to standardize systems and methods of synchronizing sound with pictures" will enter the talking picture field in competition with Vitaphone and Movietone is indicated by negotiations now under way with the General Electric Company. These negotiations are for an arrangement for use and development of the Photophone, controlled by General Electric and the Radio Corporation of America.

The Photophone was recently successfully demonstrated at the Rivoli Theatre in New York City and at the State in Schenectady. It is a combination of the Hoxie Pallophotophone and the Hewlett loudspeaker. Its demonstration followed six years of experimentation. By this method of synchronization, sound is reproduced on the film which is projected by an ordinary projector to which a special attachment is made.

Metro-Goldwyn-Mayer, Universal, Famous, Producers' Distributing Corporation and First National are the five companies making up the pool.

"Rough Riders" Premiere at Cohan Theatre, New York, March 15

On Tuesday evening, March 15, Famous Players presents "The Rough Riders" at the Cohan Theatre, New York City. The production, based on the story of the famous First Volunteer Cavalry Regiment, organized by General Leonard Wood and Col. Theodore Roosevelt for the Spanish-American war of 1898, will be shown twice daily.

John Fish Goodrich wrote the screen story from the intimate data supplied by Hermann Hagedorn, personal biographer of Col. Roosevelt, and Victor Fleming directed. The cast includes Noah Beery, George Bancroft, Charles Farrell, Mary Astor, Charles Emmett Mack, Fred Kohler, Col. Fred Lindsay and General Wood and Frank Hopper as Roosevelt.

Keith-Albee Will Have Two Types of Houses

Pictures and Vaudeville in One Group; Other to Run Straight Variety Program

FINDING that many theatres originally planned for the presentation of straight vaudeville have had more success with a policy of variety program and pictures; also with the intention of restoring so-called "big time" vaudeville to its former prestige, the Keith-Albee Circuit has formulated a new policy with the regard to the latter phase that will mean the operation of two types of houses. One group will offer a program of pictures with vaudeville, the other to present high class acts with two performances daily and no films. The Palace, Cleveland. is among those theatres found more remunerative with pictures and vaudeville.

Up to the present time Keith-Albee and the Orpheum Circuit combined have about twenty weeks of straight vaudeville between Portland, Me., and Portland, Ore. Under the new plan K-A and the Orpheum will organize a new division of major variety houses which, extending from Coast to Coast and taking in cities in Canada, will present straight vaudeville in houses of an average seating capacity of 1,500. About forty weeks of straight booking will be offered.

Several million dollars have been set aside as a building fund for the construction of theatres in towns not equipped with suitable houses and for the remodeling of others which are to be transferred to the new policy. In accordance with the new policy the Keith Memorial Theatre in Boston will have its seating capacity cut from 3,600 seats to 2,000 and will become the New England headquarters of "big time" vaudeville. In New York two straight vaudeville houses will be added in Brooklyn and one in the Bronx.

The Majestic in Louisville, the Colonial in Dayton, and the Temple theatres in Rochester and Detroit are among those which will be remodeled to conform to the straight vaudeville plan.

Kennedy Starts Harvard Film Course March 14

Consists of Eleven Discussions by Industry's Leaders; Lectures About Fifty Minutes Each

THE Harvard Graduate School of Business Administration announces that March 14th will inaugurate the series of lectures and discussions by leaders in the motion picture industry, which will form an integral part of its curriculum in the course in Business Policy for the second half-year. This series will be given under the direction of Joseph P. Kennedy, Harvard '12, president of Film Booking Offices.

The first address, "Introduction to Discussions on Motion Picture Industry," will be delivered by Mr. Kennedy on March 14th, and will include a general outline of what it is hoped to accomplish by the lectures. On Tuesday, March 15th, Mr. Kennedy will introduce Will H. Hays, president of the Motion Picture Producers and Distributors of America, who will cover the motion picture industry generally with his topic, "The Motion Picture Industry."

The complete schedule of speakers, together with dates and topics they will discuss, follows:

March 14, J. P. Kennedy, "Introduction to Discussions on Motion Picture Industry"; March 15, Will Hays, "The Motion Picture Industry"; March 17, Jesse Lasky, "Production Management Problems"; March 19, Adolph Zukor, "Executive Management"; March 22, S. R. Kent, "Distribution"; March 24, R. H. Cochrane, "Advertising and Exploitation"; March 26, Dr. A. H. Giannini, "Finance"; March 29, William Fox, "Foreign Development"; March 30, Marcus Loew, "Theatre Management"; March 31, H. M. Warner, "New Developments in Motion Pictures"; April 2, J. P. Kennedy, "The Future of the Industry."

The lectures will run about fifty minutes each. Although Cecil De Mille and Milton Sills were previously scheduled to speak with the others, they have been unable to get away from the Coast in time to be included in the above schedule. They will, in all probability, deliver their lectures in the second or fourth week in April. Cecil De Mille will talk on motion picture directing, while Milton Sills will concentrate on motion picture acting. A definite announcement concerning the lectures to be delivered by these two men will be made shortly.

So far practically no study of the motion picture industry has been made by the school. It is in the hope tha the men who have seen the rapid and phenomenal growth of the industry will be able to isolate from their experience a few typical "cases" to present to the school with the background which they alone can furnish, that this part of the course has been arranged.

All the lectures will be given under the direction of Mr. Kennedy, who will appear at each one. The speakers will be entertained at lunch by Dean Donhan and other members of the Business School Faculty. The talks will be delivered in the new Business School buildings of the George F. Baker Foundation, which were erected from the gift of five million dollars donated by Mr. Baker. The speakers will be shown through the buildings at their visit to Cambridge.

William Smalley, New York Exhibitor, Ill

William Smalley, owner of about fifteen motion picture theatres in Central New York, and who is one of the best known exhibitors in the central part of the state, is seriously ill at his home in Cooperstown, from pneumonia. About three weeks ago, Mr. Smalley had his teeth removed in the hopes that his general physical condition might be benefitted. Mr. Smalley was in Albany about two weeks ago and then went to Utica to consult with his dentist. Word reached Albany last Saturday of Mr. Smalley's present illness.

Will Address Committee for Junior Movies

Carl E. Milliken, secretary of the Hays organization, will speak at a Junior Movie committee luncheon in Albany, N.Y., on Monday, March 21. Mrs. Frank W. Clark, executive secretary of the Junior Movie committee of that city, is in charge of arrangements.

Foreign Third Dimension Inventors on Way Here

Messrs. Emil and Jacques Burkhardt, inventors of third dimension pictures on the screen, will sail March 16 from Cherbourg on the S.S. Olympic for the United States, bringing with them all the necessary paraphernalia for the filming of third dimension pictures.

"The King of Kings" Premiere at Gaiety, New York, April 15

THE Gaiety Theatre, New York City, has been leased by Producers Distributing Corporation for the purpose of housing "The King of Kings" which will be presented there for the first time on the evening of April 15. The lease begins April 10 and the five days preceding the opening will be devoted to the remodeling of the house to screen effects and providing the final rehearsals of Hugo Riesenfeld's orchestra. Dr. Riesenfeld is now working on the musical score in New York after studying his subject at first hand in the Culver City studio, where the De Mille production was made.

Re-Apportionment of "U" Sales Divisions

Metzger Sub-Divides Country into Two Separate Territories; Kramer and Herbel Managers

THE sales organization which, up to the present, has functioned under a three division plan, has been re-aligned so that in the future there will be two sub-divisions, East and West, the Eastern territory taking in Canada, announces Lou B. Metzger, general sales manager of Universal. Earl Kramer, present manager of the Eastern division, will also handle the larger territory and H. M. Herbel, present Western unit head, will control the larger Western district sales.

Metzger stated that the new move is a result of the request of Ralph B. Williams, who has been sales director of the Southern division under the three division plan, that he be transferred to Atlanta with jurisdiction of the Southern territory. Under the new plan Mr. Williams will have charge of the Atlanta, Charlotte, Charleston, Jacksonville, Memphis and New Orleans exchanges. This group will form part of the Eastern division and Williams will act as resident sales director and assistant to Earl Kramer.

Another reason for the move is the fact that Dan Michalove, who has been supervising the Southern exchanges, in addition to his connection with Universal theatres, has become so involved in his theatre work that he asked to be relieved of his sales supervision duties.

In addition to the Southern exchanges listed in the foregoing, Kramer will have under his jurisdiction the following offices: New York, Albany, Philadelphia, Washington, New Haven, Buffalo, Cleveland, Pittsburgh, Detroit, Cincinnati, Indianapolis, and the Canadian exchanges, Toronto, Montreal, Calgary, Winnipeg, St. John and Vancouver. In addition to Williams, he will have two other assistants: Clair Hague, the general sales manager for Canada, and a newly appointed assistant sales director, Phil Dunas, who will have supervision over Cleveland, Cincinnati, Detroit and Pittsburgh.

Herbel, whose Western territory is increased by all the former Southern exchanges West of the Mississippi, now has a territory that embraces the following exchanges: Chicago, Milwaukee, Minneapolis, Des Moines, Sioux Falls, Omaha, Denver, Salt Lake, Butte, Seattle, Portland, San Francisco, Los Angeles and the following Southern exchanges: St. Louis, Kansas City, Dallas, El Paso and Oklahoma City.

He now has two assistant sales directors, D. S. Mitchell, who supervises the Rocky Mountain and West Coast exchanges, and Norman Truog, who has been handling the Missouri Valley group. A third assistant sales director will be appointed for the Western Division and a re-arrangement made in the local supervision of the exchanges East of the Rockies.

First National Sales Drive

Launched Under Direction of Sam Spring; Convention at Burbank in May

FIRST NATIONAL PICTURES, INC., under the guidance of Samuel Spring, secretary-treasurer and chairman of the sales cabinet, has just completed plans for the launching of its sales drive.

Following the affiliation of the Stanley Company of America, the West Coast Theatres and First National, the sales managers, Ned Marin, Ned Depinet and A. W. Smith, Jr., have started the sales field force with a spirited spring-summer drive. President Lieber has sent personal wires to all branch managers.

At the annual Sales Convention, announced for May 20-23 at the Burbank Studios, the salesmen will have an opportunity to see for themselves the productions under way. Elaborate plans for this convention are being developed by John McCormick, general manager of West Coast production, and M. C. Levee, general executive manager. From now until that date the entire sales organization is out to establish new records in what is called an Appreciation Drive. This drive is already well under way.

With the contracts closed during February still coming in, it is announced that sales for the spring and summer pictures are in excess of the quota in all parts of the country.

Attractions available during the next five months include Norma Talmadge in "Camille," two from Colleen Moore, with a third just released and still playing first-run theatres; one Constance Talmadge; two from Harry Langdon; two Milton Sills; one Richard Barthelmess; three Ken Maynard; one Corinne Griffith; Babe Ruth and Anna Q. Nilsson in "Babe Comes Home"; two Johnny Hines; Charles Murray and George Sidney in "Big Bertha," to mention only a few of the outstanding pictures already scheduled. One of the most important releases of the year, regardless of season, will be Robert Kane's "Convoy," a dramatic story based on the part played by the American Navy in the war.

With the spring and summer program all set, the production forces at the $2,000,000 studios at Burbank are concentrating on a line-up of specials and regular releases for the season of 1927-28. It is probable that there will be nine specials during that period, including a super-production of Max Reinhardt's famous stage spectacle, "The Miracle," recently purchased from A. H. Woods for $150,000.

Effort to Change New Jersey "Blue" Legislation Fails

A bill whereby the question of Sunday closing throughout New Jersey would have become a matter of local option was unsuccessful in passing the House of Representatives of the Jersey Legislature, who refused to pass it by a vote of 30 to 27. By the terms of the proposed measure a petition of 18 per cent of the voters would have called a referendum.

"U" Renews Contracts With Montagne and Logue

Edward J. Montagne's contract with Universal has been renewed as has also the contract with Charles Logue. The former is scenario editor of Universal and the latter is in charge of feature comedy scripts under Montagne's supervision.

Kane to Star "Discovery" in $50,000 Story

BOB KANE, producer for First National, believes that Adrienne Treux, an extra whom he recently "discovered," is possessed of real screen ability; he has, therefore, announced his intention of starring her in "Dance Magic," a forthcoming "special" for First National release for which he paid a price said to be $50,000. The story, now running in the Ladies' Home Journal, is by Clarence Buddington Kelland. The scenario is now being made by Adelaide Heilbron. The picture is to be put into work March 21, as soon as Miss Truex arrives from the Coast. Members of the supporting cast will include Ben Lyon, Barbara Stanwick, Sam Hardy, Louis John Bartels and June Collyer, another "find" of Kane's. Victor Halpern will direct with Ernest Haller as chief cameraman.

Fanchon-Marco National Presentation Possibility; Stanley-F. N. Move?

WHAT is seen as a move by the Stanley-First National interests to compete actively with Publix in its presentation policy is the report this week that the Fanchon and Marco presentation circuit may become national in scope. The Stanley-First National group are conferring at present in Los Angeles, and a likely possibililty is the annexation of the West Coast Theatre chain; another reason for the belief is that Harold B. Franklin, now president and general manager of the West Coast chain, in commenting on the Fanchon-Marco report, stated, "Fanchon and Marco have done splendid work for West Coast in the past and West Coast might be expected to extend them every co-operation in any expansion program undertaken."

It is stated that the presentation producers have been approached by Eastern capitalists with a plan for nationalizing the circuit, with Fanchon and Marco to incorporate for a million and a half, a million being retained by the producers and the balance allotted to a syndicate of houses served by the circuit. Fanchon and Marco are at present under contract to West Coast Theatres, which provides presentations for close to three hundred theatres.

Under the reported plan, the presentation acts would go North from Los Angeles to San Francisco, Tacoma, Portland, Seattle and Vancouver. Minneapolis and St. Paul are reported being sought as the next cities on the eastern leg of the circuit. In these cities, Northwest Theatres (Finkelstein & Ruben) faces invasion of Publix and the Fanchon & Marco presentations are expected to be a strengthening factor in meeting this threatened competition. Milwaukee, Chicago and Detroit are seen as next objectives, with the plan eventually extending to all key cities where First National franchise holders are not allied with the Publix group.

Major Edward M. Bowes

Naked Truth Dinner Plans

Major Bowes to Direct Festivities; Burlesque and Comedy News Reels To Be Offered

THE success of the Naked Truth dinner scheduled for the evening of Saturday, April 2nd, at the Hotel Astor, has been clinched beyond all doubt.

This was made evident following an announcement from Walter Eberhardt, president of the A.M.P.A., that the entertainment committee has obtained the consent of Major Edward Bowes, managing director of the Capitol Theatre, to act as director of the festivities.

Additional plans for the affair were made known after a meeting of the committee with Major Bowes at the Ritz-Carlton Hotel, Tuesday, March 8th.

Working with Major Bowes to make the Naked Truth dinner the best ever held in the history of the A.M.P.A. is the entertainment committee, consisting of Arthur James, Hopp Hadley, Hal Howe and Ed McNamee. Tom Wiley is completing the hotel arrangements, and Ken Hallam is getting the properties ready.

President Eberhardt announced that there will be the usual comedy news reel burlesquing the history of the motion picture industry; also there will be a special comedy news reel produced entirely by Rose Pelswick, motion picture critic of the "Journal."

There will be two brief sketches written by A.M.P.A. members. In one sketch the actors will be Ben Lyon, Sam Hardy and Louis John Bartels, the original "Show-Off." Also there will be personal appearances by many celebrities of the stage and screen.

The speakers of the evening will be announced later.

Arrangements to broadcast the Naked Truth festivities by radio to the world at large through Station WJZ have been completed by Al Selig.

One innovation of the dinner will be a double dais, with all of the past presidents of the A.M.P.A. seated on one and all of the speakers on the other.

The tickets at $10 each are going fast, more than 200 selling during the first three days after they were made available.

Those who want them are urged to get action early. Any of the A.M.P.A. officers will sell tickets. Walter Eberhardt may be reached at First National Pictures, 383 Madison Avenue, New York City.

Fountain Square Theatres Formed in Minneapolis

The Fountain Square Theatres Corporation, a new operating company, has been formed in Indianapolis. Louis B. Goulden, president and general manager of the Goulden-Feldman Theatres, Inc., announces that the officers of the new company are Louis B. Goulden, president and general manager; A. H. Feldman, vice-president; Isaac F. Nier, vice-president; Ben Sagalowski, secretary, and Morris Horwitz, treasurer. The company has taken a long-term lease on property on Prospect and Shelby streets, Indianapolis, where the Fountain Square Theatre and Dance Hall and a four-story building will be erected. The store structure will house the 1,600-seat theatre, dance hall, stores and offices, and will cost approximately $750,000. Architecture will be of Italian design. Work will be started the latter part of this month. Frank Hunter is drawing the plans.

U. A. Circuit Takes Over Liberty, Kansas City; Plans 1,000-Seat Theatre

JOSEPH M. SCHENCK, chairman of the board of directors of the United Artists Theatre Circuit, announced this week the tenth link in the announced chain of twenty pre-release theatres where the productions of the United Artists will be shown. The Circuit has taken over the Liberty Theatre, located on Main and Twelfth Streets, Kansas City. The house will be closed shortly and all but the four walls of the present structure will be torn down and a 1,000 seat theatre constructed —the house to be opened to the public September 1.

A modern refrigeration plant will play an important part in the theatre as will also radio connections which will be effected so that members of the United Artists organization passing through Kansas City may broadcast through the Middle West.

Sterling to Make Eight for 1927-28 Season

Eight feature productions comprise the Sterling Pictures line-up for the 1927-28 production year, Henry Ginsberg, Sterling president, announces from Hollywood. Every endeavor will be made, states Mr. Ginsberg, to inject quality in the eight productions, on which he plans to make greater production expendiures than on Sterling pictures heretofore.

The titles on the new Sterling program are "Stranded," by Anita Loos; "It Might Happen to Any Girl," by Cosmo Hamilton; "Pretty Clothes," by Peggy Gaddis; "Outcast Souls," by John Peter Toohey, from his Collier Magazine story, "On the Back Seat"; "Undressed," by John Leeds; "Marry the Girl," by Norman Houston; "Burning Up Broadway," by Wallace Irving and "A Million for Love," by Peggy Gaddis.

Ginsberg will make further announcements on his return to the East, which will be within two weeks.

Mrs. Wallace Reid to Produce for Lumas

Contracts for the exclusive distribution rights to two special productions by Mrs. Wallace Reid have been signed according to telegraphic advice received from the West Coast from Sam Sax, president of Lumas Film Corporation. Mrs. Wallace Reid is also the star of the productions. The two subjects are, "The Satin Woman" and "Hell Ship Bronson"; preparation has already been started on the scenarios and advance production plans. They will be produced under the personal supervision of Mrs. Wallace Reid and will be released in conjunction with another star series, soon to be announced, and a program of coming Gothams.

"White Pants Willie" New Johnny Hines Vehicle

C. C. Burr has secured "White Pants Willie," Elmer Davis' "Liberty Magazine" story, as a vehicle for Johnny Hines. The comedian has already plunged into preliminary work on the forthcoming picture, having given up his plans for a vacation. Both he and Burr are now busily engaged with their scenario and gag staffs, or Peter Milne, Howard Green, Kerrie Clark, Horace Woodmansee, George Amy and Director Charles Hines. To date Burr has made no selections as to Hines' supporting cast. It is expected that the production unit will start work April 1 or thereabouts.

Will Film Life of John Wesley

A new corporation has been organized at Bridgeport, Conn., to make a film of the life of John Wesley, founder of Methodism, at a cost of about $100,000. Incorporators are Paul L. Miller, Frederick E. Morgan and Dwight D. Graves, all of Bridgeport. Most of the shots will be made in England. The scenario was prepared some months ago and has been approved by Methodist bishops, clergymen and laymen. It will be shown for the first time at the Triennial World Conference in May, 1928.

Famous Coast Activities

Eight Productions Completed, Equal Number in Work and Six More Scheduled For Filming

THE Famous Players West Coast studios are at the height of production activity with eight productions just completed, an equal number now in work and six more scheduled for start of filming within a short period.

The six pictures soon to be started by Paramount are: "The World at Her Feet," starring Florence Vidor; "The Head Waiter," starring Adolphe Menjou; "Ten Modern Commandments," starring Esther Ralston; "Drums of the Desert," a Western special; "Rolled Stockings," and "Underworld," the crime drama written by Ben Hecht. The four pictures first named start on March 14 and the latter two about March 21.

The pictures still in production are: "Wings," the roadshow special of the wartime flying men; "The Woman on Trial," starring Pola Negri; "The Way of All Flesh," starring Emil Jannings; "Senorita," starring Bebe Daniels; "Rough-House Rosie," with Clara Bow in the title role; "The Whirlwind of Youth," featuring Lois Moran; "Special Delivery," the Eddie Cantor comedy triumph, "Arizona Bound," starring Gary Cooper.

The eight pictures just completed are: "Children of Divorce," co-starring Esther Ralston and Clara Bow; "Evening Clothes," starring Adolphe Menjou; "The Big Sneeze," with Wallace Beery; "Afraid to Love," with Florence Vidor; "Ritzy," with Betty Bronson in the Elinor Glyn story; "Wedding Bills," starring Raymond Griffith; "Fashions for Women," starring Esther Ralston, and "Too Many Crooks," which marks the return of Mildred Davis to the screen.

Premiere of F.B.O.'s Elks Film at Santa Monica

F. B. O.'s Gold Bond Special, "Moulders of Men," was given its world premiere February 22 at the Santa Monica, Cal., B.P.O. Elks' Lodge No. 906, before one of the largest representative body of Elks in California. A print of the film was rushed to the lodge so that the showing might be staged immediately following the induction of Ralph Ince, director of the films, into the Palisades City Lodge that evening. A screen was erected so that additional showings might be made during the week.

Lodge "906" includes many motion picture notables among its members. Those who signified their intention of attending the showing and initiation were Douglas Fairbanks, a life member of 906; Henry B. Walthall, Jack Curtis, a past exalted ruler; Tommy O'Brien, E. Mason Hopper, Kali Pasha, Darrell Foss, Hughie Mack, Scotty Dunlap, Al Neitz, Jimmy Mason, Michael Ready, Bert Roach, Gus Saville and scores of other "906" members, equally prominent in executive and other motion picture capacities.

Exalted Ruler Arthur C. Verge presided.

Scotia Films Completes Writing of Fourth Story

A story depicting the lives of Scotch fishermen and women and the fourth story that the Scotia Film Company of Hollywood, Cal., will place into work, has just been finished. John C. Fowler, a former leading stock actor in the East and Middle West, is interested in the productions in company with Spottiswoode Aitken, film character actor formerly connected with the legitimate stage of America as well as that of Europe. It is said that strong melodrama and comedy is coupled with original ideas and effects in the making of these stories.

The script of "Tam O'Shanter," another of the Scotia Films, has had many new ideas injected into it in the past few days, it is said.

First National Purchases "Harold Teen," Comic Strip

The world's screen rights to "Harold Teen," the comic strip by Carl Ed, of which it is claimed that it has the widest circulation, continuously, of any similar strip in American newspapers, have been acquired by First National. This same firm recently produced "Ella Cinders," a story woven around another character from the comic strips. The development of a story around the Carl Ed creation is now in process and production will probably be started in the near future.

Kearney Signs M-G-M Contract As Scenarist

Patrick Kearney, author of "A Man's Man," the adaptation of Theodore Dreiser's "An American Tragedy," and other stage productions, has affixed his signature to a Metro-Goldwyn-Mayer contract to write an original story for the screen. He has already arrived in Hollywood from New York and takes up his duties this week at the Culver City plant. This will be his second work for the screen as he adapted the Dreiser story to the screen some months ago.

Paramount Abandons "The Roughneck Gentleman"

Production on "The Roughneck Gentleman," a story of the Arctic planned as Richard Dix's next vehicle, to be directed by Elmer Clifton, has been abandoned due to a change of plans and the shift of production from the Astoria studio to the West Coast.

Ethel Clayton in "The Princess on Broadway"

Ethel Clayton is prominently cast in "The Princess on Broadway," a new Pathe feature which stars Pauline Garon.

Second Swanson Film to Be Made in California

GLORIA SWANSON will produce her second independent production for United Artists, an original story by Ouida Bergere, in Hollywood; she will leave for that locality about three days after the world premiere of her "The Love of Sunya," at the Roxy Theatre, which takes place Friday of this week. It is two years since Miss Swanson made a film in Hollywood.

John Boles has been signed to a long-term contract by Miss Swanson and is to play opposite her in her second production. Albert Parker, director of "The Love of Sunya," and Pierre Bedard, production manager for Miss Swanson, left for California this week to select locations.

Shirley Palmer Chosen for Role in "King Harlequin"

In "King Harlequin," Samuel Goldwyn's forthcoming production, Shirley Palmer will play one of the important roles. Miss Palmer, a Chicago University girl, made her first screen appearance in "Peter Pan," several Hal Roach productions as well as pictures of independent film producers. Goldwyn also signed Cosmo Kyrle Bellew of the New York cast of "Louis the Fourteenth,' who will take the part of Miss Palmer's husband in the "King Harlequin."

Von Sternberg Assigned Gangster Film

Paramount's "Underworld," a story of gangster life by Ben Hecht, will be directed by Josef Von Sternberg, director of "The Salvation Hunters," it has been definitely decided. Arthur Rosson, originally scheduled to direct the feature, was required to handle Betty Bronson's forthcoming film, "Grounds for Marriage," will be unable to finish that production before camera work is begun on "Underworld." George Bancroft and Evelyn Brent have been cast for roles in Hecht's story.

David Brill Managing N. Y. Tiffany Branch

Ed J. Smith, general manager of Tiffany Productions, Inc., has appointed David Brill to the post of sales manager of the New York Tiffany exchange in charge of feature productions, his appointment to take place Monday, March 14. Ben Schwartz becomes office manager and will be in charge of the short subjects department.

Levinson Pacific Division Manager of Vitaphone

Major Nathan Levinson, general manager of radio station KPO, in San Francisco, since 1925, has been appointed to the position of Pacific Division manager of the Vitaphone Corporation. He will make his headquarters at Hollywood, Cal.

Levinson began his radio activities back in 1908, while in the U.S. Navy.

Wid Gunning Will Make "The Crystal Cup"

Wid Gunning, producer of "Babe Comes Home," will make "The Crystal Cup" as his next production for First National. The treatment of the story, a best seller by Gertrude Atherton, is now in the hands of Jessie Burns and Bernard Verhaus.

"Lea Lyon" Finally Cast; Has Change of Title

The three principals in "Lea Lyon," the Viennese play acquired thirteen months ago by Universal, will be played by Mary Philbin, the rabbi's daughter, Ivan Moskine, the prince, and Nigel de Brulier, who will enact the role of the rabbi, originally assigned Conrad Veidt, but which the German star has now relinquished. The different rumors that the Schildkrauts, father and son, and Lya De Putti were to play these three roles are unauthenticated, Universal reports.

The releasing title of "Lea Lyon" has been changed to "The Crimson Hour." Th continuity is now being prepared by Charles Kenyon. The direction will be in the hands of Edward Sloman.

Battle of Waterloo in M-G-M's "Quality Street"

The latter moments of the Battle of Waterloo and the flight of the defeated Napoleon from the field are to be depicted in the Cosmopolitan production of "Quality Street," an adaptation of the Barrie stage play by Albert Lewin and Hans Kraely. The war, however, will only hover in the background of the story. The story is to be directed by Sidney Franklin. The cast includes Conrad Nagel, Emma Dunn, Helen Jerome Eddy, Flora Finch, Margaret Seddon and Marcelle Corday.

Recreating "Aunt Mary" On the Screen

May Robson, Metropolitan Pictures player, is to transfer "Aunt Mary"—her character which she interpreted on the stage for season after season on tour—to the silver screen with the near production by Metropolitan of "The Rejuvenation of Aunt Mary." Zelda Sears has already begun the screen adaptation of the footlight success which will be treated in an ultramodern fashion.

M-G-M Buys "Engaged," New Stage Comedy

William James Hurlbut's "Engaged," a stage comedy of modern New York and Paris, has been purchased by Metro-Goldwyn-Mayer for production in the near future. The play is a new one and has not yet been produced on the stage. It will be presented soon in New York.

Tiffany Now Filming "The Enchanted Island"

The next Tiffany production, "The Enchanted Island," is now being filmed. So far the cast selected includes Henry B. Walthall, Charlotte Stevens, Pierre Gendron, Pat Hartigan and Floyd Shackleford.

Excellent to Produce Four More Walsh Films

STATING his company's plans for the new season of 1927-28, Samuel Zirler, president of Excellent Pictures Corporation, announces that four specials starring George Walsh will be prominent on the program. Four of the athletic star's pictures have already been released by Excellent and two more. "The Broadway Drifter" and "The Winning Oar," are due soon, the former about the middle of this month and the latter about the middle of April.

"U" Filming Important Scenes from "Uncle Tom"

Utilizing over two hundred extras and employing George Siegman, James B. Lowe, Rolfe Sedan and Bill Dyer as the principals, Harry Pollard filmed the auction scene of "Uncle Tom's Cabin." Most of the Southern scenes, filmed on the Mississippi River from Natchez to New Orleans, have been assembled, cut and titled. Other important sequences will be enacted next week.

Because of Carl Laemmle's decision that Harry Pollard would direct "Show Boat," double quick time has been ordered on "Uncle Tom's Cabin."

De Mille Studios Install Overhead Monorails

The De Mille studios have installed on a new stage an overhead monorail tram system, which facilitates the handling of large arc-lights, heavy props, sections of sets, etc., and by which it is possible to carry a weight to any given spot. The stage which has been equipped with the new system is now being used for "Vanity," which Donald Crisp is directing. The other five stages at the De Mille plant are to be similarly equipped in the near future.

Edythe Chapman in Colleen Moore's Next Picture

John McCormick, producer of Colleen Moore's pictures, has signed Edythe Chapman for a supporting role in "Naughty But Nice," the star's next starring vehicle for First National, now in work at the Burbank studio, with Donald Reed in the chief supporting male role. Carey Wilson adapted the screen play of "Naughty But Nice" from Lewis Allen Browne's stage play, "The Bigamist." Millard Webb is directing.

Ernest Torrence Completes "Captain Salvation" Cast

The cast of "Captain Salvation," a Cosmopolitan production which John S. Robertson is directing, was completed this week when Ernest Torrence joined the cast, which now includes some dozen players. The story, based on a tale by Frederick William Wallace, was prepared for screening purposes by Jack Cunningham.

Stages All-Comedy Circus

Scates Campaign in Butte Covers Wide Range of Exploitation Features

THE all-comedy bill has been the object of many remarkable exploitation campaigns, but comparing with the best of them, and far superior to the majority, is the drive recently staged in Butte, Mont., by C. P. Scates, manager, and Walter D. Fleck, publicity chief, of the American Theatre. The films presented included, "Now or Never," "A Harem Knight," "Kitty From Killarney," an Our Gang comedy, "Telling Whoppers," and a cartoon.

The theatre in its first endeavor to create interest published a series of teaser ads in Butte newspapers carrying the line, "Anything Can Happen." This started a week in advance. A tie-up was effected with the Winter Garden, a large local dance hall, which put on a Harold Lloyd similarity contest, with a personal telegram from Mr. Lloyd presenting the cup to the winner.

The American also conducted a Mack Sennett bathing girl contest, the winner, Miss Edith Rowlands, being awarded a cup presented in a telegram from the comedy producer. The contestants appeared at the Winter Garden as well as on the programs at the American. Motion pictures were made of the girls through an arrangement with Pathe News. The bathing girls offered a splendid opportunity for a tie-up with a sporting goods store which gave Jantzen bathing suits to the participants, and brought publicity through window displays.

The American hit upon a novel idea in harnessing the aid of the Postal Telegraph messengers in delivering 5,000 messages to the Butte public.

An important feature of the exploitation was the striking manner in which the theatre front was decorated. Two laughing clown heads were placed at a V-angle on the marquee, and one directly over the box-office. Behind them amplifiers connected with a phonograph, broadcasted an "Okeh" laughing record, which attracted marked attention. The entire atmosphere of the American from the time a patron purchased a ticket, up to the laughing exit from the theatre, carried the laugh idea.

Local Views in Trailer on "It" at Lincoln Theatre

Manager W. S. Perutz made his own trailer for "It," using the reel four weeks in advance of the showing of the picture at the Lincoln Theatre in Lincoln, Neb. The "It" trailer was made up of scenes taken of three well-known people of Lincoln, the title of the reel being, "Do They Have It?" The stunt created wide interest and was used to added advantage later on, when a camera man, without a foot of film in the box, cranked the machine as though photographing crowds in various parts of the town. A sign reading, "Do You Have It?" was hung on the tripod of the camera, with the result that many people believed they were being filmed for the "movies" at the Lincoln.

Ties Up Feature With Local Safety Campaign

As the result of a tie-up with a local safety campaign, the showing of "Michael Strogoff" at the Eckel Theatre in Syracuse, N.Y., enjoyed the benefits of a wide exploitation drive. The event was sponsored by the chief of police and the Chamber of Commerce.

The theatre offered a block of passes as prizes to be awarded motorists cited by the police for their careful driving.

"Request Week" Scores at Des Moines Strand

A stunt which was the idea of Jess Day of the Strand Theatre, Des Moines, and which worked out so successfully that it is being used in a number of other houses of the Blank chain over the state of Iowa, was a Request Week in which seven of the big pictures of former years were returned to the Strand. This popularity contest for pictures resulted in the selection of seven pictures in which "The Miracle Man" won the largest vote. The other pictures which were given large choice were "The Connecticut Yankee," "The Dancing Fool," "Over the Hill," "Tol'able David," "Smilin' Through" and "The Hunchback of Notre Dame." Votes were passed out to the patrons at the theatre to be turned in at the box office while a trailer run on the screen explained the reason for the contest.

"It" in Sales Slogans for Atlanta Window Displays

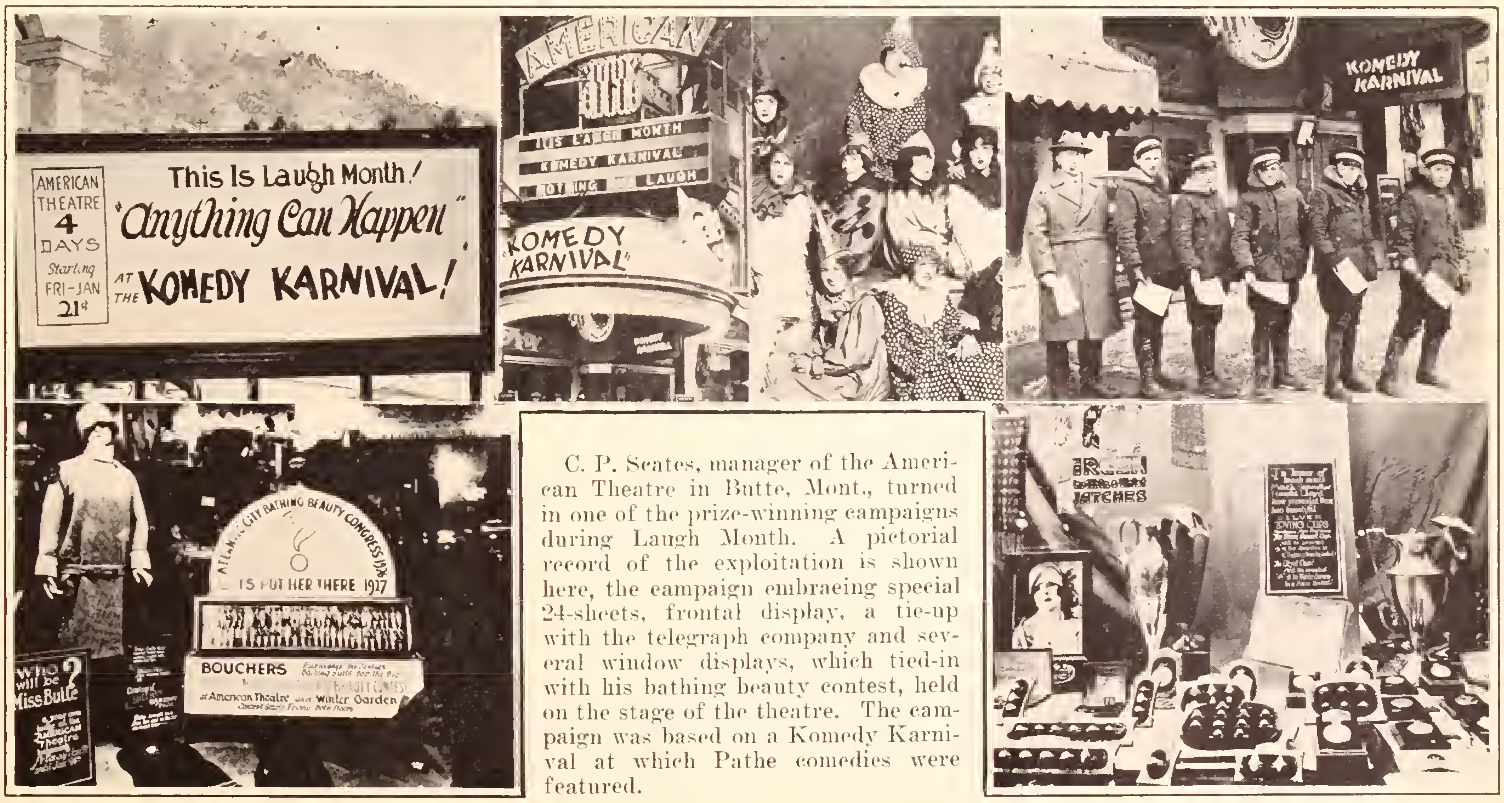
Manager Ernest Morrison pasted, planted, and published news about "It" all over Atlanta and surrounding territory when that film played at the Howard Theatre, Atlanta, Ga.

Tie-ups were secured with a number of the leading local florists, whereby they placed cards in their windows reading, "Say 'It' with flowers, see Clara Bow in 'It' at the Howard."

Girl in Stocks Feature of "Scarlet Letter" Float

Manager Walter League's ballyhoo on "The Scarlet Letter" gave people some conception of Puritan Days—when that film played the Victory Theatre, Denver, Colo.

A young lady impersonating Lillian Gish was placed in stocks, and a man in Puritan attire stood alongside the stocks holding a proclamation and a large bell. The stocks and the two characters were placed on a truck and given a ride all over the city.



C. P. Scates, manager of the American Theatre in Butte, Mont., turned in one of the prize-winning campaigns during Laugh Month. A pictorial record of the exploitation is shown here, the campaign embracing special 24-sheets, frontal display, a tie-up with the telegraph company and several window displays, which tied-in with his bathing beauty contest, held on the stage of the theatre. The campaign was based on a Komedy Karnival at which Pathe comedies were featured.

Key City Reports

New York City

LENT is here in full force, and the grosses at the picture houses are no doubt somewhat smaller than they would be otherwise, though they seem to be holding up well for the most part.

The Capitol rounded out the second week of ‘‘The Scarlet Letter’’ last week with almost exactly the $48,000 predicted for it, which, while not remarkable for the house, made a good showing for the two-week run on the whole.

This week the Capitol is showing ‘‘The Taxi Dancer,’’ which looks good for about the same as last week. A jump in attendance next week is likely, with John Gilbert in ‘‘The Show’’ coming in.

The Strand Theatre, with ‘‘An Affair of the Follies,’’ fell a little short of the $40,000 forecast for it, though the week was good. This week, with Corinne Griffith in ‘‘Three Hours,’’ attendance is strong and a prediction of $40,000 would be a safe one, from all indications.

‘‘Stark Love’’ is proving one of the surprises of the season, reaching almost $9,500 last week in the little Cameo and looking good for $7,500 or $8,000 this week. This is an unusual figure for the house, $5,000 being more common, and has resulted in the film being held for a third week.

The roadshow, attractions seem to be affected by the Lenten season somewhat more than the regular weekly change houses.

Atlanta

LOCAL business was hurt in all houses this week by exceedingly variable weather, which shifted from warm spring days to sudden cold and chilling rains. Saturday cleared, however, proving a boon to all box offices. The outstanding hit of the week was ‘‘McFadden's Flats,’’ at the big Howard Theatre. While its ticket-selling speed was imperiled Tuesday and Wednesday by the bad weather, the picture turned in an excellent week by the time Saturday night's last show had played.

Another hit was ‘‘Footloose Widows’’ at the Rialto. Starting slow, this film built to excellent returns for the week, doing an unusually good Saturday business.

‘‘The Blond Saint’’ at the Metropolitan gave good satisfaction, pleasing patrons and recording fairly well at the box office.

‘‘The Potters,’’ on combination bill at Keith's Georgia, had especial interest because Ivy Harris, the feminine lead, is an Atlanta girl. Picture was liked generally.

‘‘The Music Master,’’ on Loew's Grand combination program, received excellent comments. The three-day change house, the Tudor, slumped badly on ‘‘Johnstown Flood’’ and ‘‘Red Hot Leather.’’ Weather affected this house considerably. ‘‘Stella Maris,’’ two days' first-run at regular second-run Cameo, had poor takings as well.

“Trail of ’98” Unit Has Special Train

A SPECIALLY chartered fifteen-car Pullman, containing Metro-Goldwyn-Mayer's production unit making “The Trail of ’98,” has departed for the Continental Divide in Colorado where the outdoor sequences will be filmed. Charles Dorian was in charge of the party, in which are Clarence Brown, director, an assistant director, two business managers, five cameramen and a dozen technical experts and department managers. Preparations for the production of “The Trail of ’98” are being made on a large scale.

Steamers have been chartered, dog team drivers placed under contract, radio stations installed, and enough railroad equipment leased to provide sleeping quarters for hundreds of players, storage cars, diners, radio stations, hospitals, laboratories, telegraph offices, post-office, projection-rooms, commissaries and recreation halls.

Baltimore

MOVING picture business in Baltimore was affected somewhat during the week beginning Monday, February 28, by the coming of the Lenten season, but while the matinee business for Wednesday, Thursday, Friday and Saturday was somewhat off, surprising as it may seem, the last three days of the week measured up better than the first three in some cases.

The two most talked of pictures in town were ‘‘Flesh and the Devil’’ at Loew's Valencia, which proved a strong drawing card and did excellent business, and ‘‘God Gave Me Twenty Cents,’’ which pulled them in strong at the Rivoli.

‘‘Don Juan,’’ starring John Barrymore with the Vitaphone accompaniment and attractions, did fine business during its fifth week at Warners' Metropolitan and was held over for a sixth week at that playhouse, which is going very strong for Baltimore.

‘‘What Price Glory?’’ did very good during its second week at the Auditorium, a legitimate house at a $1.50 top, while ‘‘Ben-Hur’’ in the second week of its return engagement at Ford's Theatre, a legitimate theatre at $1.50 top, did good also.

‘‘Held by the Law’’ did fairly well at the Garden, while ‘‘Altars of Desire’’ at the New Theatre proved a good drawing card. ‘‘The Unknown Cavalier,’’ with Ken Maynard, pulled them good at Keith's Hippodrome.

The management of the Embassy was distinctly pleased with the business that was done by Lon Chaney in his reissued picture, ‘‘The Penalty,’’ which drew good houses during the entire week.

Hotel Imperial, starring Pola Negri, proved a flop with poor attendance.

Birmingham

AS a whole, business has been satisfactory in Birmingham theatres the past month, due, no doubt, to better-than-ordinary weather conditions prevailing most of the month, together with several strong attractions in the various houses. The neighborhood houses also report good business for the period.

Last week ‘‘It,’’ the Paramount picture starring Clara Bow, packed 'em at the Strand.

‘‘Getting Gertie's Garter’’ was the Empire attraction for last week, and manager-director Cunningham has supplemented it with a number of unit attractions to line up an exceptionally strong program.

Seattle

THE past week in the first-run field was disappointing, with business below the average level in all houses. At the Fifth Avenue Theatre ‘‘The Taxi Dancer’’ and a Fanchon and Marco ‘‘Yachting Idea’’ Revue attracted moderate business. The surprise of the week was the flop of Harold Lloyd in ‘‘The Kid Brother’’ at the United Artists Theatre. The picture was originally scheduled to run three weeks, but was taken off after two weeks of just average business. ‘‘Michael Stragoff,’’ in its second week at the Columbia, fared no better. At the Coliseum ‘‘The Potters’’ did a good box-office business, but this may be greatly attributed to the appearance of the widely-known Creatore as guest conductor of the Coliseum orchestra.

Oklahoma City

BUSINESS in the picture theatres in Oklahoma City was very good last week in spite of disagreeable weather. The Criterion Theare probably led in attendance with ‘‘It’’ for the week run. There was unusually good exploitation given this picture which was justified by the uniformedly full attendance. The Empress usually has a packed house on the Saturday and Sunday that begin its weekly picture, and ‘‘Orchids and Ermine’’ was no exception. The crowds were good here throughout the week. At the Capitol ‘‘Hills of Kentucky’’ ran for the first four days of the week to good business and finished up the week with ‘‘Kentucky Dancers’’ doing well. The Liberty did a good business with ‘‘Summer Bachelors,’’ but not enough to keep it through the week. On Thursday the bill changed to ‘‘Whispering Wires,’’ which made a good week-end showing.

Boston

THEATRES in Boston proper played to unusually large audiences the first three days of the past week. The expected sliding off on Ash Wednesday for the opening of the Lenten season failed to be half as big a bugbear to the picture houses as anticipated. Wednesday business was rather light but came back strong for the balance of the week. Competition continues keen, bringing out good bills. The Metropolitan played ‘‘The Third Degree’’ to packed houses six of the seven days and opened up strong Saturday on ‘‘A Kiss in a Taxi.’’ Loew's State, with ‘‘Flesh and the Devil,’’ played to crowded houses. ‘‘What Price Glory’’ continues to play to audiences taking every seat at the Majestic and holds over. "Faust" continued to fill Loew's Orpheum throughout the week. "Marriage" and "Rubber Tires" were the double features at the twin houses, the Beacon and Modern.

Worcester theatres played to record business the opening of last week with slightly smaller houses on and after Wednesday but with much larger box office receipts than at the same period a year ago. "It" at Poli's filled the house and "Tell It to the Marines" opened Saturday to capacity. "Orchids and Ermines" at the Palace, "The Last Trail" at the Mark-Strand, "Wine, Woman and Song" at the Plaza, "The Wrong Mr. Wright" at the Olympia, "The Magic Garden" at the Capitol, and a generally good program at other houses brought out the crowds.

Hartford continues to report excellent business with no dropping off in attendance during the mid-week. "Let It Rain" at the Palace, "The Mysterious Rider" at Poli's Capitol, "Michael Strogoff" at the Strand, "Flesh and Blood" at the Princess and "The Truthful Sex" at the Majestic are examples of the keenly entertaining programs which made up the week's bills.

Memphis

ON account of inclement weather last week, "Michael Strogoff," the big Universal feature, got away to a bad start at the Pantages Theatre, but Tuesday it hit a stride that augured well for attendance the remainder of the showing. Pantages is commemorating the sixth anniversary of the dedication of his Memphis house.

A switch in the billing of Loew's Palace Theatre from "Kiss in a Taxi" to "McFadden's Flats," was due to the fact that the print on the former was not completed. With only three days' billing, Manager C. B. Stiff declared that Charlie Murray and Chester Conklin are putting "McFadden's Flats" over in good shape. Loew's Palace is the home of Publix.

Manager Sullivan, of Loew's State Theatre, reports big business with John Gilbert in "Flesh and the Devil." Ben Steinback, veteran publicity man, worked out an advertising campaign embracing extra newspaper space and extra outside billing that brought fine results to the Loew vaudeville house.

The Memphis Censor Board three years ago barred Mabel Normand from local screens, but Mabel's recent illness evidently lifted the ban, because two Normand pictures—the last "Raggedy Rose"—went over big on the picture program at the Lyceum, where pictures are run in connection with tabloid musical comedy.

Indianapolis

INDIANAPOLIS movie houses had an off week last week. The touch of pre-spring weather, coupled with Lent, failed to swell box office receipts. "Tell It To The Marines," at the Apollo, was the feature picture of the week. It had a fair run and was held over.

"Winning of Barbara Worth" at the Circle, and "The Show" at Ohio, were the other big pictures. Neighborhood houses reported a drop.

The Vitaphone at the Circle, which made its debut in Indianapolis this week, was the feature attraction for Hoosier movie fans. The $50,000 Vitaphone which will be featured at every show marks a new era of entertainment in this city.

A revision of rates accompanied the announcement. Popular prices continued.

Central Pennsylvania

BUSINESS slightly below the average in practically all the first-run houses in the business center, was Harrisburg's record for the past week. The Colonial's offering, "The Blonde Saint," got away with a poor start early in the week, but toward the end proved to have considerable pulling power.

Only fair box office returns came in from the presentation of "The Red Mill," at Loew's Regent, and although the press reviews were favorable the film did not seem to have enough appeal to fill all the seats even at the night performances.

"The Mysterious Rider" scored fairly well at the Victoria. At the Broad Street Theatre, "The Honeymoon Express" took well. A counter-attraction, that perhaps served to reduce the crowds at the movie theatres, was George White's Scandals, which showed for the last three nights of the week and Saturday matinee at the Majestic.

Albany

THE opening of Lent did not seriously affect business at the motion picture theatres in Albany, Troy and Schenectady, according to owners and managers of the houses. Business held up especially well throughout the past week, with the result that in a number of instances the managers of the larger houses have decided to make a drive for business during the Lenten season and instead of holding some of the bigger attractions for the latter part of April and May, they will show these during Lent.

At the Mark Strand, in Albany, "McFadden's Flats" proved to be one of the biggest drawing cards in many weeks. In all justice, however, to the presentation act, which was Marie MacQuarrie's "Harp Ensemble," it should be said that this act also contributed to the enormous crowds that flocked to the theatre for the six days.

"The Sap," the first of the week at the Mark Ritz, and "Marriage" the last half, did not pull anything remarkable in the way of crowds. "An Affair of the Follies," at the Leland, did only normal business. There was, however, an automobile show running the entire week, that proved strong competition. In Oneonta "Flesh and the Devil," running for four days at the Opera House, did capacity business.

Des Moines

IN connection with the showing of "The Fire Brigade" at the Des Moines Theatre last week it was found that the rather sensational advertising and the tie-up with the fire department, etc., in a number of ways tended to attract a new trade to the theatre that had not hitherto been noticed at this house. On the other hand, regular patrons of the theatre on the first two days did not come in so large a number until by word of mouth advertising they learned that the picture was a very worthwhile feature. The picture did a very fine week's business.

"The Sorrows of Satan" was played up with a good deal of extra newspaper space and did a good bit of business though the picture itself was not entirely satisfactory and did not please generally. The Capitol Theatre has had two very good weeks with "An Affair of the Follies," which was placed with a strong bill. Billie Dove meets with warm approval from Des Moines audiences.

This last week "The Red Mill" has done very well, although the picture itself is a light feature; but, run with the whole bill of splendid offerings at the Capitol, including a fine Publix Stage Show, the picture met with a good reception. The Strand does just about the same average of business whatever is shown. "Women Love Diamonds" probably did as well as any of the pictures, the best on a half-week's run.

Kansas City

"THE PRINCE OF TEMPTERS," the feature picure, went over good and attracted favorable comment all last week by patrons. At the Liberty Theatre "Men of Purpose," a war production, under the auspices of the Veterans of Foreign Wars, was held over for a second week, but attendance did not live up to expectations, business dwindling off at the end of the week.

At the Royal Theatre, however, Clara Bow in "It" proceeded to pack them in all week, making it self-evident that the picture would have to be held a second week. At the Newman "The Red Mill" played only to a fair week's attendance.

If the first week's attendance, backed up by a big business the second week, can be accepted as a barometer, Kansas City has accepted the Mainstreet Theatre's new policy of a movable stage and presentation type of vaudeville unanimously. Gail and Bob Sherwood's orchestra, which predominates throughout the program, has been engaged for a period of sixteen weeks, the vaudeville acts performing in front of the orchestra on the stage, which is 33 feet wide and 15 feet deep, its motive power being an elevator motor. As it now is arranged the stage may be made to move about forty feet. By changing the tracks it may be made to enter from the sides of the proscenium and completely disappear if necessary, the surface being arranged so that it can be constructed at various levels.

Milwaukee

THE beginning of Lent last week made an appreciable difference in theatre business throughout the city. Attendance was a little better on Friday and showed promise of picking up for the next week. The Alhambra with "The Cheerful Fraud," felt the Lenten slump only slightly. "Love's Greatest Mistake," at the Wisconsin, and "Paradise for Two" at the Strand proved popular. "Scarlet Letter," held over at the Merrill for a second week's showing, had fairly good support. An unusually strong vaudeville bill at the Palace Orpheum, with "Jim the Conqueror" as photoplay, took the cream of downtown business and made competition keen.

The neighborhood houses fared better during the week, and according to managers of several outlying houses, business was good.

Salt Lake City

A NEW orchestra is now at the Paramount Empress Theatre. The orchestra is under the direction of Curg Peterson, a prominent Salt Lake musician. The picture shown at the Paramount the week of February 28 was "The Marriage Clause," and is going over very good. In addition to the picture program at this theatre a presentation act is offered by Miss Carol Dore of the Keith and Orpheum Circuit, entitled "A Violinistic Interlude."

Commencing March 3rd, the Paramount Empress Theatre will run "Tell It To The Marines," a Metro-Goldwyn-Mayer production, for a period of nine days.

The presentation act offered at the Paramount Empress Theatre during the showing of "Tell It To The Marines" will be "Around the World with the Marines," a revue participated in by twenty-five people.

Minneapolis

DOWNTOWN business in the Minneapolis theatres was not much better than average last week, despite unusually fine weather, which was a good deal more like April weather than early March. The best picture business was recorded at the State, where George Beban and his company of 27 players appeared in conjunction with the photoplay, "The Loves of Riccardo." This attraction received good reviews in the papers, the "Star" and "Tribune" gave good space to interviews with Mr. Beban, and as a result the State did an excellent business.

Harold Lloyd in "The Kid Brother" did fairly well during his second week at the Strand, but the business was not sufficient to warrant a third week. This is rather unusual, as Lloyd is generally good for three weeks at the Strand. At the Garrick Estelle Taylor in "New York" showed to average houses, and the same may be said concerning Madge Bellamy in "Bertha, the Sewing Machine Girl" at the Lyric.

Business at the leading outlying houses, the Loring, the Rialto, and the Lagoon, was reported good. As a whole, it was a rather lifeless week, with Beban and his company providing the one bright spot on the box office horizon.

Cleveland

WITH the exception of Ash Wednesday, the first-run houses all reported normal business for the past week. "Don Juan" played to capacity houses at the Stillman right up to the final performance of the three weeks' engagement. "McFadden's Flats" maintained its record peak at the Cameo and is being held over at least another week and possibly two more weeks. "The Music Master" packed Keith's Palace both afternoons and evenings. "Altars of Desire" was surprisingly successful at the State. "The Red Mill" did fair business at the Allen. "When the Wife's Away" was a satisfactory comedy feature that topped a well-balanced vaudeville and presentation program at Reade's Hippodrome.

"The World War," official war pictures strung together and presented under the auspices of the American Legion, was such a tremendous success at the Metropolitan that S.R.O. signs were brought out the first day of the run and used every day thereafter.

Rin Tin Tin in "Hills of Kentucky" ran an average for the week at the Park, and "The City" at Keith's East 105th Street, also did average business. The Circle, featuring Vitaphone, offered "Summer Bachelors" as the film attraction. Vitaphone is still sufficient of a novelty in this city to be the main attraction of the program. The picture, however, pleased.

Neighborhood houses reported that the beginning of Lent showed a noticeable falling off of business. Al Sirat Grotto presented the London Hippodrome Circus at the Public Auditorium. Al Jolson was playing at the Hanna and the Marx Brothers were playing in "The Cocoanuts" at the Ohio. Weather was mild. Competition was keen all along Euclid Avenue. The week's business strengthened the theory that a lot of good shows presented simultaneously, stimulate business at all of the theatres.

Ottawa

DOWNTOWN moving picture theatres of Ottawa, Ontario, encountered considerable opposition during the week of February 28 through the staging of two amateur hockey playoffs, which drew record crowds, and a professional hockey game, while an additional counter-attraction was the re-opening of the Capital Theatre for dramatic stock. The picture palaces held their own nicely, however, although business on Ash Wednesday did not come up to expectations. Usually, Ash Wednesday is a government holiday and the 15,000 civil servants in the Canadian capital are free to do what they please. This year, however, the government did not declare a holiday for its employes and matinees were smaller than usual.

B. F. Keith's Theatre, Ottawa, drew well with "New York" and a harmonica contest which was staged by Manager J. M. Franklin. The Regent Theatre had a very popular bill with "Sorrows of Satan," the Delaney-Maloney fight pictures and "The Collegians." Much interest was taken in the boxing feature because of the fact that Delaney is a French-Canadian. The Centre Theatre opened poorly with "The Music Master," but business improved during the week. "The Last Frontier" was a fair attraction at the Imperial Theatre.

St. Louis

DESPITE the advent of the Lenten season the first-run theatres of St. Louis, Mo., enjoyed very satisfactory business during the week which closed on March 4.

The weather was mild on most days and the programs on the screen and stages of the several houses were attractive. Good average crowds resulted.

Sex was the big appeal of most of the pictures and this was played up in the newspaper advertising. This fact caused some unfavorable comment and resulted in an adverse editorial in the St. Louis "Star," which is the leading advertising medium of the local picture houses.

"A Kiss in a Taxi" was on the screen of the Missouri and Bebe Daniels' fans and fanettes were out in numbers to see her do her kissing. At the Grand Central and West End Lyric "Sensation Seekers" pulled their share of the week's business.

In the downtown houses the Ambassador and Loew's State, the attendance was up to expectations. "Valencia" was on the screen at the State and "Just Another Blonde" at the big Skouras house.

Neighborhood houses reported an apparent slump in business after Ash Wednesday. The outlying houses are always more quick to respond to religious seasons.

Hornblow Is Production Aide to Sam Goldwyn

A CONTRACT was this week signed by Arthur Hornblow, Jr., adaptor of the stage production, "The Captive," and during recent years associated with Charles Frohman Company and Robert Milton Company in the production of stage plays, whereby Mr. Hornblow will assume the position of production assistant to Samuel Goldwyn.

Mr. Hornblow leaves Saturday, March 12th, for Hollywood to take up his new duties immediately upon his arrival there. The arrangement calls for Mr. Hornblow being the producer's close personal associate in all matters pertaining to the preparation and filming of Goldwyn productions.

Henry Nathanson Regal General Sales Manager

Henry Nathanson, former special Pathe representative with Regal Films, Limited, Toronto, has been appointed general manager of sales in Canada for Regal in succession to Phil. Kauffman, who has gone to Berlin, Germany, to become Central European sales manager for First National. Henry Nathanson, who is a brother of N. L. Nathanson, managing director of Famous Players Canadian Corp., Toronto, recently returned to Canada from Miami, Fla., where he had been enjoying a vacation.

Arthur Cohen continues as vice-president and general manager of Regal, which distributes Warner Bros., Metro-Goldwyn, Pathe and other products in the Dominion. W. F. Haynor, who has been Metro sales representative in Canada for some time, has been appointed to a new Regal position, that of general sales representative at the Toronto home office of Regal Films.

Ruth Dwyer Leading Lady In Monty Banks Film

Following camera tests of over a score of pretty applicants, Ruth Dwyer has been chosen as leading lady to Monty Banks in the Pathe comedian's "A Perfect Gentleman," production on which has just begun with Clyde Bruckman, director of "Horse Shoes," again wielding the megaphone over Banks. Jean Arthur, Banks' leading lady in "Horse Shoes," could not be secured for "A Perfect Gentleman" because the latter production conflicted with a First National picture in which she was already working.

Ernie Wood, who appeared in "Atta Boy" and "Horse Shoes," will also have an important role in "A Perfect Gentleman."

George Beban Plans School for Thespian Training

Screen aspirants will be trained free of charge at a school in Hollywood, if the plans of George Beban, as outlined in an interview in Minneapolis, come to pass. The actor stated that he would retire from screen and theatrical work at the end of the present season and would open a school to coach at his own expense candidates who aspire to the cinema.

THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Blonde or Brunette	—	—	12	1	72	5,872 Ft.
God Gave Me Twenty Cents	—	3	10	1	66	6,532 Ft.
Hotel Imperial	—	—	6	1	74	7,091 Ft.
It	—	—	3	4	87	6,452 Ft.
Kid Brother, The	—	1	19	4	74	7,654 Ft.
Love's Greatest Mistake	—	—	5	—	70	6,007 Ft.
New York	—	—	5	—	70	6,877 Ft.
Potters, The	—	—	8	1	81	6,680 Ft.
Sorrows of Satan, The	—	4	2	2	57	8,691 Ft.
FILM BOOKING OFFICES						
Regular Scout, A	—	—	7	2	77	5,601 Ft.
FIRST NATIONAL						
Blonde Saint, The	—	3	6	1	64	6,800 Ft.
Lady in Ermine	—	3	8	—	62	6,400 Ft.
Lunatic at Large, The	—	—	5	—	70	6,522 Ft.
McFadden's Flats	—	—	4	1	76	7,846 Ft.
Perfect Sap, The	—	—	5	—	70	5,982 Ft.
FOX						
Auctioneer, The	—	—	7	—	70	5,686 Ft.
Summer Bachelors	—	1	5	1	70	6,782 Ft.
METRO-GOLDWYN-MAYER						
Faust	—	1	8	—	67	8,110 Ft.
Flesh and the Devil	—	—	10	4	79	8,759 Ft.
Johnny Get Your Hair Cut	—	1	4	—	64	6,781 Ft.
Scarlet Letter, The	—	—	6	2	78	8,229 Ft.
Tell It To The Marines	—	—	4	1	76	8,800 Ft.
Valencia	2	2	12	2	64	5,580 Ft.
PROD. DIST. CORP.						
Nobody's Widow	—	1	4	—	64	5,434 Ft.
UNITED ARTISTS						
General, The	—	3	3	—	55	7,440 Ft.
Night of Love, The	—	—	4	3	83	7,600 Ft.
UNIVERSAL						
Butterflies in the Rain	—	3	2	—	52	7,319 Ft.
Cheerful Fraud, The	—	1	7	—	66	6,968 Ft.
Ice Flood, The	—	2	9	—	65	5,747 Ft.
Loco Luck	1	1	4	—	57	4,827 Ft.
Michael Strogoff	—	1	4	—	64	9,315 Ft.
Oh, Baby	—	3	6	—	60	7,152 Ft.
Prisoners of the Storm	1	1	10	—	63	6,102 Ft.
Silent Rider, The	—	—	6	2	78	5,879 Ft.
Whole Town's Talking, The	—	2	8	—	64	6,662 Ft.
WARNER BROS.						
Third Degree, The	—	—	7	—	70	7,647 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,..........

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage.......... Theatre..........

Population of Town.......... City.......... State..........

CLASSIFIED AD SECTION

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Wanted

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FOR SALE, Bell & Howell automatic machine. Model D. Standard film perforator of Chicago, U.S.A. Absolutely new from works with all accessories, available in Paris. Price, conditions from Truchot, Ingenieur, 29 rue des Montiboeufs, Paris.

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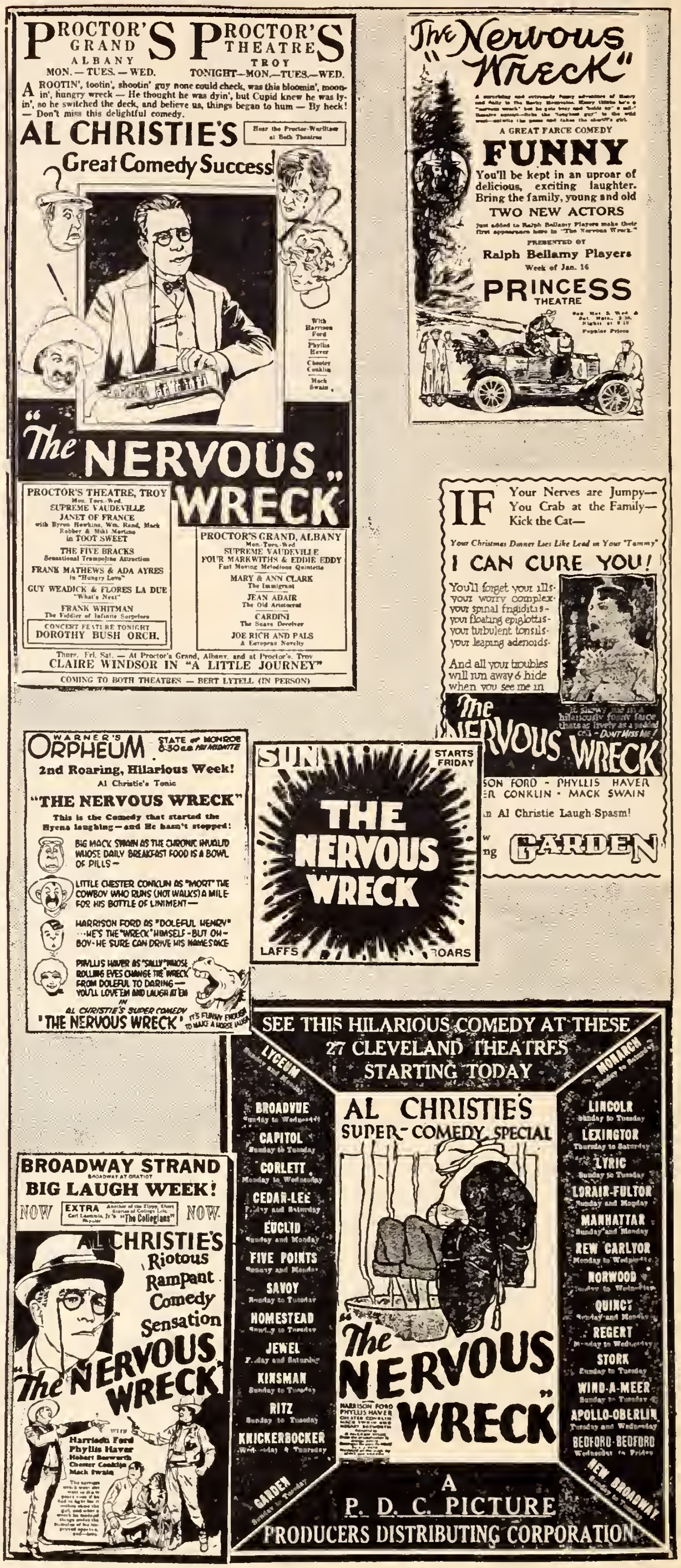

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FRANK MATHEWS & ADA AYRES
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FRANK WHITMAN
The Fiddler of Infinite Surprises
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PROCTOR'S GRAND, ALBANY
Mon. Tues. Wed.
SUPREME VAUDEVILLE
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Fast Moving Melodious Quintette
MARY & ANN CLARK
The Immigrant
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The Old Aristocrat
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A European Novelty

Thurs. Fri. Sat. — At Proctor's Grand, Albany, and at Proctor's, Troy
CLAIRE WINDSOR IN "A LITTLE JOURNEY"
COMING TO BOTH THEATRES — BERT LYTELL (IN PERSON)

The Nervous "Wreck"

A GREAT FARCE COMEDY
FUNNY
You'll be kept in an uproar of delicious, exciting laughter. Bring the family, young and old
TWO NEW ACTORS
just added to Ralph Bellamy Players make their first appearance here in "The Nervous Wreck."
PRESENTED BY
Ralph Bellamy Players
Week of Jan. 16
PRINCESS THEATRE
Popular Prices

IF Your Nerves are Jumpy— You Crab at the Family— Kick the Cat—
Your Christmas Dinner Lies Like Lead in Your "Tommy"
I CAN CURE YOU!
You'll forget your ills- your worry complex- your spinal frigiditis- your floating epiglottis- your turbulent tonsils- your leaping adenoids-
And all your troubles will run away & hide when you see me in
The NERVOUS WRECK
It shows me in a hilariously funny farce that's as lively as a padded cell – DON'T MISS ME!
SON FORD - PHYLLIS HAVER
ER CONKLIN - MACK SWAIN
n Al Christie Laugh-Spasm!
w
ng GARDEN

WARNER'S ORPHEUM STATE at MONROE 8:30 a.m. till MIDNITE
2nd Roaring, Hilarious Week!
Al Christie's Tonic
"THE NERVOUS WRECK"
This is the Comedy that started the Hyena laughing—and He hasn't stopped!
BIG MACK SWAIN AS THE CHRONIC INVALID WHOSE DAILY BREAKFAST FOOD IS A BOWL OF PILLS—
LITTLE CHESTER CONKLIN AS "MORT" THE COWBOY WHO RUNS (NOT WALKS) A MILE FOR HIS BOTTLE OF LINIMENT—
HARRISON FORD AS "DOLEFUL HENRY" ...HE'S THE "WRECK" HIMSELF - BUT OH-BOY- HE SURE CAN DRIVE HIS NAMESAKE
PHYLLIS HAVER AS "SALLY" WHOSE ROLLING EYES CHANGE THE "WRECK" FROM DOLEFUL TO DARING— YOU'LL LOVE 'EM AND LAUGH AT 'EM
IN
AL CHRISTIE'S SUPER COMEDY
"THE NERVOUS WRECK"
IT'S FUNNY ENOUGH TO MAKE A HORSE LAUGH

SUN STARTS FRIDAY
THE NERVOUS WRECK
LAFFS ROARS

BROADWAY STRAND
BROADWAY AT GRATIOT
BIG LAUGH WEEK!
NOW EXTRA Another of the Zippy, Short Scenes of College Life, Carl Laemmle, Jr.'s Popular "The Collegians" NOW
AL CHRISTIE'S Riotous Rampant Comedy Sensation
"The NERVOUS WRECK"
WITH Harrison Ford, Phyllis Haver, Hobart Bosworth, Chester Conklin, Mack Swain

SEE THIS HILARIOUS COMEDY AT THESE 27 CLEVELAND THEATRES STARTING TODAY
AL CHRISTIE'S SUPER-COMEDY SPECIAL
"The NERVOUS WRECK"
HARRISON FORD PHYLLIS HAVER
LYCEUM Sunday and Monday
BROADVUE Sunday to Wednesday
CAPITOL Sunday to Tuesday
CORLETT Monday to Wednesday
CEDAR-LEE Friday and Saturday
EUCLID Sunday and Monday
FIVE POINTS Sunday and Monday
SAVOY Sunday to Tuesday
HOMESTEAD Sunday to Tuesday
JEWEL Friday and Saturday
KINSMAN Sunday to Tuesday
RITZ Sunday to Tuesday
KNICKERBOCKER Wednesday & Thursday
GARDEN Sunday to Tuesday
MONARCH Sunday to Tuesday
LINCOLN Sunday to Tuesday
LEXINGTON Thursday to Saturday
LYRIC Sunday to Tuesday
LORAIN-FULTON Sunday and Monday
MANHATTAN Sunday and Monday
NEW CARLTON Monday to Wednesday
NORWOOD Sunday to Wednesday
QUINCY Sunday and Monday
REGENT Monday to Wednesday
STORK Sunday to Tuesday
WIND-A-MEER Sunday to Tuesday
APOLLO-OBERLIN Tuesday and Wednesday
BEDFORD-BEDFORD Wednesday to Friday
NEW BROADWAY Sunday to Tuesday
A P. D. C. PICTURE
PRODUCERS DISTRIBUTING CORPORATION

Reproductions of representative newspaper displays which some of the first runs used in connection with drives for their presentations of "The Nervous Wreck" (P.D.C.). The range of ideas is especially broad, everything from half-tones to cartoon illustration being used. The ads were used by the following: Proctor's, Albany; Broadway Strand, Detroit; Princess, Des Moines; Orpheum, Chicago; Garden, Milwaukee; Sun, Omaha; and the group display used in Cleveland.

Short Subjects and Serials

Hammons Visiting Educational Studios

E. W. HAMMONS, Educational president, is now paying his annual visit to the studios producing for Educational on the West Coast. Through the formation of Educational Pictures, Inc., he will launch Educational in the production field. All the producing units working at the Educational studios, as well as all the subsidiary exchange corporations, were consolidated recently and Mr. Hammons' company now enters the field of the producers on a large scale.

While in Los Angeles, Mr. Hammons will complete the details of the Educational schedule for 1927-28. He is expected to return to New York within three weeks.

Off On Trip to Secure Shots for ACA Series

Charles L. Glett, director of the American Cinema Association series, the Edgar A. Guest Poetic Jewels, and Walter K. Scott, his scenic photographer, have booked passage to sail on the "Seminole" on Tuesday, for Charleston, S. C., the first stop on their trip of 12,000 miles which will take them over water, land and through the air, their purpose being the photographing of scenic spots on the North American Continent for the series.

The two men, with an automobile load of baggage and supplies and nearly 100,000 feet of unexposed negative film, will go from Charleston to New Orleans and Texas points. From the Southwest they will fly to Mexico. Upon their return to the United States they will resume their motors up the Pacific Coast to shoot Rocky Mountain scenes before heading Eastward.

de Rochemont Assistant Editor Pathe News

Louis C. de Rochemont was appointed this week assistant editor of Pathe News, according to J. E. Storey, assistant general manager in charge of the short subject production for Pathe. Mr. de Rochemont brings with him to Pathe extensive experience gained in the different fields of pictorial activity and travels throughout the world.

Lupino Lane Again Facing Educational's Cameras

Lupino Lane, comedian and star of his own series of Educational releases, is again back in the studio where he will complete his current series of two-reelers. He recently closed a stage engagement with the Hollywood Music Box Revue, and is now working in a comedy written by himself and directed by Charles Lamont.

A quartet of stills from the Pathe comedy, "The Jolly Jilter"

Nine Subjects on Pathe List

Sennett and Roach Divide Honors of Short Feature Program for Week of March 20

PATHE'S premier contributors of two-reel subjects, Hal Roach and Mack Sennett, are represented on the Pathe short feature bill for March 20 with a two-reeler apiece. The Sennett offering is "A Small Town Princess," while the Roach Star comedy bears the title of "Duck Soup." The other Pathe releases for the week are: Pathe Review No. 12, the eighth chapter of the serial "On Guard," "The Frost Line," a Grantland Rice Sportlight, Issue No. 12 of Topics of the Day, "The Magician," an Æsop Film Fable, Issues Nos. 26 and 27 of the Pathe newsreel.

Eddie Cline directed "A Small Town Princess" under the supervision of J. A. Waldron. It features Billy Bevan and Madeline Hurlock, who are assisted by David Manor, Natt Carr, Bud Ross and others. The story is the work of Phil Whitman. Madeline Hurlock is also one of the principal players in "Duck Soup," in which she is co-starred with Stan Laurel. Their support comes from Oliver Hardy, William Austin and James Marcus. Fred Guiol directed under F. Richard Jones' supervision. Will Lambert did the costuming.

Pathe Review No. 12 presents "Teamwork in Art," how art has been allied with modern industry to aid the artist to cast from a completed model; "American National Parks," various views of Zion Park, Utah; "Trapping Wild Game in Africa," the first of a series of pictures made by Charles Charlton, staff cameraman with the Smithsonian-Chrysler Expedition to Tanganyika.

"The Counterplot" is the title of the eighth chapter of "On Guard."

Grantland Rice's "The Frost Line" concerns sports of the snow and ice, of ski and skate. Topics of the Day No. 12 embodies the latest humor and wit culled from the press of the world. "The Magician" is the weekly Æsop film fable. The week's program is concluded with Pathe News Issues, Nos. 26 and 27, visualizing last minute news events from the different corners of the globe.

Circus Rider's First for Educational Finished

"Circus Caper," marking the debut of "Poodles" Hanneford, horseback rider and circus clown, in Educational comedies, has been completed under the supervision of Jack White. His antics riding bareback are featured in this.

Also completed at the Educational studio was "Brain Storms," an Educational-Mermaid which features Clem Beauchamp, George Davis and Phil Dunham. It was directed by Stephen Roberts and Jack White again supervised.

Resume of Current News Weeklies

KINOGRAMS NO. 5271: New Orleans—Enormous crowd of visitors comes to city for 100th Mardi Gras Carnival; Potsdam, Germany—General Reye, Chief of Staff, reviews new Republican "Army"; New York—Babe Ruth gets $210,000 when he signs with Yankees for three years at $70,000 a year; New York—Alexander Kerensky, former Premier of Russia, comes here to carry on his fight against Bolsheviki; Washington—President Coolidge moves to private residence as White House is being renovated; Volterra, Italy—Sculptor fashions bust of the late Rudolph Valentino from pure alabaster; Paris—Fashionable throng sits around coal stoves as Auteuil track is opened in wintry weather; Jersey City—Six city blocks and two piers are destroyed by flames that do $2,000,000 damage; Berlin—Students in College of Sports turn somersaults inside a wheel to keep in condition; New York—Dancers make Broadway crowds gasp by posing on parapet on top of Paramount building.

KINOGRAMS NO. 5272: Tampa—Annual speed boat regatta is witnessed by thousands. New York—De Valera comes here again to promote fight of Irish Republican Party; Crockett, Cal.—750-ton span of biggest highway in the world is safely placed into position; Sagus, Cal.—Race meet for whippets brings together fastest dogs on west coast; Eton, England—Schoolboys enter annual steeplechase and plunge bravely into water jumps; Natural Bridge, Va.—Professor Reeds, of the Museum of Natural History, is swung over side of high natural archway to examine rock formation; Lansdale, Pa.—Biggest pony farm in America displays new arrivals and poses its prize winners; Philadelphia—Firemen's lives are imperiled when giant grain elevator is destroyed by flames.

INTERNATIONAL NEWSREEL NO. 20: New York City—Kerensky, once master of Russia, here as exile; Along Yangtse River, China—Chinese refugees seek safety on river boats; Cleveland, Ohio—Monster bombing planes to be built for Navy; Kissimmee, Fla.—Human "checkers" used in novel intercity match; Orlando, Fla.—Cincinnati "reds" start spring training; Catalina Island, Cal.—Spring training starts for Chicago "cubs"; Washington, D.C.—Billiard champs of many nations in tournament; Conowingo, Md.—Great new dam will rival famous Muscle Shoals; Washington, D.C.—Moving day at White House; Havana, Cuba—Carnival time brings joy to senoritas; New York City—$70,000 a year salary for Babe Ruth; Whittier, Cal.—Dead-shot champion shows his amazing skill; Jersey City, N.J.—Spectacular water-front blaze destroys piers and warehouses; Miami, Fla.—Spring training begins for aerial daredevils.

Six Fox Comedy Units Resume Work

COMEDY activities are in full swing at the Fox Films studio on the West Coast where six companies are now shooting and a number of others getting ready for spring and summer schedules. "A. W. O. L." the five-reel comedy of the war, has been finished and is now being titled and edited by Benjamin Stoloff. Other fun films in work include "Not the Type," a Van Bibber which Jess Robins is directing; "Extra, Extra," starring Jerry the Giant, and "The Midnight Kangaroo," a Jules White production. A new Helen and Warren comedy, with Allan Forrest and Kathryn Perry in the leading roles, is also in work under the direction of Harry Sweet. Ray Flynn has launched another Imperial comedy, while Eugene Forde is cutting and titling "Girls," a new O. Henry comedy, with Richard Walling and Sally Phipps in the leading roles.

INTERNATIONAL NEWSREEL NO. 21: Orleans, Mass.—Roaring seas break big schooner in two. Carquinez Straits, Cal.—Engineering miracle in linking of longest bridge; Avon Park, Fla.—World champion Cardinals whipping into shape; Bradentown, Fla.—"Phillies" show good form in spring work-outs; New Orleans, La.—Huge crowds make merry at Mardi Gras Centennial; San Francisco, Cal.—Rum runner seized far at sea as "Pirate" ship; New York City—Nell Brinkley starts early teaching her son the secrets of her trade; Rome, Italy—Fair daughters of Sunny Italy start wearing pictures of Mussolini on their earrings; Washington, D.C.—Shirley J. Short receives Harmon Air Trophy as foremost aviator; Yakima, Wash.—First spring lambs arrive with vast army of sheep; Washington, D.C.—President on first cruise as Congress session ends; Barnes City, Cal.—Circus folk start training; Mont Blanc, Switzerland — Climbing highest mountain in Europe.

PATHE NEWS NO. 21: South Bend, Ind.—Notre Dame opens campaign for next season's gridiron battles; Berlin, Germany—Champion soccer teams of Germany and France meet for first time since World War; Conowingo, Md.—Nation's largest hydro-electric plant is nearing completion; New York City—Alexander Kerensky, ex-Premier of Russian Republic overthrown by Bolsheviki, faces barrage of cameras on arrival; New York City—Babe Ruth accepts three-year contract with Yankees for total of $210,000; Outside Shanghai—Hard-pressed Northern army receives reinforcements rushed up Yangtse River; Washington, D.C.—Congressional lame ducks adopt feathered fellow sufferers at their get-together; Jersey City, N.J.—Spectacular fire sweeps six blocks of piers; Rama, Nicaragua—At the front with Sacasa's revolutionary force; Conowingo, Md.—Lake 14 miles long will be created to furnish power for 7 giant hydro-electric turbines; Tampa, Fla.—Washington Senators get lots of exercise as they begin to limber up.

PATHE NEWS NO. 22: New York City—Champion bicyclers of world battle for lead in fast-paced six-day grind; New York City—O. H. Caldwell has regular radio household; New York City—Eamon de Valera returns to America after absence of six years; Wakinota, Japan—Flowery Kingdom is transformed into Arctic landscapes as worst recorded snowstorm blankets central provinces; Florida—Golf lures noted players to picturesque Southern courses; Paris, France—Eiffel Tower provides new pictorial thrills as cameramen clamber aloft with workmen; Washington, D.C.—Important legislation is left unfinished by 69th Congress; Eisbee, Germany—Daring amateur drivers race cars over thrilling mountain road; Lakeland, Fla.—Cleveland Indians begin work at their Southern training camp; Bradentown, Fla.—Phillies get down to real hard work at Southern training camp; Washington, D.C.—Shirley Short, star air mail pilot, is awarded Harmon Trophy by President Coolidge; Buffalo, N.Y.—Wide area of South Buffalo is rocked by explosion at paraffin works.

FOX NEWS, VOL. 8, NO. 45: Ashton, Ida.—All the famous drivers and teams of Northwest race on 25-mile course in American Dog Derby; Mexico City—President Calles sees wedding of his daughter to C. Herrera in Chapultepec Castle; Western Oregon—Rivers become raging torrents in heavy rain, imperiling bridges and isolating many factories; Japan—Solemn night ceremony for the deceased Mikado; England—Students of Eton College train (in top hats) to save school and selves in case of fire; Paso Robles, Cal.—First contingent of Pirates don uniforms and start warming-up practice for season; Marie Gambarelli puts her class of toe dancers through intricate steps; Kingston, N.Y.—Where do all trained seals come from? Honolulu—Newest water sport in Hawaii is aquaplaning on Waikiki Canal—with an auto to tow you.

FOX NEWS, VOL. 8, NO. 46: Jersey City—New York Harbor sees $1,000,000 fire destroy docks, ships and trains; Beaulieu, France—Throngs on Riviera see international tennis competition, with Miss E. Ryan of U.S., the star; In the News of Day—Kerensky, first Russian leader after revolution, pays visit to America; New Orleans—Spirit of carnival reigns as thousands of revelers take part in colorful Mardi Gras celebration; Washington—Cue wizards of world gather here to play for balkline billiard title, long held by Willie Hoppe; Germany—Goose-stepping as of old, garrison at Potsdam parades past Gen. Heve, new German Army chief; Florida—Archery as diversion for winter sojourners in South attracts large class of beach beauties; Cannes, France—American all-star polo team triumphs over English quartet in final game of title tournament; St. Petersburg, Fla.—Yankees start training for 1927 season, with their hopes high for another pennant; St. Petersburgh, Fla.—Boston Braves get off to flying start in preparation for 1927 scramble for pennant; Catalina Island—Chicago Cubs open training season for hot fight for 1927 National League pennant; Conowingo, Md.—One of nation's largest hydro-electric power plants nears completion on Susquehanna River; At Sea—Mighty waves buffet *S. S. Munargo* on way down Atlantic Coast.

"Cash and Carry" and "Jail Birds" Two New Christies

"Cash and Carry" and "Jail Birds" are the titles of two new Christie comedies just completed and soon to be released by Educational. The first is an original by Sid Herzig and stars Bobby Vernon with Frances Lee appearing opposite him. The second features Neal Burns and Edna Marion heads the supporting cast. In the Vernon comedy supporting roles are taken by George Hall, George Burton, Phil Salvadore, Jack Gray, Tom Dempsey, Bob North, George O'Dell and Charles Meakin. Walter Graham directed. Bill Irving and Billy Engel are two of Burns' supporting players in "Cash and Carry," which Arvid Gillstrom directed from an original scenario by Frank Roland Conklin.

Lantz Concentrating on "Hot Dog Cartoons"

Putting aside, for a time at least, his "Un-natural History Cartoons," Walter Lantz, artist-animator of the Bray studios, will concentrate solely on the "Hot Dog Cartoons," starring that Lantz creation, "Pete, the Pup." The latest adventure of the canine star was "S'matter Pete?" and the next one, now in production, is "The Lunch Hound." Following this there will be "Pete's Pow-Wow" and "Jungle Belles."

How Schaefer Won Laugh Month Prize

Campaign Embraced Practically Every Known Tie-Up Form

THE exploitation and publicity campaign conducted by David Schaefer at the Central Theatre, Jersey City, which won him the first prize in the Laugh Month contest, was so comprehensive that it would be difficult to find any angle which had not been covered. Business for the house increased 35 per cent. during the Laugh period, states Mr. Schaefer, but the campaign was put over at little expense due to the fact that most of the decorated material was preserved from last year's Laugh Month and the tie-ups were secured through co-operative advertising.

The campaign included use of a screen trailer for two weeks in advance of the special Laugh Week which was the center of the Central's Laugh Month activities; a free co-operative advertising tie-up with all the street cars and buses in Jersey City; endorsements from the Governor of the state of New Jersey, the mayor and other officials of Jersey City, pastors of all denominations and others of importance, which endorsements were used in a full-page newspaper co-operative ad and in other ways.

Mr. Schaefer also distributed 5,000 "Laugh Insurance Policies," arranged a tie-up with the College Humor Magazine in which 5,000 of these magazines were distributed; gave away much valuable merchandise through other tie-ups with dealers; decorated the entire front of the theatre elaborately with electric light festoons and cut-outs; displayed a mechanical clock saying "It's time to laugh," and used a phonograph which continuously played laugh records. The interior of the lobby was profusely decorated; all ushers and musicians were dressed in grotesque laugh costumes. Many other attractive features were arranged, such as balloon and confetti showers in the theatre during the performances, a street parade ballyhoo, souvenirs, etc.

A "Komedy Karnival Week" was featured at the American Theatre in Butte, Mont., in a masterly campaign which won the second prize for Manager C. P. Scates. Teaser ads, contest tie-ups, a Mack Sennett bathing beauty contest, tie-ups with a sporting goods store, distribution of 5,000 telegrams in a tie-up with the Postal Telegraph Company, distribution of 5,000 numbered tickets to school children giving chances on twelve "Our Gang" dolls and attractive lobby displays featured Mr. Scates' comprehensive campaign.

"Oily Bird" New Title of Fourth "Wisecracker"

"Oily Bird" is the title of the fourth issue of the "Wisecrackers" series of F.B.O. It was formerly known as "The Survival of the Fattest." Heading the cast of this H. C. Witwer series are Lorraine Eason, Thelma Hill and Danny O'Shea. Kit Guard and Albert Cooke supply the comedy relief. Del Andrews is directing the series.

Highlights from the Fox Films comedy, "The Last Word," a "Helen and Warren" story

F. B. O. Shorts for March

Eight Comedy Subjects Scheduled for Release; Wide Diversity in Story Material

FILM BOOKING OFFICES' schedule of releases for March includes eight comedy subjects in one and two-reel lengths designed to overcome the relaxation in attendance during the Lenten season.

The list is headed by "Alice the Collegiate," one of the "Alice" series starring Margie Gay. Walt Disney directs these one-reel comedies. On the same day will be released a Standard Fat Men Comedy titled "Old Tin Sides." Joe Rock produced and directed this two-reel comedy which features "Fatty" Alexander, Kewpie Ross and "Fat" Karr. March 7 release.

The fourth of the "Wisecracker" series, titled "Oily Bird," will be released on March 13. This is one of the H. C. Witwer series featuring Lorraine Eason, Thelma Hill and Danny O'Shea; Kit Guard and Al Cooke in support. Del Andrews directed. Next is "Stomach Trouble," a Krazy Kat cartoon released March 14. It is a one-reel subject.

"Why Squirrels Leave Home" is the title of the two-reel Bowers novelty comedy scheduled for the 21st. Bowers produces, directs and plays the lead in this series and his support includes Corinne Powers, Ricca Allen, Eddie Dunn and Koling Kelly. Another March 21st release is "Alice in the Alps," another of the "Alice" series.

On March 27 the fifth of the "Wisecrackers" series goes to exhibitors; it is titled, "Cry and Get It." "The Rug Fiend," a Krazy Kat cartoon, will be shown on the twenty-eighth.

Short Features Building Details Approved

THE specifications for Paramount's new building for short features have been approved and it is the plan of Emmanuel Cohen, production head of the short features department, to start construction on the new building in the near future. It is to be located in the shadow of the Paramount Building, at 344 West 43rd St.

According to Mr. Cohen, the new edifice will be so constructed and equipped as to facilitate the handling of the Paramount News.

The Paramount studio in Astoria, Long Island, will be used during the construction of the new building and at intervals during its occupancy by the Paramount short features department.

Opinions on Current Productions

"Car Shy"

(Fox-Van Bibber—Two Reels)

(Reviewed by Paul Thompson)

HERE is a hectic, action-filled, slap-dash farce-comedy which will evoke many laughs. While it boasts a Richard Harding Davis origin, it would be hard to trace the ancestry to that gifted writer. But that does not matter. Probably undiluted Davis would be caviar to most film fans, while Andrew Bennison and Phil Whitman, scenarists, must satisfy, as they unquestionably do, otherwise Fox would not continue to employ them. The usual formula is employed in this one. "Van Bibber" Earle Foxe is the goat. In this particular picture there has been an unusual number of automobile robberies. The thieves have shown the greatest possible nerve and daring, even stealing a patrol wagon. Van Bibber solves the problem and captures the ring leader. Not that he is bright, but through the famous Van Bibber luck.

While these may not be the most intellectual pictures in the world, they possess the unquestioned merit of much action, good acting and being the cause of many laughs. Not only is Foxe good, but he is ably supported by Ralph Sipperly, Ben Bard, Virginia Bradford and Harry Dunkinson.

Directed by Orville Dull. Supervised by George R. E. Marshall. Story by Richard Harding Davis. Scenario by Andrew Bennison and Phil Whitman. Cameraman King Grey. Released April 10.

"The Magician"

(Pathe-Æsop Fable—One Reel)

THIS is one of the funniest and one of the wildest fables which has been released in months. I have always mentally bowed to the men who can sit back and week after week think out situations and ideas for their animated cartoons and never duplicate. And this is beyond anything that has been dreamed of for months. Start with the premise that Thomas Cat is possessed of magic and then think of what he does with this magic gift. He not only creates out of the air a dress for his beloved but an interchangable car that is an automobile one moment, a motor cycle the next and a bicycle the third. And into a chop-suey joint where the yellow peril is at its yellowist. A pursuit up and down the sides of buildings with countless followers of Confucius after Thomas.

The moral of the tale is so perfectly true: if you look for trouble in this world you do not have to look far because always it is waiting around the corner. This is not the phrasing of the lesson but it is the spirit of the cartoon—PAUL THOMPSON.

"A Small Town Princess"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

THIS is an unusually pretentious two-reeler in the amount of money that obviously has gone into the making. The story, by Phil Whitman, satirizes the movie craze. Madeline Hurlock comes from a small, Middle-West town to Hollywood. She has a movie complex and is one of the 'steen million who are crazy about a typical movie actor, portrayed in this instance by David Manor. She meets him in the movie capitol and also because she finances herself as a Russian princess gets a contract from a pair of movie producers who co-star the two. Billy Bevan, who comes from the same town that she does, is logically given the "go-by" once she has met the actor. He in revenge, because he is supposed to be a Russian Bolshevik, threatens to blow up the office and the producing plant of the movie producers.

Assembled about Bevan and Miss Hurlock is quite an extraordinary company. Names such as Nat Carr and Budd Ross, famous not only in the moving picture world but also in the legitimate theatre, are found in the cast.

Eddie Cline directed, under J. Waldron's supervision. The picture is released March 20th.

"Somebody's Fault"

(Educational-Hamilton—Two Reels)

(Reviewed by Harold Flavin)

IF it were possible, the studio electrician should have his name in the marquee as the star of this production, for it is through his ingenuity that most of the laughs are achieved. Lloyd Hamilton helps considerably, but most of the fun is in the amusing mechanical mishaps occasioned by the tapping of a high voltage wire to produce "juice" for an ordinary lighting system.

Hamilton gets a job as an electrician's helper and together they proceed to repair defective wiring in the home of Estelle Bradley. Hamilton, knowing nothing of electricity, balls up the works to such an extent that the final scene shows the home demolished.

Hamilton, with the studio staff's help, has succeeded in turning out a rather entertaining effort.

"A Perfect Day"

(Educational-Cameo—One Reel)

THEY won't stand up in their seats and cheer for this one, but it will induce a few quiet chuckles. The children will get quite a kick out of the antics of the cast and the props because of the slapstick, but those over twenty-one may find the going slow. George Davis and Phil Dunham visit a girls' school which houses a very pretty miss in the person of Estelle Bradley, likewise a rather homely one—Elfie Fay made up for this role.

Follows the usual mistakes at the dinner table (candlesticks for asparagus tips), the moving of a prop piano, playing the bass fiddle with a sword as the bow, etc. The ending is rather abrupt, but I was satisfied.—HAROLD FLAVIN.

Scenes from "Ten Years Old," an "Our Gang," Pathecomedy release

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"Duck Soup"

(Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

IN the same Pathe release of March 20th with the Mack Sennett comedy, "A Small Town Princess," featuring the beauteous Madeline Hurlock, is a Hal Roach picture in which the same actress plays the leading role. I have seen few pictures in the past several months that have as complicated a plot as this one possesses. Two tramps, seated on a park bench, are about to be picked up by the local police and catapaulted into the forest-fire patrol. Fleeing from their oppressors they take refuge in an aristocratic Beverly Hills mansion whose owner has just left for an African hunting trip. The tramps start to sub-lease the house to an Englishman and his bride. Before they succeed in doing this the owner returns. From this premise you can deduce the rapid-fire fun which Fred Guiol, the director, has created. F. Richard Jones supervised the comedy.

In the company are not only Madeline Hurlock and Stan Laurel, who are starred, but also Oliver Hardy, William Austin and James Marcus.

"Hot Lightning"

(Educational-Mermaid—Two Reels)

(Reviewed by Harold Flavin)

FAST action and the knockabout antics of the male members of the cast are the highlights of this Mermaid production, which features some fairly good comedians. Clem Beauchamp is invited to become manager of a hotel, which he does after experiencing considerable difficulty in gaining entrance. Once he does, the fun begins when the slapstick type of comedy ordinarily seen in productions of this brand is brought into play. Clem and George Davis, aided and abetted by the rest of the cast, succeed in making a shambles of the guests and the rooms before they become the victims of a rain storm accompanied by a gale which finally wrecks the hotel.

"Felix Sees 'Em in Season"

(Educational-Sullivan—One Reel)

A MILDLY amusing effort is projected in this latest Sullivan cat cartoon, which deals with the cartoonist's observance of the arrival of spring through the eyes of Felix. Coincident with the coming of this season is the period in which everyone is afflicted with that mysterious malady known as spring fever. The greater portion of this reel is devoted to pen and ink impressions detailing the efforts of birds, beasts and fish to battle the ennui superinduced by the disease and their failure to overcome it. Felix fares no better, even to the extent of tolerating a mouse.—HAROLD FLAVIN.

Film Fun Contest Winner In New Billy Dooley Comedy

Ruth Perrine's initial work in pictures may be glimpsed in "Dumb Belles," an Educational-Billy Dooley comedy in which the gob comedian has the principal comedy role. Miss Perrine won the recent Film Fun test.

Metropolis

Fantastic and Unusual Film Is Truly Different

(Reviewed by Laurence Reid)

AS different from the usual run of films as "The Last Laugh" and "The Cabinet of Dr. Caligari" is this weird, fantastic and exceptionally interesting product of Ufa—which flies the Paramount banner. The picture is difficult to define. In calling it a sort of dream play one cannot go far wrong. It projects an uncanny idea which appeals to the imagination. The parties involved in making it—these include the players—permit us to peer into the future and see the outcome of it all when man has electrified industry and brought forth the triumph of mechanical power.

The central plot concerns the rebellion of a youth to subscribe to his father's idea that the latter's workers are hopeless plodders chained to menial tasks. It also builds a romance seen in the infatuation of the boy for a girl evangelist. The heroine also experiences some unhappy moments when she is employed by an electrical genius as the model for a mechanical girl.

These points mentioned above provide the skeleton of the plot. But the real interest of the film is found in its camera effects which are truly unique. These present a wealth of graphic shots having to do with electrical and mechanical apparatus. It is certainly rich in photographic appeal.

The Cast: Alfred Abel, Gustav Froelich, Rudolf Klein-Rogge, Theodor Loos, Heinrich George, Brigitte Helm. Director, Fritz Lang. Cameras, Karl Freund, Gunther Rittau.

THEME: Fantastic story of what the future has in store when we are governed by electrical and mechanical puppets.

PRODUCTION HIGHLIGHTS: The marvelous camera shots. The detail. The lighting. The imaginative scenes.

EXPLOITATION ANGLES: Play up as something vastly different. Appeal to all classes—stressing the imagination behind it. Play up its theme and emphasize its mystery, etc.

DRAWING POWER: Should attract all intelligent patrons. For the best houses.

Length, eight reels. Released March, 1927.
Produced by Ufa. Distributed by Famous Players.

Scenes from "Let It Rain," a Paramount comedy drama

A group of dramatic moments from "The Return of the Riddle Rider," a Universal chapter play

Mother

Kathleen Norris' Novel Picturized

(Reviewed by Paul Thompson)

THIS has a lot of the melodrama which most movie-fans love. For a finale there is a train wreck which is most effective and thrilling. In this disaster the mother not only saves her son from a runaway marriage with a flapper but also saves her husband from going through with an affair with a blonde. (Curious how the Anita Loos theory always bobs up in life or plays!) If one were to evolve a line that tells the whole story of this Kathleen Norris novel, made into a picture by J. Leo Meehan, it would be the trite but possibly true line "the woman pays and pays and pays."

Belle Bennett inherits some money. With true feminine and wifely self-sacrifice she uses this money to establish her husband in business. Man-like he forgets the self-sacrifice which she has been capable of and starts to philander with the afore-mentioned blonde. As though this were not enough of a burden for a woman to carry, her son plays the game of the younger generation. That means, if you require an explanation, carrying a pocket flask and seeking the company of flappers and youths of his own age, the "flaming youth" type. He refuses to recognize the danger signal and heads straight for disaster. Then comes the denouement of the train wreck in which not only the son but the husband are rescued.

As said before, it is wild melodrama but quite well done. It is another achievement to the credit of Director Meehan.

The Cast: Belle Bennett, Crauford Kent, William Bakewell, Joyce Coad, Mabel Julienne Scott, Sam Allen, Charlotte Stevens. Director, J. Leo Meehan. Cameraman, Allen Siegler.

THEME: Self-sacrifice of a woman for her husband and son.

PRODUCTION HIGHLIGHTS: Good acting of a well-balanced cast. Melodramatic finale in train wreck.

EXPLOITATION ANGLES: Play up the "mother-love" theme.

DRAWING POWER: Should be good.

Length, 6,885 feet. Released May 1st.
Produced and distributed by F.B.O.

Let It Rain

Humor and Gags Are Fairly Amusing

(Reviewed by Laurence Reid)

THIS picture doesn't provide such a happy occasion for Douglas MacLean as some of his recent efforts. It is quite trivial, always obvious and relies solely upon its gags and humor to score its points. The influence of "We're In the Navy Now" as a mirth provoker is very pronounced here, but it doesn't click with half the appeal—probably because we have seen so much of the marines the past season.

The piece carries more melodrama than what is anticipated in the title. After showing some scenes aboard ship in which the central figure and his boy friend don't take marine life very seriously (they're always cutting up didoes before their superior officers—to say nothing of falling for the charms of a fair visitor) the characters experience plenty of high jinks which alternate with gags and red-hot action.

The marine is assigned to the job of guarding the mails—and the land scenes provide most of the punch. There is some good slapstick employed in capturing the robbers. And the subtitles are pithy and to the point. As for the acting it is competent all the way.

The Cast: Douglas MacLean, Shirley Mason, Wade Boteler, Frank Campeau, Jimmy Bradbury, Lincoln Stedman, Lee Shumway, James Mason, Edwin Sturgis, Ernest Hilliard. Director, Eddie Cline.

THEME: Comedy-Melodrama based upon romantic and humorous adventures in life of marine who wins his stripes in capturing mail robbers.

PRODUCTION HIGHLIGHTS: The scenes aboard the ship. The meeting with the girl. The conflict between the marine and the gob. The slapstick and action aboard the train. The atmosphere. The subtitles.

EXPLOITATION ANGLES: The title can stand a lot of teasing. Bill it as companion piece to "We're In the Navy Now." Use stills of star. Tie up with Legion posts, etc.

DRAWING POWER: Star's popularity, background of story and title should attract them. O. K. for any house.

Length, six reels. Released March, 1927.
Produced and distributed by Famous Players.

Scenes from "Mother," F. B. O.'s screen transcription of a story by Kathleen Norris

Four scenes from the imaginative German film, "Metropolis," which Paramount is distributing

The Return of the Riddle Rider

Arthur Reeve Turns the Trick Again

(Reviewed by Paul Thompson)

SUPERLATIVES one uses sparingly. Consequently, when they are used they have a value that really means something. Only superlatives can do justice to the Universal thriller that marks the return to the screen of that character, "The Riddle Rider," who possesses all the fascination of the unknown which intrigues us all. Granted that we are all children and love a detective story, whether it is written by "Old Sleuth," Gaborieau, Stevenson or Kipling. And from that premise you will deduce the hold that this serial is going to have on the fans who see it. You will emerge, as I did, from the first chapters admiring the kind of brain that can evolve so many complicated situations that you find yourself lost trying to figure out what will happen next and how the hero and heroine will be rescued from the scrapes into which the writer has plunged them.

It is a sort of super-western which not only includes hard riding and all the other things which you associate with that type of picture but also intrigue, politics, a love story and every other ingredient that you can possibly ask for. For a matter of fact there are enough plots and complications to serve for several pictures. From the foregoing, I think, you will gather that I recommend absolutely "The Return of the Riddle Rider."

The Cast: William Desmond, Lola Todd, Tom London, Henry Barrows, Grace Cunard, Lewis Dayton, Norbert Myles, Scotty Mattraw. Director, Robert Hill. Authors, Arthur Reeve and Fred J. McConnell.

THEME: A western mystery serial that deals with political corruption and every other element that you can possibly demand in one picture.

PRODUCTION HIGHLIGHTS: The constant succession of thrills in every chapter. The photography. The ingenuity Arthur Reeve displays in his plot construction.

EXPLOITATION ANGLES: All of the foregoing.

DRAWING POWER: Should be excellent.

Length, ten chapters of two reels each. First chapter released March 8th.
Produced and distributed by Universal.

New York and New Jersey

OF course the following is rated by all good trade papers as "front news," particularly at a time, when a motion picture palace said to be the greatest in the world, is about to open its doors to the public. We refer to the Roxy Theatre—and as it was our privilege to wander through this great playhouse—named after a great showman—it is not entirely out of the way to make a short statement in this column, for surely, it is located in this zone.

The Roxy is everything the owners claim—and that's considerable, if you have perchance followed the trade paper articles and newspaper advertising. The ideas of the architects and those of Roxy, undoubtedly interwoven in the blue-prints, have at last materialized into a monument to the industry that above all is dignified in every sense of the word. Dignified, yet enough flash to satisfy any of those who may wish to escape drab environment.

Space will not permit going into detail here and therefore, but a few points are brought out. One in particular is the illusion of size. Standing on the stage and looking toward the balcony one is prompted to question the 6,200 seats claimed. But our guide replied, "yes, that's what everyone says, but the seats are there—count them if you feel like it." And that was part of the architect's art in designing the Roxy—vastness and intimacy combined.

Backstage is a revelation. There is a huge cyclorama that weighs in the neighborhood of 9,000 pounds and is raised, lowered and shifted by electric motors. All the heavy pieces are moved in this manner. There are big spots and little spots on both sides and in the rear. More different spots than this writer ever saw in any theatre. And don't forget that there is a completely equipped rear projection room for "effects." Except that we might mention that there is a big asbestos curtain that measures a foot in thickness, we will stop right here—for there's no end. Go see for yourselves one of the finest motion picture theatres ever built.

Peter Adams and brother, of Newark, may or may not be planning to increase their theatre holdings, but anyway, they've recently purchased property on Market Street, Newark. At present, they operate the Newark Theatre, Newark, and the U. S., in Patterson.

Marsh Amusement Company has taken over the City Island Theatre, now under construction.

Two motion picture theatres in Brooklyn have closed, owing to the fact that the property owners have other plans in view for the future. One is the Comedy Theatre, Jamaica. owned by J. J. Alterman. This house ceased to function the early part of this week and it is said that the building will be replaced by a large and modern theatre. Fanny Lightstone's Select Theatre, reported last week as about to close its doors, is now definitely said to be out of business, due to the owner having exercised a "sixty day" clause in the lease. It is reported that a Woolworth store will take the Select site. In all probability Exhibitress Lightstone will soon be operating another theatre.

An interesting change of management in a local theatre is Ray Lestrange's appointment to take charge of the New 125th Street, located on 125th, between Third and Lexington avenues, Harlem. This house is a link in the circuit operated by Steiner, Blinderman and Harsten and has had considerable newspaper publicity in connection with certain public officials who were not entirely convinced that a nursery type of entertainment was being shown inside its doors. On account of these officials who every once in awhile visited the house in a none too friendly manner, the box office is said to have suffered, and it will be Lestrange's job to get the house back on a more lucrative basis. This, he is undoubtedly well equipped to do, having had plenty of experience in all phases of the show business, legitimate, vaudeville, road shows and pictures. He has also been a publicity and exploitation man and has been connected with various theatrical enterprises along these lines. His friends wish him success in an endeavor which he has been singularly successful with in the past—that of building up and reorganizing theatres.

Incidentally, it will be recalled that Ray Lestrange's father was "Mike" Lestrange, veteran player who used to don the mask and breast-protector for the Brooklyn Nationals.

The Hudson Theatre, 155th Street and Amsterdam Avenue, closed for a short time on account of a small fire, reopened last Saturday.

Calderone's new Mineola Theatre, equipped by the National Supply Company, will open Friday evening of this week.

The City Hall Theatre was another house recently visited by fire but is again open for business, due to replacement service from National Supply.

Julius Joelson will establish headquarters at 1560 Broadway, March 15, according to report. The present office is at the Crescent Theatre.

The American and Model theatres, Yonkers, are to change over to new ownership about the middle of March, it is said. The future owner is unnamed at the present time and is a newcomer in the motion picture business.

Harry Harris will add another house to his growing circuit when he takes over Leo Brecher's Washington Theatre, 147th Street and Amsterdam Avenue. The house will be closed for the next three weeks to permit alterations.

Another house to be closed for a period of four weeks to make alterations is Leo Och's Costello Theatre.

Joe Hornstein, Eastern zone manager for National Supply, is back from a Chicago business trip. National has moved their big office staff from the third to the fourth floor of 1560 Broadway. This was due to an increase in personnel brought about by business growth.

The new studio of the Kilgen Organ Company, also on the fourth floor of 1560 Broadway, will soon be ready for its formal opening. Broadcasting will occur here in tie-up with National Supply. W. S. O. M., radio station of the Hotel Somerset, will probably be used as the medium.

Chicago

R. V. ANDERSON, general manager of International News Reel, spent a week in Chicago, returning to his New York headquarters on Thursday.

Schoenstadt & Sons, Piccadilly Theatre, beginning March 14th, will change its program twice weekly. It has heretofore been operating on a weekly basis.

Paul Ash is enjoying a well-earned vacation of two weeks in Florida and during his absence Al Kvale is running the show at the Oriental.

Jack Schriever, popular Detroit exhibitor, was a Film Row visitor this week.

Lubliner & Trinz have appointed Jack Evans, formerly of the Woodlawn Theatre, as manager of their Pantheon Theatre. Mr. Evans has already assumed his new position.

J. J. Daily of the Southern Theatre, Oak Park, is back on the job after being confined to the hospital with a bad case of the flu.

Bill Cuddy, exploitation and advertising manager of the Saxe circuit, was here last week looking over the advertising methods of some of the leading Chicago theatres.

L. J. Bennett has taken over the Rialto Theatre at Pekin, Ill., and will be in personal charge of the house.

The Grand Ball and Movie Frolic Committee, headed by Ludwig Siegel, is working hard in preparation for the big event to be held at the Stevens Hotel Wednesday, May 4th. A handsome one-sheet is in the hands of the printer and advertising trailers are being prepared which will be shown at all Chicago theatres. The Movie Ball Committee is to meet with the musical directors from various theatres within the next few days and complete arrangements for the entertainment program which will be an important feature of the Ball. Eddie Grossman has been given charge of the program and it is reported that considerable advertising space has already been signed up. Mr. Grossman is making his headquarters at the Exhibitors' Association of Chicago's office, 845 S. Wabash Avenue.

Divisional Manager Cleve Adams of F.B.O. arrived at his local headquarters Saturday, after a prolonged swing around the circuit, and left again on Monday evening for Milwaukee, where he will remain for several days.

Frank Schaefer of the Crystal Theatre is well again after being confined to his home for several days with an attack of the grippe.

William C. Brockhoff has purchased Seipp's Auditorium at Palatine, Ill., from Manager Brown, and is now operating the house on a three change a week policy.

Bill Jenner, former Chicago exhibitor, and now connected with First National, arrived in Chicago Wednesday, en route to New York. A number of Mr. Jenner's old Chicago friends gave him a hearty welcome.

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48th STREET WEST of BROADWAY, *(Near Times Square)*
Large room, private bath for one - Four Dollars - for Two Five Dollars (serving pantry optional) - - - Restaurant
CURTIS A HALE, *Managing Director*
BOOKLET FREE

Cleveland

THE National Theatre Supply Company's Cleveland office has undergone a complete change of personnel. Leo Dwyer, manager of the office since the taking over of the Theatre Supply Company of which he was president, by the National Theatre Supply Company, has resigned. His resignation became effective immediately. Mr. and Mrs. Dwyer are leaving Cleveland on Monday. They will tour to Florida and remain there several months. Dwyer said he had no plans for the future. George Armstrong has succeeded Dwyer as local manager. Armstrong is well known in these parts. He was manager of the Argus Company, five or six years ago, when that company operated in the Sloan Building. W. C. Denny, also formerly with the Argus Company, is now district manager for the National Theatre Supply Company, covering Cleveland, Cincinnati, Indianapolis, Detroit and Pittsburgh. Frank Masek remains with the organization. Masek headed the Exhibitors' Supply Company prior to its amalgamation with the national organization.

The Gross and Johnson Messenger Service has taken over the operation of the central shipping room of the Film Exchange Bldg., formerly handled by the Paige Brothers.

Bob Pank, who shares honors with Tommy Carroll for the success of the Ohio Booking Offices, formed to present discovery nights at the various local Loew houses, was married last Saturday to Miss Mary Stovering at St. Colman's Church. M. A. Malaney, publicity director for Loew's Ohio Theatres, and Thomas Carroll, manager of Loew's State Theatre, represented the Loew organization at the ceremony. William Sweeney was best man and Katherine Lynch was maid of honor. Following the ceremony, breakfast was served to thirty-five intimate friends of the bride and groom. Stress of business necessitates a postponement of a wedding trip. This is planned for next month, and will include a trip to Cuba, and the Bahama Islands. Pank's marriage was a complete surprise. Always a hound for publicity, he kept this dark right up to the bitter end. Even though he didn't let us in on the secret we shall be broadminded and wish him a thousand years of happiness.

Boys and Wallace, owners and managers of the Ohio Theatre, Alliance, have almost completed their new Alliance house, named the Strand. This is a downtown house with 700 seats. It will be done around May 1st.

Bert Botzum is remodeling the Strand Theatre, Canton. A complete new front is being built. The inner lobby is being changed. New decorations and new equipment have been purchased from the National Theatre Supply Company. And Manager Joe Calla is wearing even a broader smile than usual over the prospects of the rejuvenation.

Milton Korack returned as manager of the New Broadway Theatre, one of the U.-B. chain of motion picture theatres, just in time to celebrate the house's second birthday anniversary. March 6th is the date of the opening of the house, but the celebration will last three days.

William Raynor, manager of Reade's Hippodrome, was in Chicago last week, picking bigger and better acts for his show. Raynor is now offering vaudeville, pictures, presentation and novelties—all for the one price of admission.

Charles Kessler has joined the Lande Film Distributing Corporation.

More than $12,000 was raised as Cleveland's contribution to the Actors' Benefit Fund, in the Statler ballroom, where a special performance was given by Al Jolson and his cast of 500, the four Marx Brothers and Violet Hemming. Seats sold for $25 each.

Charles L. Casanave, president of the Associated Theatres of Ohio, has been in New York for the past two weeks. Business, not pleasure alone, took him there, and some interesting announcements will be made upon his return.

The Sigma Theatre in Johnstown, has changed hands. E. W. Babcock recently purchased the house from A. Tippett.

The Glen Theatre, Cleveland, again comes into the picture. K. A. Naegele, who took over the house about eight months ago, has sold it to Thomas Brannon. And Sam Barck, who formerly owned the Market Square, will manage the house and do the booking for it.

M. B. Horwitz, general manager of the Washington Circuit, did not renew the lease on the Fountain Theatre, Woodland Avenue and E. 46th Street, a house which he has owned and operated for the past fifteen years. H. M. Kaplan, however, has taken a ten-year lease on the building.

George Lefko, office manager of the local F.B.O. Exchange, is eating three meals a day regularly now. His wife has returned from a three months' visit in California.

C. E. Penrod, F.B.O. division manager, spent a few days in the Cleveland office and in the northern Ohio territory last week on his tour of the district.

Robert Cotton, P.D.C. division manager, returned from the company's divisions managers' meeting in St. Louis so pepped up that he immediately staged a division meeting to tell his managers all about it. Henry Zapp came on from Detroit and imbibed of Cotton's enthusiasm. Cotton has dropped the handles he formerly attached to his name and is now known only as the Rear-Admiral. All he needs is a blue suit and a set of brass buttons and then the atmosphere will be complete.

Chester Loewe, manager of the Cincinnati P.D.C. Exchange, is sure out of luck. He was married last week to Miss Ethel Clark, of Chicago, and a few days later was seized with an attack of appendicitis. They brought him to Cleveland for an operation. He is now at Mt. Sinai Hospital, doing as well as can be expected under the circumstances.

J. E. Evans has purchased the Main Theatre, Scoville Avenue and E. 25th Street, from J. V. Wolcott.

Paul Gusdanovic is now managing the Ball Park Theatre, Cleveland, in addition to his chain of houses. He took the house over recently from the Atlas Savings and Loan Company.

Joe Leavitt isn't operating the public projection room of the Film Exchange Building any more. He is now chief operator at the Columbia Theatre, East Ninth Street. His brother Sam, a licensed operator, will run the machines if any one wants a hurry-up job.

Harry Lande, president of the Lande Film Distributing Company, returned from a tour of the division with a pocketful of contracts. "The Red Kimona" is booked to play an extended engagement at the Cameo, Pittsburgh. Lande also closed contracts for the picture in Erie, Newcastle, McKeesport and East Liberty.

The Lincoln Theatre, owned by Messrs. Burton and Crockett, opened last Friday with Vitaphone. This is the first neighborhood house in the city to offer Vitaphone attractions. Big preparations were made for the opening. The entire house was redecorated for the occasion, a new organ was installed, and new equipment throughout.

Central Penn

AFTER serving for one year as manager of the Savoy Theatre, Bethlehem, Fred Lidman has been transferred to manage the Embassy in Baltimore. He succeeds Benjamin Gutterson, who goes to the Bethlehem post.

A new and higher schedule of prices of admittance has been adopted by leading picture houses of Allentown, including the State and Rialto, operated by the Wilmer & Vincent Company, and the Strand, owned by Dr. Ben J. Stuckert. The increase is ten cents, making matinee prices 35 cents and night prices 50 cents.

Announcement is made that the Majestic Theatre, Harrisburg, a Wilmer & Vincent house that has been devoted throughout the winter to motion picture spectacles of the type of "The Big Parade," and to legitimate shows, will open a season of stock beginning March 21st. A stock company to be directed by Morgan Wallace has been engaged for a long run.

The remodeled Theatorium, one of the oldest picture houses in Lebanon, has been completely remodeled and reopened under the name of the Aldine. The original theatre was opened *22* years ago by C. Jackson, father of the present lessee. John S. Richard has been made house manager.

The wife of William Quigley, manager of the State Theatre, at Nanticoke, died on February 23rd after a long illness.

The position of advertising manager of the George Bennethum theatres in Pottstown, and the management of one of these houses have been given to J. F. Barrett, who managed the Karlton in Quakertown until the Bennethum interests sold the latter theatre to the East Coast Theatres Company.

Lee Levy, who for seven months was exploitation manager for the Wilmer & Vincent theatres in Reading, has been transferred to act in a similar capacity for the company's theatres in Harrisburg. Mr. Levy has been placed in direct charge of publicity for the Victoria and Colonial, downtown picture theatres, and will have supervisory work in connection with the Grand and Capitol, neighborhood picture houses, the State, vaudeville and pictures, and the Majestic, legitimate and stock, where picture spectacles are also sometimes shown. He has been succeeded in Reading by William Mendelssohn, formerly publicity man for Paramount in Philadelphia and vicinity.

Charles Jones, house manager of the Colonial Theatre, Harrisburg, has been placed in charge in a similar capacity, of the Victoria, succeeding at the latter house Mr. O'Kelley, who resigned to open a theatre of his own in West Virginia.

The contract for the erection of a new theatre at Pine and Jefferson streets, Williamsport, has been awarded to William E. Springman, of that city, for M. Ciciarelli, of 141 Pine Street, Williamsport.

Plans have been announced for improvements at the Feeley Theatre, Hazelton, to include the installation of a new pipe organ and the redecorating of the entire interior.

New England

LLOYD G. DEL CASTILLO, concert and solo organist at Loew's State Theatre, Boston, has opened a studio in the State Theatre building.

A strike of stage hands and musicians of the Castle Square Theatre, recently shifted from stock to pictures, took place Tuesday when a repertory company appeared to give two programs and were found not to be members of the union. The programs were not given. The walk-out did not affect the other performances.

The Plymouth Theatre, Boston, together with the stores, 129-145 Stuart Street, have been purchased by the trustees under the will of Alexander Cochrane. The property is assessed for $485,000. George S. Winslow of the Eliot Street Trust was the grantor.

Adoniram Judson Ramsdell, 79 years old, father of E. Oliver and George A. Ramsdell and associated with them in the management of the Granada and Orpheum theatres in Malden, Mass., and the Beverly and Larcom theatres in Beverly, Mass., passed away at his home in Malden, Mass., Friday, March 4th, of pneumonia.

Keith-Albee's Bijou Theatre, Washington Street, Boston, has reopened after extensive alterations and improvements extending over several weeks. The famous waterfall-stairway is again rippling down from somewhere above. The main floor has been lengthened, the boxes have been removed to give added room and the whole has been redecorated. The policy will be double features twice a week.

William G. Means, Jr., whose Opera House was destroyed by fire at Machias, Me., a month ago and who has started erection of a new and modern motion picture theatre in that city, has reopened the Gem Theatre as a motion picture house until the new theatre is completed. He has renamed it the Colonial Theatre.

D. J. Shea has opened his Community Theatre at Turners Falls, Mass., and will operate it in connection with a circuit which he now controls. The theatre seats about 800. It is unusual in design, being of limestone on the first story and tapestry brick on the second story, with a decidedly Colonial design of architecture. The theatre cost about $75,000.

Boston Theatre Managers' Club will hold its annual benefit performance March 11 at the Colonial Theatre, Boston, and stars from all of the attractions in Boston will attend. Jack Donohue will be master of ceremonies. Treasurers of almost all of the Boston theatres are members.

Natt Silver, manager of the Franklin Park Theatre, Boston, has resigned and has been succeeded by Al Laurie. Henry Denning has resigned as manager of the Criterion Theatre and J. MacNaughton has resigned as manager of the Rivoli Theatre, Roxbury, Mass. Harry Wasserman, present manager of the Dudley Theatre, will also have charge over the Criterion and Rivoli theatres for the present. All of these theatres are part of the New England Theatres Operating Company's circuit.

Sam Moscow, sales manager of Independent Films, Inc., of Boston, is on a two-weeks' business trip to Western Massachusetts.

Mystic Theatres Co. Inc., Boston, has organized with a capital of $50,000. Incorporators are John P. Jackson, Jr., and Frank V. King, both of Medford, and Mildred B. Eaton of Roslindale, Mass.

Bids have closed for the new theatre at Saco, Me., to be erected by the Saco Mutual Fire Insurance Co., at Thornton Avenue and Main Street. The structure will be one story, 109 by 100 feet.

New Riverton Park Co. has been organized at Portland, Me., with a capital of $120,000. Henry Cleaves Sullivan is president and Mary E. Costello is treasurer. The new enterprise will remodel the recreation park and will build a modern motion picture theatre there.

Cambridge, Mass., will have another new theatre, to be built at 1996 Massachusetts Avenue from plans by George Nelson Jacobs. It is understood the theatre is being erected by local capital and that a lease has already been signed for a period of years, but the lessee's name was not made public at this time.

Louis W. Richmond, formerly general manager of the Winchester Amusement Company which operates three Springfield, Mass., theatres, has acquired the Bijou Theatre, one of the best known family theatres in the State. He acquires it for a period of six years with privilege of renewing his lease for another six-year term. He secured the lease from Abraham Goodside, who also operates the Capitol. A corporation is now being organized to operate the theatre and to acquire additional theatres for the formation of a circuit in Central and Western Massachusetts. First-run pictures will be shown. Plans are being prepared for extensive alterations to the Bijou during the summer. The Bijou is an established theatre, seating about 1,000, and was for some years the only large motion picture theatre in Springfield.

St. Louis

MARCUS LOEW, president of Loew's, Inc., has offered the use of Loew's State Theatre to the St. Louis Symphony Orchestra Society for use during the remainder of its season. The orchestra has been using the Odeon Theatre, damaged by fire on March 2. The fire left the orchestra homeless. It is understood that Mr. Loew's offer will not be accepted.

Erection of a St. Louis Hall at the Anatolia College, in Salonica, Greece, has been assured by a pledge made by Spyros Skouras, head of Skouras Brothers Enterprises, St. Louis, Mo., who has offered to raise $40,000 to $60,000 for that purpose.

Announcement of Skouras' offer was made by George W. White, president of the college, in an address before the St. Louis Chamber of Commerce. The funds raised will be used either to build a boys' dormitory or a boys' school.

Anatolia College, prior to the World War, was located in Marsovan, Turkey, and was expelled by the Turks.

St. Louisians of Greek extraction and other residents of the city are expected to contribute to the fund to be raised by Skouras.

The sales conference held by the Producers Distributing Corporation at Hotel Coronado, St. Louis, Mo., February 26 to March 2, proved highly successful and was attended by district managers, branch managers and salesmen from Des Moines, Kansas City, Omaha, Chicago, Minneapolis, Dallas, New Orleans, Oklahoma and St. Louis.

Home office officials on hand were: John C. Flinn, vice-president; Arthur G. Whyte, manager of distribution; William J. Morgan, sales manager; Ralph Clark, assistant sales manager; Frank Pope, director of publicity; Haydn Duke, assistant secretary, and L. W. Kniskern, home office representative.

The American Theatre, Cambria, Ill., has closed.

The West End Theatre, Shelbyville, Ill., is dark.

B. Struth has taken over the Liberty Theatre, Carbondale, Ill.

M. Cravens has opened the theatre at Arabella, Mo.

H. C. Garritt is in charge of the Lyric Theatre, Kennett, Mo.

The Joy Theatre, Little Rock, Ark., is now operating on Mondays and Saturdays.

The Tokio Theatre, Morehouse, Mo., is running a two-days-a-week schedule.

The Silex, Silex, Mo., is due to open about April 17.

The Princess Theatre, Lexington, Tenn., has closed. The Star Theatre, Tuckerman, Ark., is also closed temporarily.

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Minneapolis

THE Finkelstein & Ruben Pep Club recently gave a ball, "A Night at the Moulin Rouge," in the Flame Room of the Hotel Radisson. The guests, numbering about 1,500 persons, included actors and actresses on the current theatre bills and those connected with the theatrical profession in Minneapolis. Prizes were awarded for the most elaborate costumes and special entertainments were furnished under the direction of John D. Williams.

The Columbia Pictures Corporation of Hollywood has offered to stage an historical pageant in the new Minneapolis auditorium dealing with Minnesota events. W. D. Bugge, manager of the auditorium, has taken the offer under consideration. The cost of the pageant would be about $25,000. W. H. Branch, an officer of the Columbia Pictures Corporation, has suggested using several movie stars for leading roles. The auditorium will be completed next summer at a cost of $3,000,000.

Officials of the Lundoff-Bicknell Company, Chicago contractors, have announced that more than 400 Minneapolis workmen will be employed in the construction of the new $2,000,000 theatre at Ninth and La Salle, on which work was started the first of this month. The new theatre has been leased for 25 years by the Famous Players-Lasky Corporation from the Minneapolis Theatre Corporation and will seat 4,200.

The contractors have announced that sub-contracts for a very large part of the work will be let to Minneapolis firms. The contract for the wrecking of the gasoline station and old stone house on the lot, which is already under way, was let to the Northwestern Lumber & Wrecking Company. A temporary office building will be constructed immediately near the work by the Lundoff-Bicknell Co.

Fred Coughlin, manager of the Astor in Duluth, is getting along nicely following a recent operation. He hopes to be back on the job before long.

Leland McEwen, organist at the Garrick, Duluth, is now broadcasting a program every Friday night over WEBC, the Duluth radio station.

Wyman Carey, pianist in the orchestra of the Garrick Theatre, Duluth, is the father of a baby girl born on Washington's birthday.

The employes of the Park and State theatres in Austin, Minn., recently formed what is known as the F. & R. Booster Club. It is made up of the employes and their families and will meet on the first Wednesday of each month. Programs will be furnished by the various divisions of the theatre—management, stage and orchestra. A dance followed the first meeting, and lunch was also served.

Because of a delay in the installation work it has been necessary to postpone the presentation of the Vitaphone at the F. & R State Theatre in Minneapolis. It is expected that it will be possible to present the Vitaphone the latter part of the week.

The F. & R. Luncheon Club of St. Paul gave a very successful party at the Tower Ballroom, February 26. The program started promptly at 10:00 P.M. and continued until the early morning with entertainment, dancing and luncheon. During the evening President Jim Stroud announced that the second annual Vodvil Dance, sponsored by the club will be held at the Coliseum ballroom April 18. The money from this source will be used in staging the convention of F. & R. managers, which is to be held in St. Paul next summer.

Henry Lehr, a banker of Roscoe, N.D., has purchased the Roscoe Theatre from Robert Hines, owner of the Hines Theatre at Loyalton, N.D.

Finkelstein & Ruben have installed a new organ in the Lagoon Theatre, Minneapolis. The Lagoon is one of their leading outlying houses.

H. L. Weaver, who managed the Iris Theatre at Edgeley, N.D., met his death in an explosion last week.

The executive committee of the Motion Picture Theatre Owners of the Northwest has recommended that the annual convention of that organization be held in St. Paul May 3, 4 and 5. The convention is usually held in Minneapolis.

Art Johnson opened his new Orpheum Theatre at Aberdeen, S. D., recently with an elaborate program which included five acts of vaudeville and music by a seven-piece orchestra.

C. R. Clark has sold the Grand Theatre at Atwater, Minn., to Clarence Berquist and Ed Elstrom.

Salt Lake City

THE local exchange of Famous Players-Lasky last week conducted one of its periodical sales conferences. The sales meeting was conducted by District Manager Louis Marcus and Branch Manager Lawrence J. McGinley. Those in attendance were C. G. Epperson, covering the Utah territory; F. H. Smith, covering Utah; E. M. Loy, covering Nevada and Idaho; F. S. Gulbransen, Idaho representative; F. J. Murphy, Western Montana representative, and J. A. English, covering the Eastern Montana territory.

Salesmen making the Utah territory by automobile report certain sections in the State "pretty tough going."

F. J. Murphy, Paramount salesman in Western Montana, attended the meeting this week of the Intermountain Film Board of Trade in Salt Lake City. Murphy brought greetings from the Montana Board.

It is reported that the second new film building, which is being constructed near the present film building, will be ready for occupancy from within thirty to forty-five days.

The film boys here are talking, at this early date, of the possible formation of a baseball club. It is planned to make a selection of the best ball tossers from the various exchanges and form a team and enter the commercial league.

The Columbia Theatre, recently taken over by the Louis Marcus Enterprises, was closed February 5th for the purpose of redecorating and installation of a new electrical sign and marquise. An order has also been placed for a twenty-five-thousand-dollar Wurlitzer organ. This house will be opened March 14th.

L. F. Brown, of the Isis and Oak theatres at Preston, Idaho, was a caller along Film Row last week.

Dave Schayer, publicity man for the American Theatre here, is still in California, where he has been negotiating for the furniture to be used in the new Egyptian Theatre, at Boise, Idaho, built by the Fred Dahnken Company, owners of the American, here.

It is expected that another big Vitaphone picture, "The Better 'Ole," will be run at the American within the near future, with complete Vitaphone orchestration, and a special Vitaphone program, which will be announced later.

B. J. McNerney, local manager for United Artists, is rounding out his initial trip throughout the key cities of Montana, where he is getting acquainted with the theatre managers.

Max Stahl, Educational Special Home Office Representative, spent a few days in this city conferring with Branch Manager Clyde H. Messinger, of the local exchange.

C. M. Stringham, operating the Colonial at Ogden, Utah, is visiting the Film Mart of this city, as is George Lindsay, of the Star Theatre at Eureka, Utah.

Manager Heineman just returned from Rock Springs, Wyo. Tony Hartford also came in from his territory last week. Walt K. Millar has been added to the Universal sales force and will cover Montana out of the Butte office.

L. W. Weir, division manager for Producers Distributing Corporation, arrives in this city within a day or two on his way to Los Angeles.

Manager Al O'Keefe, of the local Producers' Distributing Corporation Exchange, returned last week from a trip into Idaho.

H. Bradley Fish, manager in this city for Fox, is in Southern Utah with Sales Representative J. L. Tidwell.

A. F. Hickox, special representative from the Warner Bros. Home Office, is with Branch Manager Dave Farquhar of the local exchange.

W. T. Withers, formerly with F.B.O., has been promoted to the position of branch manager at Portland, Ore., for F.B.O. His place here has been filled by Larry Breed, formerly of Portland. Breed will cover the Montana territory.

Cincinnati

THE Grand Theatre, Columbus, Ohio, was damaged to considerable extent by a fire which followed a gas explosion in a nearby building.

Permit for the construction of the new Loew Theatre Building at Columbus has been issued by the city authorities. The house will be located at East State and Pearl streets, on the site of the old city hall. Estimated cost is given at $1,000,000.

Rudolph Knopfle, sales manager for Warner Bros.' Cincinnati branch, has been promoted to manager of the Cincinnati exchange.

Among the distinguished guests to visit Mansfield Ohio, within the past week was J. Silverman, owner of the theatre company controlling the Opera House and Majestic theatres in Mansfield.

Jack Wayne, who has been serving as treasurer at the Silverman houses, the Opera House and Majestic at Mansfield, has resigned and gone to Saxon, Pa., where he will engage in business. He has been succeeded in Mansfield by Frank Harpster, of Altoona, Pa.

Andy Anderson, popular manager of Loew's Theatre, Dayton, Ohio, was a recent host to more than 500 high school students. Anderson also recently featured a local film showing the progress of one of the city's principal streets during the last twenty years, all of which brought much favorable publicity.

Albany

THERE is a campaign on in northern New York at the present time for Sunday movies in both Canton and Norwood. Alec Papayanakos, owner of the American Theatre in Canton, used large newspaper advertising space last week in his campaign for Sunday shows. The proposition may be submitted to taxpayers at an election on March 15th.

The Vitaphone will begin operations, according to present plans at the Mark Strand in Albany, on March 21st, but the opening picture has not yet been decided upon. At the Troy Theatre the Vitaphone is now being installed. Uly S. Hill, managing director of both houses, was in New York City last week in connection with the installation.

Dorothy Sheridan is the new billing clerk at the Pathe exchange, succeeding Betty Donnelly. J. R. Meigs, salesman at the same exchange, blossomed forth last week with a new car. Amos Leonard, likewise salesman for Pathe, and whose home is in Syracuse, was in town on Monday for a sales conference.

Mrs. Ida Grant, who conducts the theatre in Hobart, is planning to reopen her house in the near future, according to letters that have been received by several of the exchanges. Mrs. Henry Sequin, who runs the Liberty in Rouses Point, has recovered from a recent operation and has returned home from the Plattsburg hospital. The Bijou in Constableville will reopen soon.

W. H. Linton and son, who run the Olympic in Utica, paid a visit to Albany's Film Row during the week.

Tom Thornton of Saugerties was also in town on a like mission.

Julius Byck, who owns and operates the theatre in Tannersville, is spending the winter in Lakewood, N.J., but each week he comes to Tannersville to look after matters as the house is now operating on Saturdays only. As soon as the tourist crowds reach the Catskills in June, Mr. Byck will open for the entire week.

Howard Morgan, local manager for Educational, will leave some time in April for Los Angeles to attend the convention that will be held by his company in the West Coast city. He plans to be absent about three weeks.

Alec Herman, local manager for Pro-Dis-Co, together with Mrs. Herman and his brother Leon, motored over to Hartford, Conn., for the week-end, spending the day with the Herman boys' mother, who makes her home there.

Al Barton, of the Playhouse in Ticonderoga, and Lew Fischer, of Fort Edward, are spending a few weeks in Asheville, N.C.

Guy Graves, general manager of the Farley houses in Schenectady, paid a visit to Albany one night last week, attended a prize fight, and now comes the sad story. He failed to pick the winner and the little trip cost him a ten-spot.

Moe Streamer, of New York, connected with United Artists, made a trip over the Albany and Utica territory during the past week. Sydney Kats, district manager for F.B.O., was also in town. Dave Bader, of New York, connected with Universal, was in Albany on Saturday for a conference with Julius Singer.

As long as people demand amusement Bert Griffin, of Red Hook, is right on the job. Finding that the radio competed with him, Mr. Griffin has now taken to selling radios during the spare hours when he is not busy running his theatre.

Clark Sanford, of Margaretville, is back home from his trip to Texas and declares that he never saw so much as a single rattler.

The sympathy of Albany's Film Row is extended through these columns to Mabel Niles, an inspector at the Universal exchange, in the death of her father last week.

Sam Slotnick, an exhibitor in Utica, featured in an automobile accident near this city last week, but escaped with minor injuries.

L. J. Carkey, northern district manager for the Schine brothers, who has been located in Ogdensburg, will shortly make his home in Watertown. This change is made necessary by the recent acquisition of three large theatres in Watertown by the Schine interests.

Harry Papayanakos, proprietor of the Rialto in Potsdam, is contemplating the reopening of the Star, which was bought some time ago and then closed in order to force business to the larger house.

Phil Murray is repainting and otherwise improving his theatre at Middlebury, Vt. Ralph Pielow has been added to the sales force at the Metro-Goldwyn exchange. Leroy Breitbrath has resigned as salesman at the First National exchange. H. C. Bissell, who recently resigned as Universal's manager, was in New York City last week and may announce new connections in the near future.

E. H. Arnold, general manager of the Liberty Theatre in Watertown, discovered that the house had been burglarized one night last week when he entered his office on the following morning. About $35 had been taken.

Seattle

BOB SCOTT, manager of the Universal Exchange in Vancouver, B.C., crossed the line last week and spent a few days here with Manager Matt Aparton of the local "U" office.

Ray Clithero, assistant manager of Joe Bradt's popular Roycroft Theatre, is receiving the congratulations of the trade this week upon an addition to the family. Mrs. Clithero and Little Miss Clithero are both reported to be "doing nicely, thank you."

Robert C. Hill, well known among the exhibitors of the Pacific Northwest through his association with the various film exchanges during recent years, last week was appointed manager of the Portland office of the Warner Bros. Company, succeeding Bill Rankin, whose resignation became effective. The appointment and installation was made by Harry Lustig, Western Division manager, after due conference with Carl Stearn, head of the local office, with whom Mr. Hill was associated. Hill was connected with L. K. Brin at the time Mr. Brin distributed the first seven Warner pictures, several seasons ago.

Eddie L. Hitchcock, manager of the United Artists Theatre, last week had further honors (and further work) heaped upon him when he was appointed director of advertising, publicity and exploitation for the Pacific Northwest Theatres, Inc., houses in Seattle. The task is not a new one to Mr. Hitchcock, however, inasmuch as his previous experience with West Coast and Grauman houses in Los Angeles fits him excellently for the work. He is a member of the "Wampas" organization in Los Angeles, and is familiarly known as "the world's greatest" by his scores of friends.

J. A. Gage, former manager of the Educational Exchange, who was succeeded recently by B. Wallace Rucker, last week was appointed a special sales representative for Manager Ben Fish's local Metro-Goldwyn-Mayer office. He will cover the entire Northwest territory, working on the M.-G.-M. specials.

E. E. Marsh, managing director of the Pacific Northwest Theatres, Inc., houses in Astoria, Ore., spent a few hours on Film Row last week, after a trip to the P. N. W. general offices here on a business journey.

George Wiseman, former maintenance manager of the Fifth Avenue Theatre in this city, last week was appointed house manager of Jensen-Von Herberg's new Venetian Theatre, by Leroy V. Johnson, managing director of the J.-V. chain of neighborhood houses. Mr. Wiseman first worked for Mr. Johnson several years ago when the latter managed the Liberty Theatre here, and the renewing of their association was pleasing to both parties.

Al Brake, associated with the Strand, Columbia and Fifth Avenue theatres for several seasons, has just been named by Arnold Flink house manager of the Fifth Avenue, to succeed Mr. Wiseman as maintenance director.

L. M. Cobbs, manager of the Pathe Exchange in Portland, spent a short time in this city last week, conferring with Manager L. A. Samuelson of the local branch office relative to the Pathe product for this spring.

Charles E. Farrell, Washington exhibitor, is reported to be contemplating the erection of a 1,000-seat house in Camas, Wash., according to information received on Film Row last week.

Lou Rosenberg, Oregon representative of Al Rosenberg's local DeLuxe Feature Film Exchange, paid an infrequent visit to the home office here last week. "Too busy with the product to spend much time here," was Lou's only comment.

Another Oregon man to visit the local territory was Calvin Heilig, owner of the Heilig Theatre in Portland and several other houses throughout the Oregon territory. Mr. Heilig has a lease on the Masonic Temple in Tacoma at the present time, and plans to use the location for a 1,500-seat house, according to local rumors said to be not without solid foundation.

Harry C. Arthur, Jr., head of the Pacific Northwest Theatres, Inc., returned from a trip to San Francisco and Los Angeles last week, and remained in his office just long enough to transact a few business matters before boarding a rattler for the Eastern states. Mr. Arthur is rapidly achieving the reputation of the busiest theatre magnate on the Pacific Coast, operating, as he does, a string of nearly forty houses in three States.

C. P. Scates, manager of the American Theatre in Butte, Mont., was a visitor in this city last week. During his stay here he announced the establishment of a new policy at the American, with two changes of program weekly and the inauguration of a thirteen-piece symphony orchestra at a slightly higher admission scale than before.

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Buffalo

A SQUAD of burglars made an unsuccessful attempt to steal between $300 and $400 from the safe of the Regent Theatre, Main and Utica streets, Wednesday night, March 2. The burglary was discovered by J. H. Michael, manager, the next day at noon. The thieves had entered through a coal hole, jimmied a door leading to the basement under the stage and forced their way into the manager's office, on the mezzanine floor. They successfully opened the large office safe. They then trundled a 200-pound "burglar-proof" inner safe down into the basement. They could not break through this. It was abandoned on the steps to the basement. Nothing was missing. This is the third time safe burglars have entered the Regent in the last two years. The first robbery netted the yeggs more than $900. The second and third times nothing was stolen.

The Buffalo *Courier - Express* Jolly Junior-Sunshine Club members were the guests of Shea's Buffalo at a big children's party, Saturday morning, March 12. Harold Ramsay, organist at the Buffalo and Pauline Alpert, jazz pianiste, played for the youngsters. About 5,000 kiddies crowded into the big house.

The beauty of the interior of the new Granada Theatre in North Main Street is causing much favorable comment in that part of the city. Manager Elmer C. Winegar is receiving many congratulations on the programs and music.

The Buffalo *Times* has started a movie cut-out contest, offering prizes to those who paste together and identify various stars of the screen published in the sheet.

Although a fire destroyed a string of stores and offices in the Kenmore Theatre block, Kenmore, N.Y., the other day, the flames did not touch the theatre building itself, due to the alleyway separating the stores from the auditorium. Manager Joe Fitzer immediately issued a statement which said: "This proves that our theatre is absolutely fireproof. Fire couldn't reach us. Not even smoke or water. We never hold a performance Friday afternoon, but the evening performance will be given as usual." In his ads and in dodgers passed through the community, Joe drew attention to the fact that the Kenmore was absolutely fireproof. "You can tell the world that our Kenmore Theatre is safe for your children and yourself. Positively fireproof. Theatre open as usual. Let's go," read the dodger.

According to an announcement the new $500,000 theatre to be erected at 1588-1602 Genesee Street by Basil Brothers and Bernard Vohwinkel will be ready for the public in August.

George A. Bouchard, well-known Buffalo organist, has been engaged to preside at the console of the Central Park Theatre organ. George played for many years at the old Mark-Strand and other theatres in this city, as well as Niagara Falls and other Western New York towns.

Burglars opened the strong box in the Madison Theatre in Oneida, N.Y., the other night and got away with one thousand dollars.

Denver

A NEAR panic among some three hundred patrons resulted when fire broke out in the projection booth of the Navajo Theatre, a Denver suburban house, last Sunday. The fire broke out during the afternoon matinee performance, attended almost exclusively by women and children. The only resulting injuries were incurred by S. Solomon, projection machine operator, when his hands were severely burned as a film blazed up in his machine, starting the fire. About $450 damage was done to the projection room and films. Building Inspector Jay T. Williams and Captain William Martin, of the local fire department inspection bureau, pronounced the "panic" as much ado about nothing, as the safety appliances on the projection booth openings worked perfectly, all doors closing automatically, which confined the blaze to the booth only. The theatre is owned and managed by Dominic and John De George.

Work has been started on a new building in Ten Sleep, Wyo., to be occupied as a moving picture theatre. The project is promoted by W. E. Hatfield, an "old-timer" of that section of the country. The structure will be 82 ft. by 50 ft. and will contain a dance hall and up-to-date soda fountain in conjunction with the theatre.

The Lincoln Theatre, Cheyenne's most beautiful and largest amusement palace, will open its doors to the public on Wednesday evening, March 9, 1927. The construction of the theatre has been under the supervision of Max Kravetz, of Ft. Collins, and Harry Nolan, well-known exhibitor of Denver. A number of Denver theatre men and exchange representatives are planning to attend the grand opening.

Silverton, Colo., is snowed in, and the Gem Theatre has been running the same program for about ten days. No films or anything else of a bulky nature can be delivered to this famous mining town until the snow has been cleared and railroad communication again resumed.

The Mazda Theatre, of Ovid, Colo., closed its doors last Thursday because of quarantine. The theatre is operated by D. Bratton.

Max Stahl, special representative from the home office of Educational, spent the week in Denver visiting local exhibitors. Mr. Stahl made his headquarters with A. P. Archer, the popular manager of the local Educational branch office.

M. S. Wilson, local branch manager for Fox, has left for a several days' visit with Wyoming exhibitors. Ben Rosenberg is in charge of the office during the absence of Mr. Wilson. Mr. Rosenberg is special representative for Fox.

Gerald Whitney, salesman for Producers, has returned after a several weeks' sales trip over the wintry western slope of Colorado.

Neil Kimball, manager of the Victory Theatre of Craig, Colo., arrived in Denver last Tuesday to transact business with the various exchanges.

Charles R. Gilmour, Warner Bros. manager, has returned to his desk after a several days' visit with exhibitors in the southern part of Colorado.

The Board of Arbitration held an important meeting last Friday afternoon. Exhibitors were represented by A. J. Hamilton, S. H. Horner, and Leonard Levand, all of Denver. Exchanges were represented by J. A. Krum, A. G. Edwards and S. H. Cain.

Canada

T. J. BRAGG, of Toronto, comptroller of Famous Players Canadian Corp., Ltd., has been elected president of the Dufferin School Old Boys Association, which boasts a membership of 2,000 graduates from the Toronto institute of education, dating from 1876. They include many leading men of Canadian business and professional circles.

A real dog show was featured on the stage of the Alhambra Theatre, Toronto, under the supervision of Manager H. R. Hitchinson, when the members of the Marathon Greyhound Club of Toronto paraded with their racing canines. There were two judging competitions, one by the audience and the other by a dog show judge. The three dogs receiving the most applause were awarded prize ribbons while awards were also made according to genuine points. The theatre was crowded and there was much enthusiasm.

The Montreal Theatre Managers' Association held one of its largest meetings on March 3, when 47 of the 58 theatres in Montreal were represented by managers or assistant managers, the chairman being George Nicholas, president of the association, who is managing director of United Amusements, Ltd., operating twelve picture palaces in Montreal.

The big meeting was addressed by Arthur Gaboury, general manager of the Province of Quebec Safety League, on the subject of "Safety," who discussed the subject from many viewpoints. Mr. Gaboury suggested that the exhibitors use the screen for the purpose of diffusing the idea of security among patrons by means of safety messages and the managers present agreed to conduct a screen campaign for the education of the public. Educative matter along this line is to be provided and the safety educational messages will be screened at performances.

A number of important changes have been made in prominent theatres of Winnipeg, Manitoba. Announcement is made of the appointment of E. A. Retallick as manager of the Capitol Theatre, this being the leading local house of the Famous Players chain in Canada, in succession to C. A. Schauffle, who had been manager of the Lyceum Theatre, Winnipeg, until a few months ago. Mr. Retallick had served as assistant manager of the Capitol for some time past.

Canadian Universal, which operates three theatres in Winnipeg—Lyceum, Starland and College—has appointed Harry Long manager of the Lyceum in succession to Mr. Schauffle. Incidentally, the College Theatre has been reopened after being dark for three weeks, during which time extensive improvements were made in the house.

General Motors of Canada, Ltd., Oshawa, Ontario, manufacturing the Buick, Chevrolet, Cadillac, Oldsmobile, Oakland and other cars in Canada, has completed the construction of a modern theatre in Oshawa as a recreational feature for its thousands of employes there. The theatre, which seats 400 persons, is fitted with a projection room for moving picture shows.

Baltimore

MISCHA GUTERSON, the well-known orchestra leader, who has just finished an engagement with the Academy of Music in New York, has become associated with Loew's Valencia in Baltimore and will conduct the orchestra there.

New headquarters have been arranged by the Motion Picture Theatre Owners of Maryland, Inc., on the third floor of the Garden Theatre Building, Lexington Street at Park Avenue, Baltimore, Md.

Lubin's Theatre, 404-6 East Baltimore Street, one of the oldest movie houses in Baltimore, has changed its name to the Plaza. The People's Theatre Company operates this playhouse, which is under the management of Jerome Cohn. It was renovated a short time ago.

August "Augie" Pahl, who was connected with Durkee's Film Express, which attends to exchanging the films for various theatres in Baltimore, died at his home on Tuesday, March 1st.

The Academy of Music, Richmond, Va., was badly damaged by fire recently, the loss being estimated at about $150,000.

A theatre to be located in an office building in Louisville, Ky., to cost about $60,000, is planned by the Temple Theatre Corporation, J. E. Dunne president. This company desires information and prices on theatrical and motion picture theatre equipment.

The L. and S. Theatre Supply Company, Washington, D.C., has been awarded the contract for the projection room equipment for the Avalon Theatre, nearly completed at Park Heights and Kate Avenue, Baltimore, by the Avalon Theatre Corporation. Kaplan projections, lamps, a Raven screen, lobby frames and ticket register will be supplied. The house is to be managed by Arthur B. Price.

A motion picture theatre to cost about $25,000 is to be built at Gaithersburg, Md.

A recent overflow of the Ohio River at New Martinsville, W. Va., failed to cause any damage in the Lincoln Theatre there due to the organ console and the controlling mechanism because it is built in such a way that it can be raised above any height of water. As soon as the river went back to normal, exhibitions were continued.

The Lafayette Theatre, Bristol, Va., has been entirely renovated inside and out without any interference with the regular schedule of performances. This house is under the management of C. A. Goebel, who also operates the Cameo Theatre in Bristol.

Sydney F. Gates, formerly manager of Loew's State Theatre, Norfolk, Va., has been succeeded by William A. Haynes, formerly of the Lafayette Theatre, Buffalo, N.Y.

The Tivoli Theatre, Frederick, Md., had its box office broken into recently by burglars, but nothing of value was taken.

The Capitol Theatre, Danville, Va., was scheduled to open to the public under the management of Jack Frost recently.

The Virginia Theatre, Ninth Street, between F and G, Washington, D.C., will be rebuilt and called the Little Theatre by Nathan Machat, who heads the Motion Picture Guild of the Capitol City. Film novelties, productions of the German Ufa Company and reissued pictures of American producers will be used in the downtown house.

The City Opera House, Frederick, Md., has been taken over by the Stanley-Crandell Company, Washington, D.C., from the Tri-State Theatre Circuit, Inc., by a unanimous vote of the Board of Aldermen of the Maryland town. The Stanley-Crandell Company also operates the Tivoli Theatre in Frederick. The City Opera House will be continued on a three-nights-a-week policy, it is planned.

Abe Dresner has resigned as manager of the National Theatre Supply Company, Washington, D.C., and will go into business for himself it is understood.

M. Van Praag, formerly manager of the Universal Exchange, Washington, D.C., has been appointed sales manager of the exchange of that company in New York City. He will be succeeded at the Universal Washington office by Ed. Schlanger, of Chicago. As president of the Film Board of Trade of Washington, D.C., Mr. Van Praag will be succeeded by Robert M. Smeltzer, vice-president of that organization.

Kansas City

FOR the third time in little more than one year the Elms Theatre, suburban house of Kansas City, was the victim of a fire this week, the damage this time being estimated at $800. The cause of the fire, which is said to have originated under the stage, was not determined.

In view of the results of a recent election, in which a candidate for mayor, who favored Sunday shows, was nominated by a large majority, Moberly, Mo., exhibitors are looking lightly upon the forthcoming trials of theatre owners, who are charged with violating the Sunday closing law. When the cases of exhibitors were called last week the trials were postponed, due to the fact that Senator Whitecotton, who represents the theatre owners, is a member of the present state legislature, which now is in session.

At the first meeting last week of the Kansas City Film Board since the election of new officers, E. C. Rhoden, retiring president, was presented a leather billfold and key-holder as a token of appreciation for his services of the past. The meeting was at the Hotel President, Guy Navarre of United Artists, new president, presiding.

Among the out-of-town exhibitors in the Kansas City market last week were: W. H. Harpole, Dodge City, Kas.; Blaine Cook, Beatrice, Neb.; Tom MacGruder, Iola, Kas.; A. B. McCullough, Neosho Falls, Kas.; Oscar Reinert, Humboldt, Kas.; G. L. Hooper, Orpheum, Topeka, Kas.

Ed Alperson, former Warner Bros. branch manager at Kansas City, who, the other day, was promoted to district manager, left for Omaha Tuesday, where he will make his new headquarters. His successor will be Harry Strickland, whose activities have been confined to St. Louis.

The personnel of the Kansas City P. D. C. branch is throwing out a proud chest this week because of the fact that District 6, of which Kansas City is a part, won the national P. D. C. contest.

Laurel Ringler, booker at Capitol Enterprises, Kansas City, took a bride unto himself last week, but did it so secretly that no one yet has been able to learn who she was.

R. O. Pearson, Pathe branch manager, made a hurried trip to the Kansas key-towns this week, while Leo Adler, Pathe auditor, spent three days at the Kansas City branch.

M C. Sinift, city representative for Warner Bros. branch, forgot all about economy the other day and came rolling down Movie Row in a new Buick sport roadster.

Fred Willoughby, of the Haywood-Wakefield Co., was initiated in the Educational Screening Club the other night, singing a few songs and amusing the crowd between reels.

W. P. Bernfield, manager of the Tiffany branch, has added George Baumiester, booker, and Miss Mildred Angell, cashier, to his staff.

Sam Shopin, Warner Bros. home office representative, was a Kansas City visitor.

Bob Withers, branch manager for Enterprise, spent a busy week in the territory.

W. G. Bishop, Metro-Goldwyn-Mayer field publicity representative, is in Kansas City.

Detroit

THE Formal opening of the new Annex Theatre, took place last Friday evening before a capacity crowd of guests and the general public. The new Annex is another link in the chain of theatres operated by the C. W. Munz Theatrical Enterprises, which is just a block away from the Grand Riviera. The seating capacity is about 1,800, all on one floor, and the policy will be motion pictures exclusively with three changes weekly. Officers of the company are: Charles W. Munz, president; Bert Williams, vice-president and general manager, and Miss Harriet E. Applegate, secretary and treasurer. Their chain now comprises the Annex, the Grand Riviera, La Salle Gardens, Tuxedo and the Palace.

R. C. Steuve, former owner-manager of the Orpheum, Canton, is making preparations for a trip to Europe. It'll be Steuve's ninth voyage overseas.

Frank Wetzman, Detroit exhibitor has returned from Hollywood where he had spent his honeymoon.

Miss Buena Davis, cashier of the Lincoln Square Theatre, was approached by a gunman last week and she had to turn over to him $685. "You are covered, hand out the money and stand where you are for five minutes." These words, scrawled on a piece of paper, put into her cashier's cage, so frightened Miss Davis that she handed the bandit this money. Right after the bandits drove away in a taxicab, Miss Davis set up an alarm, but the men got away. Carl Kruger, the manager, was not in the theatre at the time.

Vic Travers, manager of the National Theatre was confined to bed on account of an attack of the grippe. Harry Smith, former manager of the Embassy Theatre, is now managing the Martha Washington Theatre for Henry S. Koppin.

Bud Harris, chief projectionist for the Kunsky Theatrical Enterprises, gave a benefit screening last week to the inmates of the Marine Hospital.

South East

E. D. TURNER, president of the Carolina Theatres, Inc., opened his new Playhouse Theatre at Statesville, N.C., Monday, February 28, at 7 p.m., to a very enthusiastic audience. This theatre is one of the most modernly equipped and beautifully decorated houses in the State.

Managers of the different theatres in North and South Carolina which form a part of the Carolina Theatres, Inc., attended. Charlotte's Film Row was well represented, among those attending, being Mr. and Mrs. Frank Drew, Mr. and Mrs. Walter Griffith, Mr. and Mrs. James Hicks, Mr. and Mrs. Rufus Davis, Miss Mary Hallman, Wm. F. Lenehan, Miss Audrey Littell, Miss Ruth Hardin, Mrs. B. W. Hardin, R. B. Willbanks, Frank Bryan, J. A. Reynolds, Tom Little, Ed. Crowell, C. E. Peppiatt, M. E. Wiman, A. B. Cheatham, R. D. Craver, Abe Rosen, Geo. Wilby, Bob Masterman, Ed. Beach, Mr. Cascarllan and Mr. Morrison.

J. H. Sapp, manager of the Charlotte branch of the National Theatre Supply Company, is recuperating from a slight attack of tonsilitis, which kept him away from his office for several days.

W. B. Griswold, manager of the Broadway and Crescent theatres at Statesville, N.C., was in Charlotte last week.

W. W. Caldwell, ad sales manager for Famous Players-Lasky, spent last week in the Charlotte office.

Rudolph Mason, owner of the Mason Theatre at Goldsboro, N.C., was recently on Film Row, arranging spring bookings.

E. E. Whitaker was appointed last week manager of the Imperial Theatre, Charlotte, succeeding Warren Irwin. Mr. Whitaker comes to Charlotte from Greenwood, S.C., where he was, until recently, manager of the Pastime and Liberty theatres. Before going to Greenwood he was manager of the Strand at Asheville, N.C.

Warren Irwin, now manager of the Imperial and Alhambra theatres here, will be city supervisor of the Charlotte chain of Publix theatres, which consists of the two houses mentioned and the new Carolina Theatre, which is to open March 7th. He will also have the management of the new Carolina.

It is reported that the Majestic Theatre, Louisville, one of the Keith-Albee houses there, will shortly be converted into a vaudeville house.

Fred J. Dolle, president of the Fourth Avenue Amusement Company, and one of the most far-sighted theatre executives in the South, has arranged for second-run Vitaphone features in Louisville.

Covington, Ky., is to have another picture show, according to an announcement made by W. F. Ruffin. Mr. Ruffin has leased the Paine Opera House and will operate a motion picture and vaudeville show in the building, beginning about April 1.

On the occasion of his fortieth birthday, Lee L. Goldberg received a beautiful imported Swiss watch from his associate and friend, Colonel Fred Levy.

L. E. McHatton, manager of the Duncan Theatre, Falmouth, Ky., and the Star Theatre, Independence, Ky., recently suffered the loss of his mother.

The Star Theatre, Sharpsburg, Ky., was destroyed by fire February 18.

The Ideal Theatre, Dry Ridge, Ky., was destroyed recently by a fire which started in the hotel next to the theatre. Both buildings burned completely down.

The Dreamland Theatre, Guthrie, Ky., has been sold by M. L. Reasons to Dr. E. M. Frey.

The Crown Theatre, this city, is going to close on account of competition at the new Towers Theatre. Both houses are owned by the same company.

The Play House Theatre, Justell (Betsy Layne), Ky., will be operated by the Opera Amusement Company under the management of Neal Scott, son of G. C. Scott.

Oklahoma

OF interest to film people in this territory is the news of the purchase of the Olympic and Wewoka theatres at Wewoka, Okla., by the Wewoka Theatre Company, Inc. This company formerly owned the Key and Rex theatres there, so this new acquisition gives them four theatres, the complete theatre field in Wewoka. Possession will be given March 14th. J. L. Poole, who, together with some associates, owned the Olympic and Wewoka, has been in charge of these two theatres for a little over two years.

Tal Richards has now obtained the agency for Arctic Nuairs for all of Oklahoma and the western part of Arkansas. Up until now Mr. Richards has been working under James Folan of Kansas City.

Wallace Bobbs is now selling for Famous Players Lasky. Bobbs was with Universal before making this change.

Frank Smith, a former exhibitor of Mounds, Okla., has started out with a roadshow after a winter's rest. H. W. Beddoe is booking the picture for Smith.

Walter Fickel, manager of Midwest Film Exchange, is in Ardmore this week supervising work on the new Rex Theatre that will be ready for opening this Saturday. Phil Isley, owner of the Midwest Exchange, is the owner of the Rex. He recently purchased the Liberty and Dixie theatres of Ardmore from Chet Trego, which gives him three theatres there.

Jack Adams, president of the Home State Film Company, paid the local exchange here a visit last week.

The Art Theatre at Cordell, Okla., was completely demolished last week by a fire that started in the booth. The Art Theatre was purchased by Mrs. Erle Harkins the first of January.

A fire was reported in the new theatre at Maud, Okla., The Bristow. The extent of the damage was not given, but the theatre is temporarily closed for remodeling.

Walter Penn, formerly representing Home State, is now a salesman for Enterprise.

Manager Olsmith and Booker Hutchins of the local Producers' Distributing Corporation both received an Elgin wrist watch for good work done in the recent bookers' contest.

Pat Campbell, southern divisional sales manager for Pathe, was here from New York last week visiting the new manager here, Mr. Renfro.

J. C. deWall, inspector cashier, also from the Pathe home office, is spending a week or so with the Pathe office here.

O. V. Petrie and A. A. Camuse are selling Peterson Freezem Cooling Systems in this territory now. The Freezem is an Oklahoma product manufactured by A. G. Peterson of Hollis, Okla. Mr. Peterson also has the Cozy Theatre at Hollis.

C. T. Charack, exploitation man for Universal, was up from Dallas spending some time with the office here last week.

Elizabeth Richey Dessez, director of the educational department for Pathe, paid her first visit to Oklahoma this week, when she spent Monday with the local exchange.

Mrs. A. L. VanSant is a new stenographer over at Universal.

J. W. Clark, exploitation man for Metro-Goldwyn-Mayer, has moved over from Tulsa and will spend his time in Oklahoma City.

The members of the Film Board at Oklahoma City will have another get-together dinner at the Skirvin Hotel Monday night. The first dinner of this kind was held two weeks ago and proved so successful that the Board plans upon making it a semi-monthly affair.

Indianapolis

NEEL M. McCULLOUGH and Fred E. Mustard, of the M. and M. Realty Company, Anderson, have sold the Riviera, Strand and Grand theatres at Anderson to Fred Levy, Lee L. Goldberg and Sam and Harry Switow, owners of a group of Indiana theatres, for a consideration said to be about $250,000.

The syndicate also plans erection of a new Anderson downtown house costing about $500,000 and seating 2,500.

Rumor is that the Colonial, closed last week in receivership proceedings, will be taken over by a stock or burlesque company. The theatre is for sale.

Proposed $1,250,000 neighborhood house at Thirty-eighth and Meridian streets, for which a building permit is sought, has been opposed by the Federation of Community Civic Clubs and the North M. E. Church. The city board of zoning appeals has not ruled on the petition of Mark Margolis, Chicago.

The Crown Theatre at Kirklin, formerly owned by A. H. Gipson, has been purchased by H. E. Payne and his sister, Mrs. Cleada Lambert, of Indianapolis. Payne has been associated with the Indianapolis office of Paramount for several years. He plans extensive improvement. Children 15 cents and adults 25 cents.

Newspaper Opinions on New Pictures

"The Night of Love"—United Artists, New Gallery Kinema, London, England

Daily Film Renter: "The best thing that Ronald Colman and Vilma Banky have ever done. A romantic drama with many colorful scenes and plenty of thrills. A picture that will appeal to women, who are about 80 per cent of the cinema's patronage today."

Evening Standard: "As this brings those glamorous personalities, Mr. Colman and Vilma Banky into conjunction, it will please a multitude of film goers. There is something to please everybody."

Daily Mail: "An exquisitely photographed love romance—lavishly produced."

Star: "Everything done perfectly—attractive drama, life and color."

Daily Chronicle: "One of the best romantic spectacles we have yet had on the screen—one of the most beautiful love scenes ever presented on the screen—played with infinite delicacy by Ronald Colman and Vilma Banky. A magnificent film version of a sensational dramatic story."

Morning Post: "A picturesque, colorful romance. There is beauty of form and conception—some fine heroics and good melodramatic moments. Story is well told."

Daily Telegraph: "The craftsmen of the screen are attaining greater and greater skill in the reproduction of atmosphere—in the present instance the scenery and picturesque groupings are admirable."

"The Show"—Metro-Goldwyn-Mayer, State Theatre, Los Angeles

Record: "One of the best motion pictures ever offered. . . . One of the most thrilling films ever made. . . . The sweetest romance that ever found its way into celluloid. . . . Brings back the irresistible partnership of John Gilbert and Renee Adoree. . . . The audience sat spell-bound after the final fade-out before bursting into deafening applause. . . . Tod Browning has made his best film to date. . . . Renee Adoree holds her ground with Gilbert and in many instances captures the honors for herself. Lionel Barrymore is almost on equal rank with Gilbert and Adoree. This trio amaze and amuse, winning tremendous admiration."

Daily News: "The Metros, the Goldwyns and the Mayers promised thrills aplenty in Tod Browning's production, 'The Show,' and they turned out to be perfect gentlemen, keeping their word in every respect. . . . Director Browning demonstrates his peculiar knack more strikingly in 'The Show' than perhaps in any other picture. . . . A quivering tenseness. . . . The most terrifying climax on record. . . . 'The Show' packs a decided wallop. . . . It isn't all shivers and quakes. Pleasant romance and pathetic sacrifice in their charming manner."

Examiner: "John Gilbert steps forth in an entirely new characterization. Dares to be original. . . . There are scenes that yesterday brought several women in the audience almost out of their seats. . . . The cast is one that speaks for itself. Oh, for more actresses like Miss Adoree! . . . 'The Show' is evidence that the movies are progressing."

Times: "Quite the most horrific thriller of the season. For the first time since I attended a children's matinee I witnessed the spectacle yesterday of an audience gasping with unanimity at some of the things Tod Browning has in 'The Show.' . . . As far as audience reaction is concerned, I might say that there were 'oohs' and 'aahs'."

Express: "Tod Browning has an almost uncanny flair for the picturesque. . . . Queer characters come to life through his vivid pictorial sense. . . . One comes out of Loew's State haunted by the almost exotic effect the director achieves. . . . Gilbert's present role is unlike his others, but it is just as good a characterization, establishing his right to be called one of the best romantic actors on the screen today."

Herald: "Horror piled on horror! If you have nerves, prepare to shed them at the door. . . . A real thriller. . . . As effective a piece of blood coagulation as was ever my lot to see. . . . We scream, shudder and gasp, and look for more. . . . For thrill chasers 'The Show' cannot be criticized. It has twists and turns more tangled than a volt of lightning."

"Wandering Girls" — Columbia Pictures, Broadway Theatre, New York City

American: "'Wandering Girls' has its moments and they are entertaining. Dorothy Revier makes an attractive heroine. . . . She is pretty and capable. . . . Mildred Harris plays the role of a crook and indeed she makes the best of it."

Evening World: "'Wandering Girls' . . . well acted. . . . As entertaining as some more costly products."

Graphic: "Columbia's latest effort, 'Wandering Girls,' good entertainment. . . . Dorothy Revier attractive."

"The Beloved Rogue"—United Artists, St. Francis Theatre, San Francisco

Chronicle: "Is due for a sweeping triumph. It has romance—warm, beautiful, powerful. The tale of a poet who greatly loved wine, women, song and his country. It should and will take its place among the finest pictures of 1927. It is the best thing Barrymore has done."

Call and Post: "There are scenes all the way through 'The Beloved Rogue' in which Barrymore rises to tremendous heights of acting. Love scenes are beautifully and delicately handled. There is tension and suspense in the torture scenes, which permit of still further display of the Barrymore ability. A truly romantic and appealing picture."

Bulletin: "Francois Villon in 'The Beloved Rogue' is so entirely opposite to anything Barrymore has brought to the motion picture audience it is startling. We marvel at the man."

Examiner: "The picture has been turning them away ever since. News of its reception has been telegraphed the country over, for this is the world premiere. . . . Thrills, as when Villon, naked, flogged and tortured by flames, is hoisted in a crate to a watch tower, are enormous. There are beggars' routs, street parades and the like unfurled with velocity. Make no mistake, 'The Beloved Rogue' is one of the most elaborate films ever made."

"The Auctioneer"—Fox Films, Granada, Chicago, Ill.

American: "Here is another good one. . . . My voice is a bit weak from cheering . . . but I can still muster enough breath to chant praise in favor of the Granada bill. . . . 'The Auctioneer' is a humorous comedy drama which provides George Sidney with another opportunity to show his screen ability.

"The Auctioneer"—Fox Films, Davis Theatre, Pittsburgh, Pa.

Sun: "Rarely have screen votaries seen a more wholesome and delightful picture version of the stage success than . . . 'The Auctioneer.' It is an unusual picture in which pathos, humor, romance and intrigue are admirably blended. . . . As interpreted by George Sidney, 'The Auctioneer' is a lovable figure.

"The Return of Peter Grimm"—Fox Films, Virginia Theatre, Wheeling, W.Va.

Register: "Spectacular flower garden scenes. . . . The picture deals with an extraordinary subject. . . . Expert direction by Victor Schertzinger."

"The Music Master"—Fox Films Loew's State, Boston, Mass.

Post: "A very touching, sympathetic picturization of the Belasco play. . . . Alec B. Francis comes into his own in David Warfield role. . . . Might easily have overplayed the role of the old Music Master, but instead gives a finally drawn portrayal, all the more effective because of its simplicity and sincerity. Lois Moran adds another realistic note. . . . Is so refreshingly natural."

Transcript: "An agreeable surprise. . . . Mr. Dwan's direction has been felicitous. . . ."

American: "Allan Dwan's direction is a delight. . . . For perfect atmosphere 'The Music Master' is a film not to be missed."

Evening Globe: "Screen version of famous old play warmly applauded. . . . Gentle, lovable Alec Francis has the Warfield role. . . . Lois Moran, dainty, adorable and an actress to the tips of her fingers. . . . Miss Moran has done some of her best work in this picture and those who believe that her chief charm is her youth should see what a splendid little actress she is. . . . Allan Dwan has made a fine film out of the Belasco play."

Advertiser: "Unusual film finely directed by Allan Dwan. . . . Alec Francis does valiant work. . . . Picture harbors a future star in the person of Helen Chandler, who does so well in a minor role that her name will probably soon be displayed in electric lights."

Herald: "Settings picturesque and refreshing. . . . Alec B. Francis plays the David Warfield role and, being a particularly likeable person, Mr. Francis leaves a warm feeling of friendliness. . . . Lois Moran plays the daughter admirably. She is beautiful, with a rare sweetness of manner that should take her far in the picture world. The direction is restrained . . . well done."

"The Third Degree"—Warner Bros. Paramount Theatre New York City

Daily News: "Rates first degree for action and photography. The court sequence of the film is exceedingly well done. Louise Dresser, as always, gives a sterling, sympathetic interpretation as the step-mother. A very special mention should be given to the cameraman, Hal Mohr. He employs some of the best trick photography we've witnessed in many screen seasons."

American: "Miss Costello, who looks more than ever like a young and glorified Elsie Ferguson, is convincing as the harassed heroine. . . . Dolores has a remote and pensive air that proves a rare treat in this age of giddy girls. She has 'it' in a refined way, as my flapper friend rather aptly puts it. Miss Costello's lure is as subtle as it is ever present. There is much to recommend this picture."

Mirror: "Miss Costello has blossomed forth into an excellent dramatic actress whose beauty forms a dazzling background for her notions."

World: "This is the sort of picture show that is thoroughly stimulating and enjoyable."

Times: "The sequence in which there is a murder is told with remarkable skill. And those passages in which the police are giving the third degree to the supposed culprit are brilliant. Mr. Curtiz shows true artistry in his lighting effects. Dolores Costello gives a most satisfactory performance. Mr. Fellowes is excellent as the clever and sinister schemer. Jason Robards puts much sincerity into his portrayal of the hero."

Morning Telegraph: "Holds audience interest throughout its footage."

Evening World: "Emerges as good melodrama told in large parts in good cinema. Unusually clever dissolving scenes and moving camera effects intensify the flow and movement of the picture. The situations and complications are varied to provide more than fair measure of interest. Miss Costello is lovely as a flower and acts her part every moment. There are dozens of good and imaginative scenes depicting confused mental states of the players."

Graphic: "Louise Dresser can always be relied upon to give a good account of herself in any role, and in this part she is excellent."

Projection

Optics, Electricity, Practical Ideas & advice

Inquiries and Comments

Another Viewpoint on Effect of Aperture Size on Screen Illumination

PART II

IN last week's issue was published the first section of an article by Arthur Gray, Chief Projectionist at the Lancaster Theatre, Boston, Mass., wherein he gave his views on effect of aperture size on screen illumination.

Gray's views are radically different from those we hold on the subject, since, according to him, if it were feasible to increase the present standard size of the aperture in a motion picture projector, the screen illumination would show marked increases as the aperture size was enlarged.

This issue will complete Gray's article on the subject, after which we will present our side in complete detail for the readers' comments.

Gray's arguments appear to be very logical ones and, no doubt, he will find many supporters among projectionists. The only request we make of the readers is that they withhold judgment until both sides have been given, after which we will be glad to abide by their decision.

Here is the remainder of Arthur Gray's article, printed word for word:

Magnification Kept Constant by Changing Objectives

"However, in order to retain the same area of screen image as heretofore, it will be necessary to employ a suitable, longer, focal length objective, and right here occurs the phase of the matter that has been neglected by the editor in his original treatment of the whole matter.

"With an aperture of given size and illuminated to a given intensity, the screen illumination will be in inverse proportion to the ratio of magnification, less the transmission loss. Put in another way, the intensity of the screen illumination is governed by the relative area of the image and the aperture and the intensity of illumination of the aperture. The free diameter of the objective, the width of the blades on the revolving shutter, the reflection and absorption losses at the lenses, etc., are all contributing factors, and indeed, limiting factors in obtaining screen illumination, but they are not fundamental ones.

"It is really the relation in size which exists between the aperture and the screen image (the ratio of magnification) rather than the size of the aperture alone that constitutes the important influence in screen illumination. This must not be lost sight of. Thus, when experimenting with apertures of different sizes, unless the area of the screen image is kept constant by using different objectives of suitable focal lengths, there can be no real test, nor can any comparison of real value be made.

"If we increase the size of the aperture and do not change the focal length of the objective, the size of the image will be decreased in proportion with the aperture. In this case, there will be no change in magnification and consequently, no change in screen intensity.

"If the aperture is increased in size and the area of the screen image is kept constant, there will be an increase in screen illumination which will be in inverse proportion to the decrease in magnification.

"It is because of the fact that the matter of magnification, i.e., the relative area of the aperture and the screen image, was not taken into consideration that the editor found no decrease in screen illumination when the aperture was reduced in area. 'Not even when reduced to an area one-sixteenth of an inch square.' There would, however, have been a very decided reduction in the screen intensity had he maintained the area of the image constant while he thus drew the aperture down to these Lilliputian dimensions.

"Thus, we may get back to the point where it may be correctly stated that, 'if the intensity of illumination at the aperture and the area of the screen image remain unchanged, any increase in the size of the aperture will result in a proportionate increase in screen intensity.' Axiom: Why not?"

Advantage of Large Iris Opening With Stereopticon Spot Projectors

"And now let me quote the editor when he says, 'With stereopticon forms of spotlights there are no indications that higher-beam candlepowers are obtained when the iris is opened to increase the size of the spot.' In order to get a stage spot of desired intensity, I have, before now, taken advantage of a larger iris opening to secure the very effect which has just been stated as practically impossible of attainment. Furthermore, the 'impossible' method was the only one which could be successfully employed.

"As is well known, a stereopticon form of spot projector, such as, for instance, the Brenkert F3, employs an objective to project to the stage an enlarged image of an illuminated circular aperture which is delineated by an iris located at, or near, the focal plane (slide carrier). With this form of optical line-up, both the size of the aperture and the focal length of the objective play a very important part in determining the beam candlepower.

"In any stated condition where the candlepower of the light source and the area of the projected spot are given, and are to remain constant, the beam candlepower, or the intensity of the projected spot, may be materially increased by using a larger iris opening and a suitable longer focal length objective, opinions to the contrary notwithstanding.

Getting Down to Cases

"We will assume a projection distance of 100 feet. The situation requires a spot 5 feet in diameter. The objective lens on the projector is 10-inch focal length. By computation it will be found that under these conditions an iris opening one inch in diameter will produce a spot of the desired size. When this spot is projected it is found to be not bright enough, nor can the desired intensity be attained even when the light source has been pushed to the limit. This is, of course, a hypothetical case, but it can be closely approximated in actual practice and seems to lend itself readily to an understanding of the whole thing.

"We will now try to show that the size of aperture is indeed one of the governing factors in determining screen illumination. If the projectionist will now substitute an objective of 20-inch focal length and INCREASE THE SIZE OF THE IRIS OPENING to 2 inches in diameter, he will obtain a stage spot that is still 5 feet across and which will have *twice* the intensity as before. We may grant a slight added transmission loss if the diameter of the 20-inch objective is not slightly increased, but it will be negligent in any case and eliminated entirely if the proper free diameter objective is used.

Larger Iris Opening Gives Greater Beam Candlepower

"Let us prove the correctness of the foregoing.

"Case A. The iris opening is one inch in diameter. The projection distance is 100 feet. The objective is 10-inch focal length. The stage spot is 5 feet across. The magnification is 60 diameters.

"Case B. The iris opening is two inches in diameter. The projection distance is 100 feet. The objective is 20-inch focal length. The stage spot is 5 feet in diameter. The magnification is 30 diameters.

"In case B, the intensity of the illumination of the iris is the same as in case A, but as it has twice the area it will utilize twice as much of the beam and will therefore have twice as many lumens. As the area of this stage spot is the same in both cases, its intensity in case B will be doubled, because there will be twice as

(*Continued on page 985*)

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Technical Societies Do Good Work

Intern'l Proj. Ass'n One of the Largest and Best Organized

Throughout the country there are various organizations in the technical department of the motion picture industry which are doing good work but for the most part overlooked. Some of these societies are well-organized bodies with a large membership and some are small groups, but the sum total of their activities has a very important and beneficial influence.

One of the largest and best organized of these bodies is the International Projection Association, with its headquarters located in its own comfortable clubhouse at 437 East 145th Street, New York City.

The officers of the International Projection Association are: A. L. Pollin, President; B. Norton, Vice-president; W. Guth, Treasurer and Secretary.

Many excellent lectures are given at the clubhouse but the social side of the association is by no means overlooked.

On Saturday, March 5th, the International Projection Association held a house-warming and package party which was one of the most successful and pleasant entertainments of the winter. Although on not so elaborate a scale as some of the other entertainments, there was an atmosphere of informality and general good-will which made a pleasant change after the long series of dinners given by the other organizations.

Among those present were: Mr. A. L. Pollin and the Misses Pollin; Mr. B. Norton, Mr. and Mrs. William Guth, Mr. and Mrs. A. L. Roth, Mr. and Mrs. M. Fisher, Mr. and Mrs. P. A. McGuire, Mr. and Mrs. M. Scherer, Mr. George Mayer, Mr. and Mrs. L. De Bella and Miss De Bella, L. Miller, J. Albrozza, J. Ambrosio.

In addition, there were about seventy-five other guests who, with the aid of an excellent orchestra and entertainment provided by Mr. Milton Berkowitz, Miss Mayer and Robert Corey, supplemented by the refreshments served and the dancing which continued during the evening, thoroughly enjoyed the house-warming of the International Projection Association.

Georgia Exhibitors Buy New Equipment

Gortatowsky Brothers, of Albany, well-known exhibitors in South Georgia, have just ordered 1,100 nine-spring upholstered seats, made by Steel Furniture Co., to be installed in their new theatre at Valdosta, Ga., which is expected to open the latter part of March.

W. L. Wynn, of Newnan, Ga., has put in an order for two Powers 6-B machines, with Peerless reflector arc lamps; Silver-sheet screen, film cabinet, Syncroverter and other miscellaneous equipment for his Ritz Theatre, which opens the last of this month.

Harry Somerville, of Daytona Beach, Fla., has just placed an order for equipment for his Kingston Theatre, consisting of two Simplex projectors, Silversheet screen, Simplex ticket selling machine, ventilating equipment and other accessories.

Photo above shows the four manual console installed by the Kilgen Organ Company in Schoenstadt's new Piccadilly Theatre, Chicago

Use Larger Screens in Europe

Smaller American Screens Due to Superior Equip't, Says Expert

Taken as a whole, the moving picture screens used in the theatres throughout Europe are considerably larger in size than those used by American exhibitors. This statement comes from W. L. Schoening, President of the Minnsa Cine Screen Company of Saint Louis, and is certainly authoritative. Mr. Schoening is a pioneer in the moving picture industry and has been engaged in the manufacture of cine screens for more than 15 years, personally supervising the construction of over 10,000 Minnsa De Luxe Specials. Mr. Schoening goes on to say that this condition actually demonstrates the superiority of the American industry over the foreign industry, although at the outset the contrary seemed apparent. For it is the present-day perfection of our domestic projection equipment which enables American exhibitors to utilize smaller screens with more clearness and greater definition to their utmost advantage. The very fact that European productions and projecting methods are not as perfect, explains to some degree the necessity for using larger screens. Lacking the quality and polish which is characteristic of American films, the foreign exhibitor cannot avail himself of this ideal projection—typical in the United States—and at the same time derive the satisfactory results which are common to the moving picture trade of this country.

The average European installation is 14′ x 19′ to 16′ x 21′, while the typical American screen is much smaller for the average theatre. This, of course, is on a basis of the average installation, for may theatres in this country necessarily use larger screens owing to the size of the theatre. For instance, what is claimed to be the largest seamless screen known to have been installed is a Minnsa De Luxe Special, having an 18′ x 24′ picture surface, installed in the M. & S. Douglas Theatre, of New York City.

Piccadilly Theatre Installs Kilgen

Claimed to be Largest Unified Organ in Chicago

One of the outstanding features of the equipment in the Piccadilly Theatre, recently opened in Chicago by Herman Schoenstadt & Son, is the four manual Kilgen organ. The organ has over three hundred stop keys, is situated on a lift on the right of the orchestra pit and is of period design.

The organ itself is arranged behind two artistic grilles, one on each side of the proscenium. It has, of course, all the usual instruments found in large organs, such as violins, tubas, cellos, clarinets, flutes, horns, diapasons, xylophones, marimbas, etc., but

There is a piano standing on a beautifully decorated platform to the right of the proscenium, under the organ grille. This piano is controlled directly from the organ.

On the opening night the well-known organist, Leo Terry, played the solo, while Walter Flandorf, also exceptionally well known in musical circles, played the picture.

The firm that built this organ is George Kilgen & Son, Inc., who have been building pipe organs for over two hundred and eighty years. They have built some of the most famous organs in the country, among them being the organ in Radio Studio WHT in the Wrigley Building, in Chicago; the Grand Central Theatre, in St. Louis, and the Palace Theatre, in Gary, Ind.

Jonesboro, Ark., Theatre Finely Equipped

The equipment and appointments show that Universal has spared no expense in placing the Strand at Jonesboro, Ark., among de luxe houses of moderate capacity. National Theatre Supply Company, through their Dallas office, installed the following equipment: 2 Power's projectors equipped with Peerless arcs; Hertner Transverter; A.D.C. Curtain Control; Upholstered 9-spring chairs, from the Steel Furniture Company, finished in maroon leather, backs of heavy veneered oak; Simplex ticket selling machine; American Silver-sheet screen; a huge electric sign over the marquee, designed and constructed by National Theatre Supply Company; Lee Lash Scenery, such as sets and drops for the spacious stage, also heavy velour curtain; and a wide variety of Stanley lobby frames.

The Strand Theatre seats 1,262 in its orchestra and mezzanine. The house is estimated to have cost around $110,000. Universal also owns and operates the Liberty Theatre in Jonesboro, which house is also under the direction of Mr. Crumley.

Detroit Theatre Well Under Way

Steel work has been started on the new Hollywood Theatre, Detroit, Mich., the latest house to be erected by Lou and Ben Cohen, operators of five other Detroit motion picture theatres. Completion is looked for next fall.

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Inquiries and Comments

(*Continued from page* 982)

many lumens incident on the same area as before.

"Thus, by doubling the size of the iris (the aperture) we have doubled the intensity of the stage spot (screen illumination). It is obvious that the size of the aperture has played a very important function in this respect.

Effect on Enlarged Widescope Aperture

"In Widescope projection the aperture is practically the same height as standard, but twice as wide, I think. Whether or not we will obtain a screen intensity greater than that with the standard picture depends upon whether we elect to retain the vertical or the horizontal standard dimensions. We cannot do both.

"If we choose to retain the standard-height picture, its width will be twice that of normal; the magnification will not be changed and neither will the screen intensity. If, however, we decide to project a picture of standard width, the vertical dimensions of the picture will be one-half that of normal, the magnification will thus be reduced by one-half and the screen intensity will be proportionately increased.

Important That Projectionists Should Understand Matter

"It is important that the projectionist should understand the optical principles involved in this matter, because in the case of the stereopticon form of spot projector, it has been proven that a proper application of this knowledge will result in getting the maximum results from the equipment.

"It is indeed a fact that the practical function of the motion picture projector aperture is to matt out border and frame lines on the film and thus effect a clean-cut delineation of the outline of the picture. Nevertheless, it should also be understood that the present standardized aperture or, to be more explicit, the standardized area of the film exercises a very decided and well-defined influence on the limitations of the optical line-up employed in motion picture projection.

"It should be understood that this standard area has not been selected because it constitutes the one exact size that will assure maximum screen intensity. Nothing of the kind. The size of the film image is virtually a compromise to numerous other mechanical, electrical and optical phases of the projection unit, all of which bear a certain relation to, and exert an influence on each of the others.

"And let it be thoroughly understood that in computing the light intensity of a projected image it is essential that the size of the object (in this case the aperture) be known and taken into consideration. And, furthermore, this matter of the area of the aperture will always exist as a very important influence on final results."

Some Errors in Gray's Calculations

This completes Gray's article and while this section of the article is immediately before us we would like to make a few comments by way of pointing out some places where, we think, Gray has slipped up in his calculations. Not that these mistakes particularly affect the validity of his arguments as, indeed, if his principal contention that increase of aperture size results in increased screen illumination be correct, then we are worse off than ever before since what we have to say now will only strengthen that argument.

Under the heading "Getting Down to Cases," Gray figures that to obtain a 5-foot diameter spot on a projection distance of 100 feet with a 10-inch focal-length lens, an iris opening of one inch is required. We would like to change this to ½ inch, as

$$X=\frac{10 \times 5}{100}$$

$X=\frac{1}{2}$ inch, approximate size of iris opening required.

Further on Gray says that if the 10-inch focal-length lens is replaced with a 20-inch focal-length lens, under the same conditions, an iris opening of 2 inches will be required. We would like to change this also to read one inch since

$$X=\frac{20 \times 5}{100}$$

$X=1$ inch, iris opening required.

These changes are not important and they do not affect Gray's principal argument, but we would like to have all data in accurate form in order to arrive at a correspondingly correct solution to the main problem.

(*Continued on following page*)

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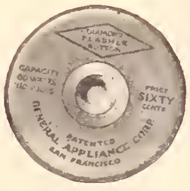

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Inquiries and Comments

(Continued from preceding page)

Still More Errors

Now under the heading "Larger Iris Opening Gives Greater Beam Candlepower," Gray gives two cases, A and B, to prove his contention that more light passes through the large iris opening than through the small one.

In case A he says the magnification is 60 diameters, but in view of the correction we made above it should be

$$M=\frac{5 \times 12}{0.5}$$
$$=120 \text{ diameters.}$$

In case B he also says that the magnification is 30 diameters for these new conditions, but in view of our correction it should be

$$M=\frac{5 \times 12}{1}$$
$$=60 \text{ diameters.}$$

The rates of the two magnifications still remain the same, viz.: two-to-one, but he goes on to say that since one iris opening is *twice* the size of the other it will, therefore, pass *twice* the total number of lumens, assuming that each iris is evenly lighted to the same intensity. In other words, Gray says that if the diameter of a circle is *doubled,* the area will also be *doubled.* We say that it will be increased *four* times as follows:

Area of ½-inch iris opening:

$$A=\frac{0.5 \times 0.5 \times 3.14}{4}$$
$$=0.196 \text{ square inch.}$$

Area of one-inch iris opening:

$$A=\frac{1 \times 1 \times 3.14}{4}$$
$$=0.785 \text{ square inch.}$$

Therefore

$$0.785 = 4$$

Since the one-inch iris opening has *4 times* the area of the ½-inch opening, 4 *times* as many lumens should pass through it and, consequently, according to Gray's argument the screen intensity should not be doubled but should be increased by *4 times.*

Gray's last paragraph under this heading should, therefore, read as follows: "Thus by *doubling* the size of the iris (the aperture) we have *quadrupled* the intensity of the stage spot (screen illumination)."

The above was obviously an oversight on Gray's part which he failed to catch in reading over the article and our only reason for pointing it out is to put all of his arguments in final ship-shape form before presenting our own arguments to show that his contentions are entirely wrong.

In the next two articles we will give the results of some simple photometric tests which we have just conducted and will check and cross-check them in every possible shape and form in order to give them the acid test of cold logic.

We will take Gray's own example, wherein he keeps the size of both spots exactly the same and show that the size of the iris opening (or aperture) cannot possibly affect the screen intensity no matter what the conditions are so long as the three principal factors, brightness of source, free diameter of objective lens and projection distance, are not changed.

Then we will show exactly where Gray went wrong in the test he performed and also where he tangled himself up to such an extent in interpreting the results of this test that he made the natural mistake of attributing the increased screen intensity to the increased size of iris opening.

Gray overlooked one important factor and we will show, with the aid of diagrams, just where his foot slipped and the errors this slip naturally led him into.

(To be concluded)

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FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	J. Johnston-R. Frazer-G. Astor-M. Carr	American Cinema	6790 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Pathe	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Pathe	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	5700 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6411 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast (Art Young)	Pathe	5673 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7181 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F. B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M. McAlister	American Cinema	5663 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	5998 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E. Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur-D. Revier	Columbia Pictures	5330 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7100 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F B. O	5285 feet	
Breed of the Sea	R. Ince-M. Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J. Gaynor-W. McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M. G	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	Mar. 11
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5726 feet	Dec. 11
Kentucky Handicap, The	Reed Howes	Rayart	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6350 feet	Nov. 20
Mountain Eagle	Nita Naldi	Artlee Pictures	5302 feet	
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R. McKee-E. Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5479 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	

Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	S. Mason-R. Frazer	Tiffany	6147 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blind Man's Bluff	Buffalo Bill, Jr	Pathe	4441 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr.	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5200 feet	Nov. 6
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6454 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Readin','Ritin','Rithmetic	E.Marion-G. White	Artlee Pictures	4983 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5278 feet	Jan. 3
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 17
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	Feb. 18
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	Feb. 18
General, The	Buster Keaton	United Artists	7440 feet	Feb. 25
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	Mar. 4
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6741 feet	Mar. 11
Oh, Babyl	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M.Davies-O.Moore	M-G-M	6337 feet	Feb. 25
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	M. Harris-G. Glass-M.Carr-R.McKim	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M	6308 feet	
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pic. (S.R.)	6712 feet	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National	6433 feet	Mar. 11
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox		
Bachelor's Baby, The	H. Chadwick-H. Meyers	Columbia	5260 feet	
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Blind Alleys (tentative)	Meighan-Brent-Nissen	Paramount	5597 feet	Mar. 11
Burnt Fingers	E.Percy-G.O'Hara	Pathe	5854 feet	Feb. 18
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany		
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M		
Denver Dude, The	Hoot Gibson	Universal	5292 feet	Feb. 25
Don Mike	F. Thomson-R. Clifford	F. B. O	5723 feet	Mar. 4
Easy Pickings	Nilsson-K. Harlan	First National	5250 feet	
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	Feb. 25
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe	4524 feet	Feb. 25
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M.Prevost-C.Ray	Prod. Dist. Corp	6859 feet	Feb. 18
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr.	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros	6271 feet	Mar. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures	5790 feet	Mar. 11
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany	5600 feet	Mar. 11
It	A. Moreno-C. Bow	Paramount	6452 feet	Feb. 18
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain (tentative)	D.MacLean-S.Mason	Paramount		
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount	6007 feet	Mar. 11
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keene	F. B. O	6807 feet	Feb 25
Marriage	V. Valli-A Durant-G. McConnell	Fox	5440 feet	Feb. 25
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	Feb. 25
Midnight Watch, The	R .Stewart-M. McAllister-D. Torrence	Rayart		

Feature	Star	Distributed by	Length	Reviewed
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox	5500 feet	Mar. 11
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romance of an Actress	B. Bedford	Chadwick		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satan, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M	6289 feet	
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M		
Valley of Hell, The	F. McDonald-E. Murphy	M-G-M		
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4953 feet	Feb. 18
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M		
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	Mar. 4
Yellow Streak, A	Ben Wilson	Rayart		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held By the Law	M. De La Motte-J. Walker	Universal	6929 feet	
Hey, Hey, Cowboy	Hoot Gibson	Universal		
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Night Bride, The	M. Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
On Ze Boulevard	L. Cody-R. Adoree-R. D'Arcy-D. Sebastian	M-G-M		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Rambling Ranger, The	Jack Hoxie	Universal	4439 feet	
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Ritzy	B. Bronson-J. Hall-G. Short	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	C. Bow-R. Howes-D. Gilmore	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Somewhere in Sonora	Ken Maynard	First National	5711 feet	
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Spuds	L. Semon-D. Dwan	Pathe	4930 feet	
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	Feb. 18
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M. Davies-G. Brancroft-G. Whitman	Paramount		
Vanity	L. Joy-A. Hale-C. Ray	Prod. Dist. Corp		
Wild Geese		Tiffany		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Blazing Days	Fred Humes	Universal	4639 feet	
Brides Will be Brides	Laura La Plante	Universal		
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Casey at the Bat	W. Beery-S. Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers	L. Fazenda-J. F. McDonald-D. Phillips	Fox		
Flaming Timber		Tiffany		
Fourth Commandment, The	Belle Bennett	Universal	6863 feet	Oct. 30
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
High Hat	Lyon-Brian	First National		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Is That Nice?	G. O'Hara-D. Hill	F. B. O		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	L. Maloney-E. Gilbert	Pathe	5814 feet	Mar. 11
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mysterious Rider, The	J. Holt-B. Jewel	Paramount		
Mystery Club, The	M. Moore-E. Roberts	Universal	6969 feet	Oct. 16
Orchids and Ermine	C. Moore-J. Mulhall	First National		
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P. O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess of Hoboken, The	E. Burns-B. Mahaffey-E. Clayton-L. Tellegan	Tiffany		
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H. Miller	Pathe	5705 feet	Mar. 11
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Sonora Kid, The	Tom Tyler	F. B. O	4565 feet	Mar. 11
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R. Schildkraut-K. Thomson	Prod. Dist. Corp		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	F. Vidor-C. Brook-M. Carr	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	N. Talmadge-A. B. Francis	First National		
Captain Salvation	L. Hanson-G. Fawcett-P. Starke-E. Torrence-M. Day	M-G-M		
City of Shadows, The	J. Luden-S. Lynn	F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tyler	F. B. O		
Enchanted Island		Tiffany		
Evening Clothes	A. Menjou-L. Brooks-V. Valli-N. Beery	Paramount		

MAY

Feature	Star	Distributed by	Length	Reviewed
Crashing Hoofs	Bob Custer	F. B. O		
Down the Stretch	Agnew-Nixon	Universal		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Love Thrill, The	La Plante-T. Moore	Universal		
Mother	Belle Bennett	F. B. O	6685 feet	
Prairie King, The	Hoot Gibson	Universal		
Rubber Hills	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount		
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Snowbound		Tiffany		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Unknown, The	L. Chaney-J. Crawford-N. Kerry	M-G-M		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Beware of Widows	La Plante-T. Moore	Universal		
Bulldog Pluck	Bob Custer	F. B. O		
Claw, The	Kerry-Windsor	Universal		
Drums of the Desert (tentative)	W. Baxter	Paramount		
Lea Lyon	M. Philbin-I. Moskine	Universal		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Squads Right		Tiffany		
Tale of a Vanishing People		Tiffany	6500 feet	
Ten Modern Commandments	Esther Ralston	Paramount		
Whirlwind of Youth, The	L. Moran-J. Hall-D. Keith-L. Kent	Paramount		
White Gold	J. Goudal-G. Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Hero on Horseback, A	Hoot Gibson	Universal		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ice	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan. 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
Ali Gazam	Neely Edwards	Univ	Mar. 21	1 reel	
All for a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	Mar. 11
All For An Uncle	King-Dorety	Univ		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Aloma of the South Seas	"Mutt & Jeff"	Short Films	Nov. 15	1 reel	
Along Came Fido	"Cartoon"	Bray	Jan. 7	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Angel's Feathers		Hi-Mark	Nov. 1	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	Mar. 4
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At It Again		Hi-Mark	Nov. 29	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Mar. 30	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Beauty Shop, The (Witmer Series)					
Be My Wife	Charles King	Univ	Mar. 23	2 reels	Mar. 4
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Birthday Greetings	Harris-Kitchen	Fox	Mar. 6	2 reels	Feb. 25
Blisters Under the Skin	Morris-Guard	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Blue Friday		Hi-Mark	Nov. 22	2 reels	
Brain Storms	Beauchamp-Davis	Educat	April 3	2 reels	
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Brome and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Secret	Trimble and Dog	Univ	Mar. 7	2 reels	Feb. 25
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Cash and Carry	Neal Burns	Educat	Mar. 27	2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec.	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	Mar. 11
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Circus Daze	"The Gumps"	Univ	Mar. 21	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series of 10)	Gulliver-Lewis	Univ		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	Feb. 25
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cry and Get It	Eason-O'Shea-Hill	F. B. O	Mar.	2 reels	
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Dancing Fools	King-Dorety	Univ		2 reels	
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dates For Two	King-Dorety	Univ		2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. [illegible]	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Nov. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid Me, Monk	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	Mar. 11
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	Mar. 4
Draw-Back, The	J. Arthur-K. McGuire	Educat	April 10	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	Feb. 18
Dumb Belles	Billy Dooley	Educat	April 24	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Extra Extra	Madden-Lewis	Fox		2 reels	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	Feb. 18
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Barnyards	"Sullivan Cartoon"	Educat	Mar. 20	1 reel	
Felix the Cat in Germania	"Sullivan Cartoon"	Educat	April 3	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	Mar. 4
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat is Pedigreedy	"Sullivan Cartoons"	Educat	Jan. 23	1 reel	Feb. 25
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Sax Appeal	"Sullivan Cartoon"	Educat	April 17	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	Mar. 11
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 28
Felix the Cat Sees 'Em in Season	"Sullivan Cartoon"	Educat	Mar. 6	1 reel	
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 20	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
First Prize	Phil Dunham	Educat	Mar. 27	1 reel	
Fishing Snookums	Snookums-Clair-Dooley	Univ	April 6	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Food for Thought		Hi-Mark	Jan. 10	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray	Oct. 1	1 reel	
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F. B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched	"McDougall Kids"	Bray	Sept. 1	2 reels	
Gid Up Napoleon		Hi-Mark	Jan. 30	2 reels	
Girl	"O. Henry"	Fox		2 reels	
Globe Trotters, The	"Mutt & Jeff"	Short Films	Dec. 1	1 reel	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C	Nov. 1	2 reels	Sept. 18
Grandpa's Boy	"Big Boy"	Educat	Mar. 6	2 reels	Mar. 11
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series of 12)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.	Nov	2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	Feb. 25
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb. 21	2 reels	Mar. 4
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Here Comes Precious	Jimmie Adams	Educat	Mar. 13	2 reels	
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	Mar. 11
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hokus Pokus	Neely Edwards	Univ		1 reel	Mar. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Hold That Bear	Phil Dunham	Educat	April 24	1 reel	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home Brewed Youth		Hi-Mark	Dec. 12	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Monl	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Horse Play	"Krazy Kat Cartoon"	F. B. O	Jan. 3	1 reel	
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat	Mar. 6	2 reels	
Hot Soup	George Davis	Educat	April 10	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
I'm the Sheriff	"The Gumps"	Univ	Mar. 7	2 reels	Mar. 4
Indigo Sunday		Hi-Mark	Jan. 3	2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jail Birdies	Bobby Vernon	Educat	April 10	2 reels	
Jailhouse Blues	Arthur Lake	Univ	Mar. 28	1 reel	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Thelma Daniels	Univ	Mar. 18	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Jolly Tavern, The	Wm. Cassio	Boheme Films		2 reels	
Jungle Heat	Al St. John	Educat	April 24	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in 1999	"Cartoon"	Red Seal	Mar. 10	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept. 18
Ko-Ko Makes 'Em Laugh	"Cartoon"	Red Seal	Feb. 10	1 reel	
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ko-Ko the Kavalier	"Cartoon"	Red Seal	April 10	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	Feb. 25
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Local Talent	"Life Cartoon"	Educat	Mar. 13	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	April 4	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Languid Lure	Ben Turpin	Pathe		2 reels	
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lunch Hound	"Cartoon"	Bray	Mar. 4	1 reel	
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	Feb. 25
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Master Mind, The	Wm. Cassio	Boheme Films		2 reels	
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Kangaroo, The	Cameron-Phipps	Fox		2 reels	
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mikeand Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Rayart	Dec.	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C	Nov.	2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Sept. 10	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov 14	2 reels	Nov. 6
Naughty Boy	Lupino Lane	Educat	April 17	2 reels	
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series of 12)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Nothing to Think About		Hi-Mark	Dec. 12	2 reels	
Not So Big (Wisecracker)	Eason-Hill-Cooke-Guard	F. B. O	May 8	2 reels	
Not the Type	"Van Bibbers"	Fox		2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougall Alley Kids"	Bray	Feb. 1	2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 10	2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	Feb. 25
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Man Show, A	Neely Edwards	Univ	April 11	1 reel	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm	"McDougall Kids"	Bray	Oct. 1	2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'-Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perfect Day, A	Davis-Dunham	Educat	Mar. 13	1 reel	
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Petering Out	"Cartoon"	Bray	Feb. 4	1 reel	Mar. 4
Pete's Haunted House	"Cartoon"	Bray	Oct. 14	2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray	Oct. 28	1 reel	Nov. 6
Pete's Pow Wow	"Cartoon"	Bray	Mar. 11	1 reel	
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Polo Bear	Sargent-Wiley	Bray	Mar. 20	2 reels	Mar. 4
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 1	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prince of Whales, The	"Life Cartoon"	Educat	April 10	1 reel	
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Professional Ethics		Hi-Mark	Nov. 8	2 reels	
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 20	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Jan. 21	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Racing Fever	"Life Cartoon"	Educat	April 24	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Roman Scandal, A	"Mutt & Jeff"	Short Films	Nov. 1	1 reel	
Rooms for Rent	"The Gumps"	Univ	Jan. 10	2 reels	
Roped In	Al St. John	Educat	Mar. 20	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb 4
Rug Fiend, The	"Krazy Kat Cartoon"	F .B. O	Mar. 28	1 reel	
Ruling the Rooster	"Life Cartoon"	Educat	Mar. 27	1 reel	
Runaway Match		Hi-Mark	Jan. 24	2 reels	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	Mar. 4
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
Scent					
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	April 13	2 reels	May 15
Shoosh!	Charley Bowers	F. B. O	Mar. 21	2 reels	
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Shoulder Arms (Re-issue)	Charlie Chaplin	Pathe		3 reels	Feb. 18
Should Husbands Marry?	A .Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept. 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	Feb. 25
Slipping Wives	Priscilla Dean	Pathe		2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	
S'Matter Pete	"Cartoon"	Bray	Feb. 18	1 reel	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	Mar. 4
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Somebody's Fault	Lloyd Hamilton	Educat	Mar. 13	2 reels	
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	Feb. 25
Sophomore, The	G.O'Neil-L.Graydon	Hi-Mark			
Sorority Mix-Up, A	"Mr. X" (Monkey)	Bray	Mar. 10	2 reels	Mar. 4
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Survival of the Fattest	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoons"	Bray	Nov. 12	1 reel	
Take It Easy		Hi-Mark	Dec. 19	2 reels	
Taking the Air	"Aesop Fables"	Pathe	Mar. 6	1 reel	Mar. 4
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
That's Nothing	Wm. Cassio	Boheme Films		2 reels	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
There's a Will	King-Dorety	Univ		2 reels	
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Do It	Sargent-Wiley	Bray	Feb. 20	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Way of a Boy		C. & C	Nov. 15	1 reel	
Wedding Yells	Johnny Arthur	Educat	Feb. 6	2 reels	Feb. 18
Westerner, The	Reata Hoyt	Fox		2 reels	
Westward Whoa	Roach-Olmstead	Univ	April 4	1 reel	
What Happened to Jane (Series of 13)	T. Daniels-C. King	Univ		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What Price Swimming?		C. & C	Dec. 12	1 reel	
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
When Martin Gets Here		Hi-Mark	Jan. 17	2 reels	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	M. Daw-C. Hale	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	Feb. 18
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Why Worry		Hi-Mark	Nov. 15	2 reels	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charley Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You'd Better Get It		Hi-Mark	Dec. 5	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	Oct 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug. 1	1 reel	
Alpine S.O.S	C. & C	Nov. 5	2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod	Feb. 7	1 reel	Feb. 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Boy, The (Colorart Picture)	Tiffany	Jan. 15	1 reel	Feb. 25
Bashful Suitor (Famous Painting)	C. & C	Dec. 1	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark	Dec. 1	2 reels	
Beautiful Britain	C. & C		1 reel	
Beauty and the Beach	C. & C			
Beechnuts	C. & C		2 reels	
Beggar Maid (Famous Painting)	C. & C	Nov. 15	1 reel	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Bird City (Novelty)	Film Exch., Inc	Dec. 15	1 reel	
Birds in the Treetops	C. & C			
Birds of Bonaventure Island (Novelty)	Film Exch., Inc	Nov. 30	1 reel	
Bird of Flight, A (Hodge Podge)	Educat	April 17	1 reel	
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	Feb. 25
Bruce Scenic Novelties, No. 8	Educat	Mar. 20	1 reel	
Bruce Scenic Novelties, No. 9	Educat	April 17	1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Canning the Salmon	Film Exch., Inc	Nov. 29	1 reel	
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Climbing Into Cloudland (Hodge Podge)	Educat	Mar. 13	1 reel	
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany	Feb. 1	1 reel	Feb. 25
Custer of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray	Nov. 29	1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Creepy Things (Nature Special)	Bray Prod	Mar. 21	1 reel	
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark	Jan. 5	2 reels	
Diary of Rob O'Day, The (Kelly Color Films)				
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog of Dogs (Fearless—Dog)	Chester. (S.R.)	Dec.	2 reels	
Dog Scouts (Fearless—Dog)	Chester. (S.R.)	Dec. 1	2 reels	
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Driven From Home (Twisted Tale)	Short Films	Dec. 1	1 reel	
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series of 13)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	Feb. 25
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educat	Feb. 13	1 reel	Feb. 18
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan. 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany	Dec. 1	1 reel	Feb. 25
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fresh From the Deep (Novelty)	Film Exch., Inc	Dec. 31	1 reel	
From Catch to Can (Novelty)	Film Exch., Inc	Dec. 20	1 reel	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Furry Tale, A (Nature Special)	Bray Prod	Feb. 21	1 reel	Mar. 4
Galloping Justice (Mustang-Edmund Cobb)	Universal	April 9	2 reels	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 27
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	

Title	Distributor	Rel. Date	Length	Reviewed
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark	Jan. 20	2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	Feb. 4
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Wbo, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Hair Cartoons, No. 23	Red Seal	Feb. 15	1 reel	
Hair Cartoons, No. 24	Red Seal	Mar. 15	1 reel	
Hair Cartoon, No. 25	Red Seal	April 15	1 reel	
Hair Cartoons, No. 26	Red Seal	May 15	1 reel	
Haunted Homestead, The (Mustang-F. Gilman)	Universal	April 16	2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark	Nov. 15	2 reels	
Heavenly Bodies (Ufa sbort)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films	Jan. 28	1 reel	Feb. 11
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C.		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope (Famous Painting)	C. & C.	Nov. 1	1 reel	
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The (Magazine)	Bray Prod	Sept. 20	1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
How It Happened (Twisted Tale)	Short Films	Dec. 1	1 reel	
Hung Without Evidence (Twisted Tale)	Short Films	Jan. 5	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
If Dreams Come True (Color Romance)	C. & C.	Dec. 5	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
In the Good Old Summertime (Song Car-Tune)	Red Seal	Mar. 1	1 reel	
Isle of June, The (Colorart Picture)	Tiffany	Dec. 15	1 reel	Feb. 25
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Jingle Bells (Song Car-Tune)	Red Seal	April 1	1 reel	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Feb. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Mar. 20	1 reel	
Keeping 'Em Guessing, Issue F	Red Seal	April 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Last of the Bison, The	Film Exch.,Inc	Dec. 16	1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films	Dec. 3	1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C.		1 reel	
Little Brother of the Wild (Nature Special)	Bray Prod	Jan. 24	1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Logging the Logs	Film Exch.,Inc	Jan. 2	1 reel	
London Bridge (Song Car-Tune)	Red Seal	May 1	1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.	Nov. 15	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe		10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
Monarch of the Plains (Novelty)	Film Exch.,Inc	Jan. 15	1 reel	
More Ways Tban One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan. 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 14	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Nurnburg the Toy City (Sketch Book)	Pathe	Oct. 31	1 reel	Oct. 30
Odd Jobs (Curiosities)	Educat	April 3	1 reel	
Oh You Beautiful Doll (Song Car-Tune)	Red Seal	Mar. 15	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany	Jan. 1	1 reel	Feb. 25
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Our Arctic Frontier (Novelty)	Bray Prod	Feb. 7	1 reel	
Out of the Inkwell (Series)	Red Seal		1 reel	
Over and Under the Earth	Film Exch.,Inc	Nov. 22	1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug. 29	1 reel	
Pathe Review, No. 36	Pathe	Sept. 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review. No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan. 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No. 8	Pathe	Feb. 20	1 reel	Feb. 25
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	Feb. 25
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	Mar. 4
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peace Deputy, The (Mustang—Fred Gilman)	Universal	Mar. 26	2 reels	Mar. 11
Pearls (Movie Legend)	Castle Films	Jan. 21	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Pipe Rock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	Feb. 18
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C.			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	Feb. 18
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Region of Romance (Novelty)	Film Exch.,Inc	Dec. 12	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial—Wm. Desmond)	Universal	Mar. 28	10 episodes	
Riding for a King (Donoghue Racing Drama)	Hi-Mark	Nov. 1	2 reels	
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod		2reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark	Dec. 15	2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	Mar. 4
Robert E. Lee (Song Car-Tune)	Red Seal	April 15	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	Mar. 11
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Romance of the Salmon	Film Exch.,Inc	Jan. 24	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C.	Nov 15		
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C. & C.	Nov. 1	1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films	Jan. 7	1 reel	Jan. 21
Short Shots, No. 9	Castle Films	Jan. 21	1 reel	Feb. 11
Short Shots, No. 10	Castle Films	Feb. 3	1 reel	Mar. 4
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	Mar. 4
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silent Flyer, The (Serial)	Universal		10 episodes	

	Distributor	Rel. Date	Length	Reviewed
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	Feb. 25
Silent Trailer, The (Fearless—Dog)	Chester. (S.R.)	Nov. 1	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Sleeping Beauty (Color Romance)	C. & C.	Nov. 5	1 reel	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Nov. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Sports on Lake Ontario (Novelty)	Bray Prod	Mar. 7	1 reel	
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners (Magazine)	Bray Prod	Oct. 4	2 reels	
Tag-Mahal	C. & C.	Dec. 1		
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holmes)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod	Oct. 18	2 reels	Oct. 23
Visit to Cloudland (Novelty)	Film Exch.,Inc	Jan. 28	1 reel	
Wandering Hills (Ufa short)				
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	Feb. 25
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
What the Doctor Ordered (Novelty)	Film Exch.,Inc	Nov. 26	1 reel	
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Guide Meets Guide	Film Exch., Inc.	Dec. 27	1 reel	
When Oscar Went Wild (Mustang-Holmes & Corbett)	Universal	April 2	2 reels	
Where the Moose Runs Loose	Film Exch.,Inc	Dec. 4	1 reel	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whiriwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With Deer and Hound	Film Exch.,Inc	Jan. 16	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	Mar. 4
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am. Cinema		1 reel	
Young Painter, The (Famous Painting)	C. & C.	Dec. 15	1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Air Raiders, The	Al Wilson	F. B. O		
Alex the Great		F. B. O.		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E. Murphy	First National		
American Beauty	B. Dove	First National		
American Eagle, The	R. Keane-B. Kent	Universal		
Anna Karenina	J. Eagels-V. Varconi	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	G. Cooper-B. Jewel	Paramount		
Arizona Whirlwind, The	Bill Cody	Pathe		
A. W. O. L	G.Cameron-S.Cohen-T. McNamara	Fox		
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Back to God's Country	R. Adoree-R. Frazer	Universal		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beau Sabreur	E. Ralston	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky	S. O'Neil-O. Moore-G. Olmstead	M-G-M		
Bed and Board (tentative)	L. Stone-Nilsson	First National		
Behind the Lines	Sandow (Dog)	Pathe		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Be Yourself	Raymond Griffith	Paramount		
Big Bertha (tentative)	C. Murray-C. Sidney-N. Kingston	First National		
Big Sneeze, The	Wallace Beery	Paramount		
Bigger They Are, The	George O'Hara	F B. O		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blood Ship, The	H. Bosworth	Columbia		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-C. Nagel	M-G-M		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	J. Coogan-H. Rawlinson-C. Windsor	M-G-M		
Burning Gold	H. Rawlinson-S. Palmer-S. Lewis	Elbee Pict. (S. R.)	5400 feet	
Butter and Egg Man, The	H. Langdon	First National		
Buttons	Jackie Coogan	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Call of the Heart	Dynamite (Dog)-E. Cobb-J. Alden	Universal		
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B. Compson-K. Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt-M. Nixon-H. Bosworth	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Clancy's Kosher Wedding		F. B. O		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small (producers)		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confessions of a Bride	M. Harris-V.Varconi	Pathe		
Congressional Medal, The		Fox		
Conquest of California, The	T. McCoy-A. Pringle	M-G-M		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K.Maynard-D.Dwan	First National		
Coward, The		F. B. O.		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	A.Q.Nillson-L.Stone	First National		
Dangerous Virtue	Jane Novak	Artlee Pictures	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Daughter of the Slums	Mary Pickford	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil Is Alive, The	F. Wray	Paramount		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Devil's Saddle, The	Ken Maynard	First National		
Diamonds in the Rough	M. Sills	First National		
Dirty Work	Johnny Burke	Pathe		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs.Valentino	F. B. O		
Dog of Mystery, The		M-G-M		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Empty Saddle, The	Fred Humes	Universal		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Envy	L. Tellegen-H. Ferguson-M.Carr-M.Loy	Atama Prod		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Fury	Sandow (Dog)	Pathe		

Feature	Star	Distributed by	Length	Reviewed
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fares Please	G. Sidney-C. Murray	First National		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fate	T. Meighan	Paramount		
Fifth Horseman, The		Artlee Pictures		
Fighting Don, The	Ricbard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S.R.)	5600 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O		
Finders Keepers	L. La Plante	Universal		
Fireman Save My Child	Wallace Beery	Paramount		
First Auto, The	P. R. Miller	Warner Bros		
Flag Maker, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Flash in the Night, A		American Cinema		
Flasb Kid, The	Dick Talmadge	Universal		
Flight	R. Keane	Universal		
Flying Patrol, The	Al Wilson	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict (S.R.)	5650 feet	
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller	Capital (S.R.)		
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Freckles		F. B. O		
Free Souls	Norma Sbearer	M-G-M		
French Dressing	M. Sills	First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Galloping Tbunder	Bob Custer	F. B. O		
Gambling Chaplain, Tbe	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Gingham Girl, The		F. B. O		
Girl Friend, The	E. Cantor	Paramount		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, Tbe	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Girls of Today		Trem Carr (producers)		
Glitter		First National		
Glorious Gamble, Tbe	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan	M. Sills	First National		
Harvester, The		F. B. O		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Heart of Salome	A. Rubens	Fox		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Her Sacrifice	B. Tennant-B. Washburn-G. Brockwell	Sandford (S.R.)	6100 feet	
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son	L. Stone-L. Tashman-A. Beranger	First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A	B. Jones-G. Hale	Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Horse Shoes	Monty Banks	Pathe		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imperfect 36, The	M. Alden-M. Clayton-H. T. Morey			
In His Arms	Special Cast	M-G-M		
In the First Degree	A. Calhoun-G. Hughes-B. Washburn	Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	May McAvoy	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The (Vitaphone)	George Jessel	Warner Bros		
Jenny Lind		M-G-M		
Jerry Settles Down	Tom Tvler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
King of Soho, The (tentative)	Emil Jannings	Paramount		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		

Feature	Star	Distributed by	Length	Reviewed
Ladies Beware		F. B. O		
Ladies' Night in a Turkish Bath	D. Kenyon	First National		
Ladies of Ease		Chadwick		
Lady Be Good	Mackaill-Mulhall	First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last House, The		Columbia Pictures		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laugh, Clown, Laugh	L. Barrymore	M-G-M		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of a Woman		Tiffanv	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Reporter, The	J. Walker-S. Breamer	Elbee Pict. (S.R.)	5415 feet	
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Artlee Pictures		
Lonely Ladies	L.Stone-A.Q.Nilsson	First National		
Lonesome Ladies	L.Stone-A.Q.Nilsson			
Look Who's Here	Dick Talmadge	Universal		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Artlee Pictures		
Mad Girl of Moscow, Tbe	Evelyn Brent	F. B. O		
Mad Lover, The	R. Dix	Paramount		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Metropolis (road show)	Special Cast	Paramount		
Midnight Watch, The	R. Stewart			
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Miracle, The	Special Cast	First National		
Miracle, The	Special Cast	M-G-M		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Mob, The (tentative)	J. Murray-E. Boardman	M-G-M		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountains of Manhattan	D.Devore-C.Delaney	Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Naughty Nannette	V. Dana	F. B. O		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Newsboy to Millionaire		F. B. O		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Not for Publication	R. Ince	F. B. O		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Now We're in the Air	W. Beery	Paramount		
Officer Jim	R. Hughes-G. Gray	Artlee Pictures	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Age Handicap, The	G. Hughes-D. Devore-M. Carr-G. Glass	Pacific Pict		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
Open Book	Special Cast	M-G-M		
Ordeal ,The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outlaws of Red River	T. Mix-M. Daw	Fox		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Dust (tentative)	Bill Cody	Pathe		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Pedigree		F. B. O		
Perfect Gentleman, A	M. Banks	Pathe		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Love	Ivan Moskine	Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Pollv Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		

Feature	Star	Distributed by	Length	Reviewed
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romance of the U. S. Mail, The		Warner Bros		
Romantic Age, The	E.O'Brien-A.Vaughn	Columbia Pictures		
Romeo and Juliet	N. Kerry-M. Philbin	Universal		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The	L. Stone-M. Astor	First National		
Rose of the Bowery		American Cinema		
Roughneck Gentleman, The	R. Dix	Paramount		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V. Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Senorita	B. Daniels	Paramount		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros		
Sinews of Steel	A. Vaughn-G. Glass	Lumas		
Sinners of Paradise		First National		
Sky Call, The		F. B. O		
Sky High Saunders	A. Wilson-E. Tarron	Universal		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Small Bachelor, The	Beranger-O. Harlan	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever	Wm. Haines	M-G-M		
Spurs and Sparkplugs	F. Humes	Universal		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount	6000 feet	Mar. 11
Stolen Bride, The	M. Astor-L. Hughes	First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sun of Montmartre, The	Norma Talmadge	First National		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The	M. Astor-W. Collier, Jr.-R. Lewis	First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Thirteenth Chair, The	L. Barrymore	M-G-M		
Three Miles Up	Al Wilson	Universal		
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Timid Terror, The (tentative)	W.C.Fields-M.Brian	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke-R. Forbes	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez-E. Brent	Paramount		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of All Flesh, The	E. Jannings-L. Dagover-B. Bennett	Paramount		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding Bills	R. Griffith-A. Sheridan	Paramount		
Wedding March, The (road show)	von Stroheim	Paramount		
We're All Gamblers	Meighan-Nissen	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	Feb. 18
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wide Open	D. Grace-G. Darmond	Sunset (S.R.)	5000 feet	
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		
Wine, Women and Broadway		F. B. O		
Wine, Women and Song		Asher-Small-Rogers (producers)		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh	Excellent Pictures		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman on Trail, The	Negri-Cortez	Paramount		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yes-Man, The	Harry Langdon	First National		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		
Yukon Trail, The		Universal		

You'll Find It First in The News

PRINTED BY
BLANCHARD PRESS
NEW YORK

Unrivaled screen quality

The photographic superiority of Eastman Film—zealously safeguarded by Kodak Research Laboratory experts—naturally makes prints on Eastman Positive Film from negatives on Eastman Negative Film unrivaled in screen quality.

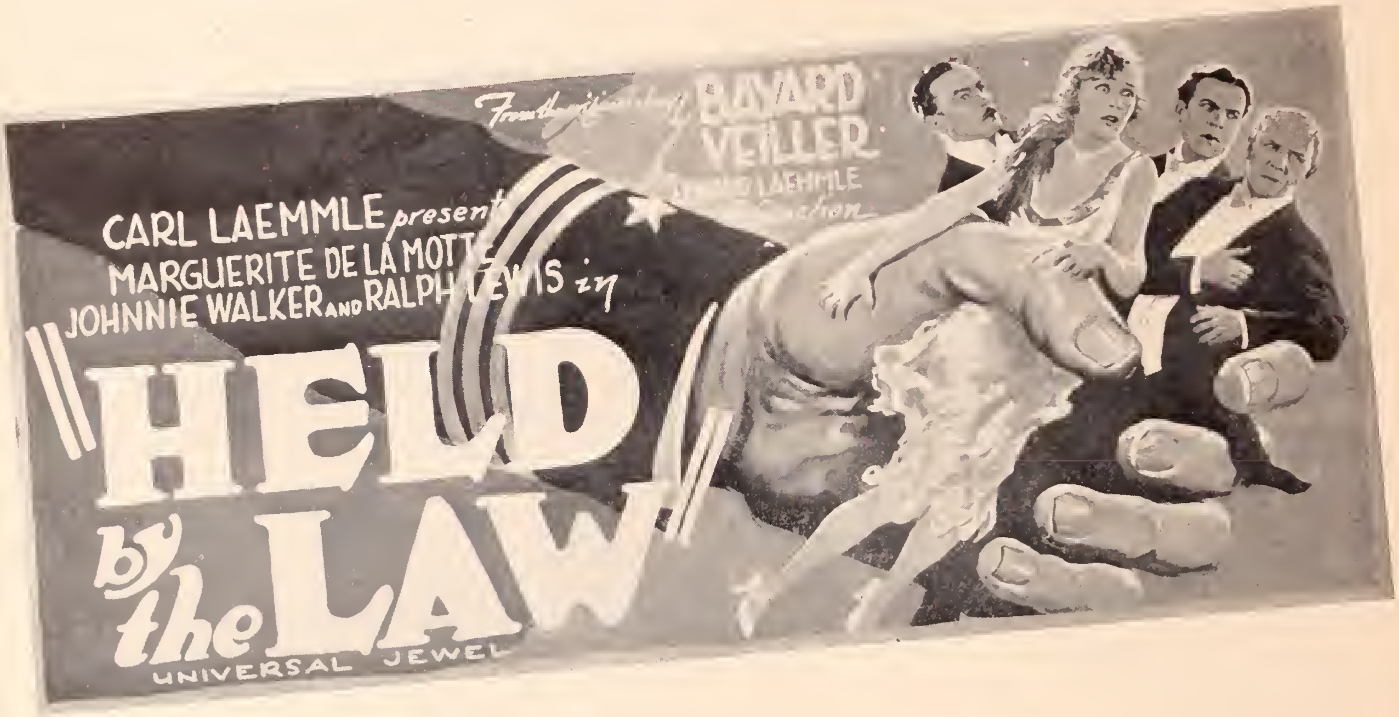
And, since the public appreciates screen quality, insistence on prints on Eastman Film will have a favorable box office reaction.

Prints on Eastman have the black-lettered identification "Eastman" and "Kodak" in the transparent margin. Look for it.

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

Showmanship!

Reproduction of
Universal
24 sheet



THERE'S seat selling, patron-pulling punch in good posters, conceived by showmen and executed by experts.

Universal Posters and Morgan Lithographs have been money-getting partners for showmen for a score of years.

Look for the Morgan name on the posters of all the leading producers and you have a guarantee that—

There's SHOWMANSHIP in the poster!

The Morgan Lithograph Co

General Office: Cleveland, Ohio
Plants: CLEVELAND · NEW YORK CITY · ELMHURST, LONG ISLAND
Branch Office: LOS ANGELES, CALIFORNIA

March 25, 1927

Motion Picture News

Reg. U. S. Patent Office

ADVICE!
No matter what News Reel and Short Feature contract you have NOW clear the way THEREAFTER!

HAL ROACH Comedies

Produced by the HEARST organization

WHEN THE LION ROARS!

it's worth your while to listen!

Vol. XXXV No. 12

Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879

Published Weekly—$2.00 a Year

PRICE 20 CENTS

Los Angeles — New York — Chicago

SEASON'S GREATEST COMEDY HIT!

— QUARANTINED RIVALS —
QUARANTINE ORDER BOARD OF HEALTH

GEORGE RANDOLPH CHESTER

She would not establish such an uncomfortable precedent. Mr. Farney insisted. Miss Howard thereupon peremptorily ordered that Mr. Howard be shown in. And now that he was in, a quarantine had been declared and neither Mr. Howard or Mr. Farney could get out! And there you are! Not, of course that either one of these two gentlemen desired in the least to depart, as the prospect of two weeks under the same roof with the fair Mi Payson w gift the god

QUARANTINED RIVALS

Clare Angell

by GEORGE RANDOLPH CHESTER

Author of "Get-Rich-Quick Wallingford", "Izzy Iskovitch Presents" and many famous books, plays and photoplays.

GREATER GOTHAM PRODUCTIONS

Seven Thousand Feet of Smart Smiles, Funny Situations, Wise Cracks, Gags, Laughs, Roars and Giggles, caused by

THE GREATEST ACTING CAST OF FILM FARCEURS EVER!

Directed by ARCHIE MAYO—and how!

Hop On To This One, Mr. Exhibitor—It's A Natural!
All The Big Boys Are Booking This One.
Released Regionally On March 25th, by

GREATER GOTHAM PRODUCTIONS

LUMAS FILM CORPORATION
1650 BROADWAY
SAM SAX, President
NEW YORK CITY

Foreign Rights—Ednella Export Corp., 1560 Broadway, N. Y. City

The Big Box Office Bet!

The
"IT"
Girl

...and how well the showmen know it!... fast and furious come bookings on...

"CHILDREN OF DIVORCE"

"CHILDREN OF DIVORCE"

The Stars. Clara Bow, fresh from her nation-wide clean-up in "It". Esther Ralston, hit of "Old Ironsides". Supported by a great all-star cast of favorites, including Gary Cooper, Paramount's big new western bet.

The Director. Frank Lloyd, famous for "The Sea Hawk" and other successes.

The Story. Running now in Red Book Magazine, with its over a million readers. Coming in a few weeks as a $2 novel and bound to sweep the country! By Owen Johnson, author of "The Enemy Sex", "Stover at Yale", "The 61st Second" and many others.

The Punch! After wealthy parents are divorced — what about the children? Sophisticated at sixteen—too rich, too young, too beautiful. Clara Bow as the thrill-thirsty jazz orphan. Stealing the sweetheart of Esther Ralston, her safety valve pal. TRY THAT ON YOUR BOX OFFICE!

DON'T DELAY!
BOOK TODAY!

STARRING

CLARA BOW
ESTHER RALSTON

with

Gary Cooper, Einar Hanson, Norman Trevor

A **FRANK LLOYD** PRODUCTION

From the novel by Owen Johnson -- Screen play by
Hope Loring and Louis D. Lighton
B. P. SCHULBERG --- Associate Producer

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture

"One of the greatest pictures in filmland in 1927"

~ Portsmouth (N.H.) Herald

His best since "23½ Hours Leave"

DOUGLAS MACLEAN

in

"Let it Rain"

With **SHIRLEY MASON**
Directed by Eddie Cline
Produced by the Douglas MacLean Corporation ~ ~ ~

In Paramount's downpour of hits

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President

Universal Kills Your

MEN

DAR

Summer Worries!

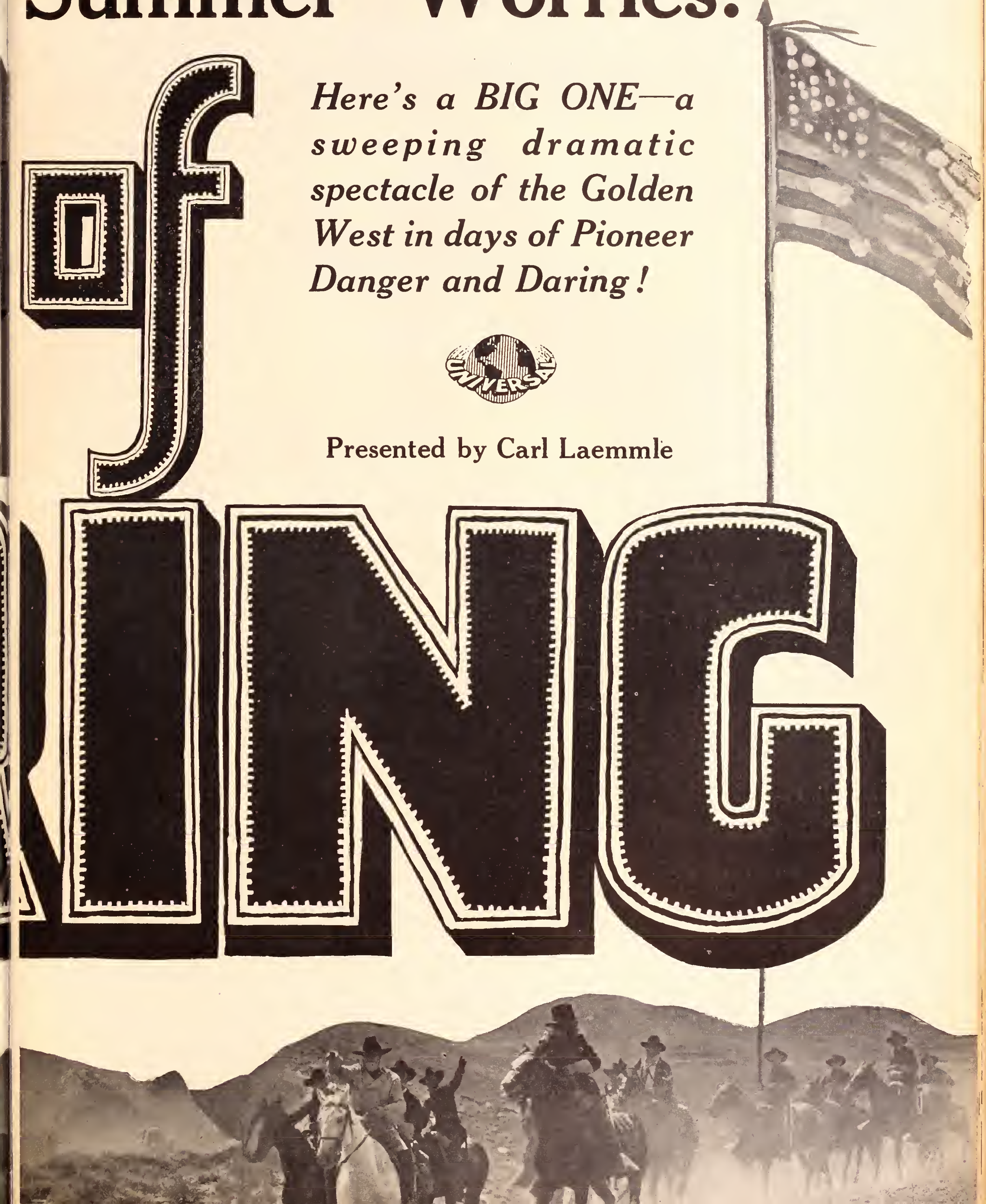
of

RING

Here's a BIG ONE—a sweeping dramatic spectacle of the Golden West in days of Pioneer Danger and Daring!

UNIVERSAL

Presented by Carl Laemmle



DON'T GET STUNG!

—right now, it's wise to look before you leap!

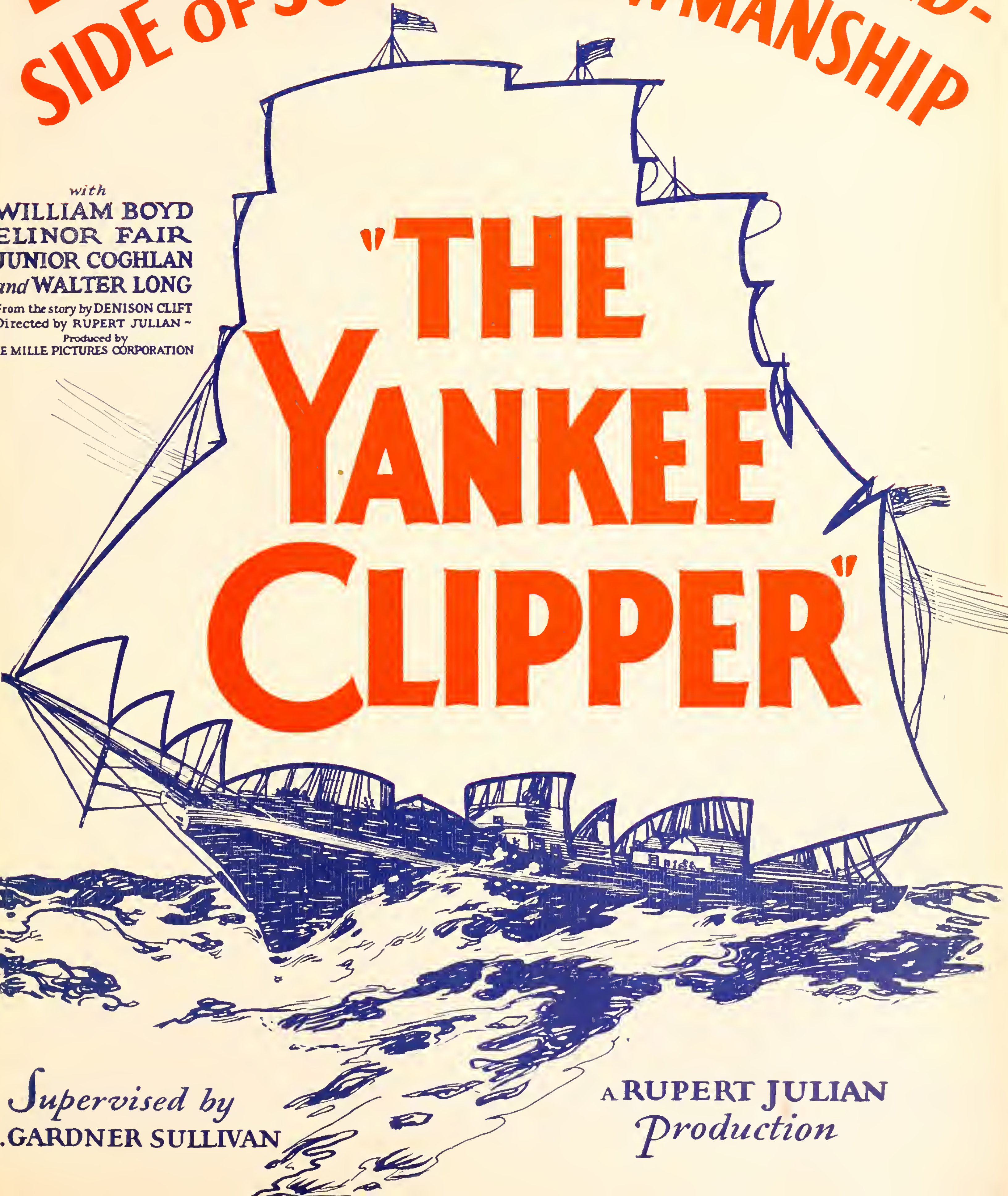
EVIDENTLY the big news of Metro-Goldwyn-Mayer's entrance into the News Reel field has set this industry by its ears. That was to be expected! M-G-M will give the industry good reason to stop, look and listen.

MEANWHILE an effort is being made to tie up exhibitors for the rest of their natural lives. Think before you sign. M-G-M through its affiliation with the powerful, world-wide Hearst organization will have an M-G-M News to command the attention of the world!

No matter what Contracts you have NOW *get set for Young Blood* THEREAFTER!

METRO-GOLDWYN-MAYER

LAUNCHED UNDER A BROADSIDE OF SUPER-SHOWMANSHIP



with
WILLIAM BOYD
ELINOR FAIR
JUNIOR COGHLAN
and **WALTER LONG**
From the story by DENISON CLIFT
Directed by RUPERT JULIAN ~
Produced by
DE MILLE PICTURES CORPORATION

"THE YANKEE CLIPPER"

Supervised by
C. GARDNER SULLIVAN

A RUPERT JULIAN
Production

Unprecedented array showings *of* screen's

The greatest seat-selling idea ever devised for the exploitation of a motion picture
National Radio Release Broadcast to 50.000.000 Motion Picture Fans
"THE YANKEE CLIPPER"
A READY-MADE AUDIENCE OF MILLIONS EAGER TO SEE THIS GREAT PICTURE
PRODUCERS DISTRIBUTING CORPORATION
A Boy Stowaway on The Yankee Clipper
Suggested by the adventures of Mickey Murphy as played by Junior Coghlan in the photoplay production "The Yankee Clipper"
5¢

The YANKEE CLIPPER
WILL WIN FOR YOU!

of exploitation *to* back greatest sea picture!

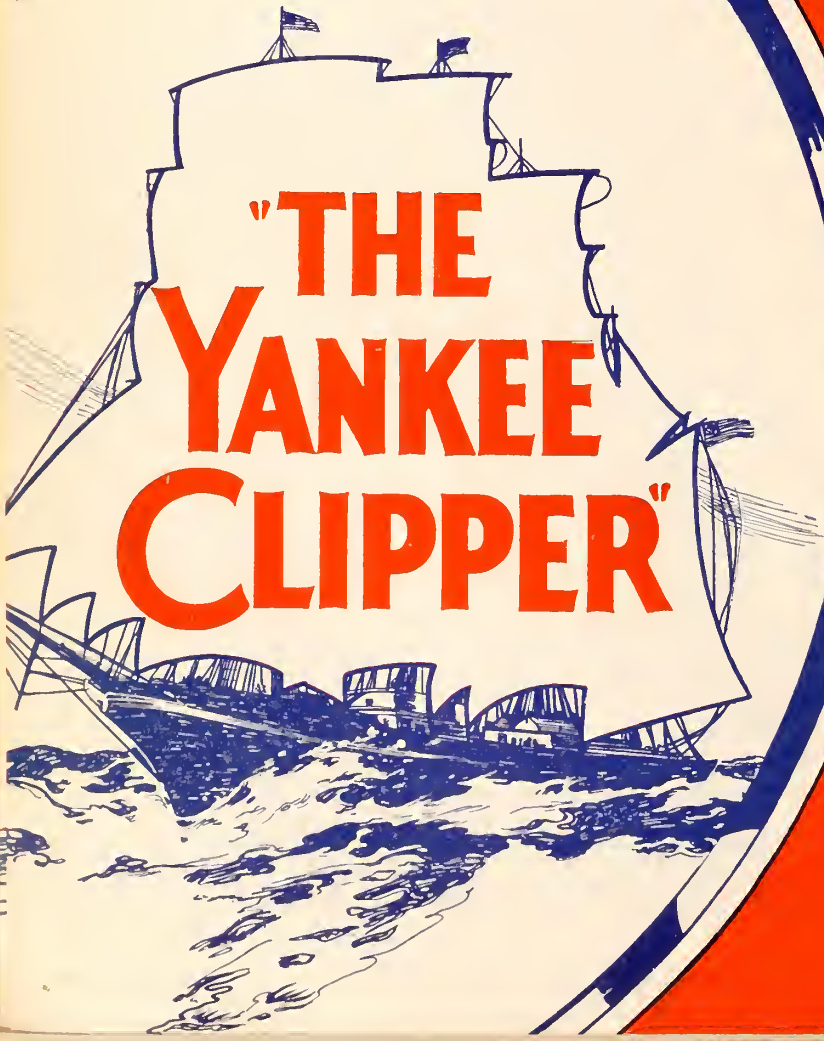
Here is a mighty seat-selling campaign that represents the last word in super-showmanship. National radio broadcasting; national cooperative advertising; a sensational boy's story book; a giant press book; special lithos, cuts, mats, heralds and ballyhoos—they're all embodied in this amazing array of exploitation. Ask your P. D. C. representative to explain the details of this great plan.

RELEASED BY

PRODUCERS DISTRIBUTING CORPORATION

Every effort has been made for the publicizing and advertising of "THE YANKEE CLIPPER" in a manner befitting the magnitude of this great production. Never has an attraction been offered an exhibitor that has carried with it such a tremendous amount of exploitation. Here is a drama of the sea that in story, production and dramatic interest not only surpasses any picture of the kind ever released, BUT it is backed by a volume of publicity that makes it one of the biggest showmanship opportunities of a lifetime.

A
RUPERT JULIAN
production
supervised by
C.GARDNER SULLIVAN



"THE YANKEE CLIPPER"

PRODUCED BY
DEMILLE PICTURES CORPORATION

RELEASED BY
PRODUCERS DISTRIBUTING CORPORATION

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

SHORT TALKS
ON
SHORT FEATURES

---The Winning Combination

Advertising will not put over mediocre pictures any more than it will put over a poor cake of soap or a poor can of soup. The first requisite for a successful advertising campaign is a quality product. But every retail dealer in the land knows that a product of real merit, backed up by extensive advertising, is his best seller. And this is just as true of motion pictures as of anything else.

Highest merit, supported by service and advertising, makes *Educational Pictures* your "best sellers" among short features. They have long been recognized as the dominant quality leaders in their field. And they were the first short features to be advertised nationally to your patrons—in fact, the only short features that have had consistent magazine advertising.

Educational Pictures have been making new friends and extra profit for a steadily increasing number of exhibitors for seven years—there are 13,000 theatres showing them now. And they are the short features you can depend on most confidently for continued quality, service, advertising support, and box-office profit, next season.

Educational Pictures
"THE SPICE OF THE PROGRAM"

EW Hammons

EDUCATIONAL FILM EXCHANGES, INC. *President*

Member, Motion Picture Producers and Distributors of America, Inc. ◆ ◆ ◆ ◆ WILL H. HAYS, President

MELTING

WITH

Allene Ray

Directed by
SPENCER BENNET

Produced by the same unit that made "The Green Archer" and "The House Without a Key," the greatest serial production outfit the business has ever seen.

Gets off to a blazing start with the first chapter and never lets up.

All the class of a big feature, all the speed and sensations of a breath-taking melodrama.

If you want to know what this serial unit can do for your business, just look over these exhibitor comments, culled from just three trade paper issues.

Do Pathe Serials Pay? READ!

MILLIONS

and Walter Miller

HOUSE WITHOUT A KEY (Pathe), starring Allene Ray and Walter Miller. This very mysterious serial started off to greatest kid matinee business on record and should hold up. Boost first chapter big and do anything to get them in. Serial should do the rest. Copyright, 1926. Film condition, very good.—S. G. Lebedoff, Homewood, Minneapolis.

HOUSE WITHOUT A KEY (Pathe), starring Allene Ray and Walter Miller. After an extensive advertising campaign, we opened to the biggest kid business on record with this serial. It surely is a winner and I can't see how any-one can afford to pass it up. Copyright, 1926. Film condition, very good.—Joe Goldberg, Southern, Minneapolis.

HOUSE WITHOUT A KEY (Pathe). This is an A1 serial. It is well liked by our young and old and is better than most serials.—J. T. Stroud, Park, St. Paul, Minn. (Pop. 246,001)

amusements

THE GREEN ARCHER: (Pathe.) Special cast —This is one more Jim Dandy serial. There is enough action and mystery to please even Sherlock Holmes, and my patrons are sure keeping up with it. Every one wants to know who "The Green Archer" is, so do I. Buy it; advertise it. Then thank Pathe and me. Ten chapters.—Frederic O. Gooch, Lyric theatre, London, Tenn. —General patronage.

THE GREEN ARCHER: (Pathe.) Allene Ray —This is the best serial produced in a long time and kept them coming here, besides causing a lot of talk. Thanks, Pathe, for putting out such a good one. Ten chapters.—M. A. Manning, Opera House, Baldwin, Wis.—Small town patronage.

THE GREEN ARCHER: (Pathe.) A fine serial. Increased our business with these. Two reels.—Z. E. Gooding, Palace theatre, Grand Ledge, Mich.—General patronage.

SNOWED IN: (Pathe.) Allene Ray—Believe this held the interest as well as any serial we have had in some time. The real identity of the characters was not known by practically any one until the end. Ten chapters.—Horn & Morgan, Star theatre, Hay Springs, Neb.—Small town patronage.

Ex. Herald

Danny O'Shea, Thelma Hill, Marjorie Ziers and Andy Clyde in support.

Ex. Herald

INTO THE NET: (Pathe) Jack Mulhall—No. 1. Good. Starts with a bang. Gave free show on chapter one. Got good start. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 2. Holding up well. Crowd increasing a little. Good serial. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 3. Action holding up good. Interest well sustained. Crowd increasing. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 4. Not quite so good as preceding chapters, but still holding up well. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 5. Crowd increased again, many tense situations. Serial is paying. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 6. Holding up fine. Crowd enthusiastic and speculation is rife. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 7. This serial is paying us well. One of the best. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 8. Chapter eight a hot one. Interest holding up well. Good attendance. Two reels.—Clarence C. Fuller, Loxley Hall. Loxley. Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 9. This is one of the most exciting of the bunch. One more and all will be over. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

INTO THE NET: (Pathe) Jack Mulhall—No. 10. The final chapter with a large crowd. This serial has paid us and we are going to try another. Something of a let-down in the last chapter, but this can hardly be avoided. Two reels.—Clarence C. Fuller, Loxley Hall, Loxley, Ala.—Small town patronage.

Pathéserial

TRADE MARK

MARK

STRAND

NEW YORK

DOORS OPEN
AT 10^{15} A.M. DAILY
ADMISSION PRICE TO 12 O'CLOCK
ALL SEATS 35¢

In order to accommodate the tremendous crowds desirious of seeing

JOHN BARRYMORE
in his latest and greatest picture
"The Beloved Rogue"

Now Showing MARK STRAND
B'WAY, & 47th ST
Direction Stanley Co of America

Released direct to
YOU!

-his latest and greatest

opens doors at 10:15 A.M. and holds picture over for

second week.

to accommodate crowds who want to see

John Barrymore

in

The Beloved Rogue

**directed by
Alan Crosland**

"If the determined crowd which stormed the STRAND is any criterion, Every One Is Going To See BARRYMORE'S Latest." —*Tribune.*

"May truly be called a Great Picture. Does the best acting of his screen career."—*Bronx Daily News.*

"An invigorating, dashing entertainment. The Best Picture BARRYMORE Has Made In the Last Two Years."—*John S. Cohen, Jr.—Sun.*

"Would make any woman's heart beat a tattoo and the matinee girls just have a heck of a good time."—*American.*

-and his first UNITED ARTISTS PICTURE

Each picture sold individually—on merit

7th. ANNUAL AND FIRST INTERNATIONAL

NAKED TRUTH DINNER

OF THE

A·M·P·A

HOTEL ASTOR

APRIL 2, 1927

Reception - 7.00

Dinner - - 7.30

"Thanks for invitation to Naked Truth Dinner. I'll make it one of my big 'Broadway Nights' in April. Please reserve table for party."

LOIS WILSON.

"Just to remind you that I will be present at the Naked Truth Dinner, rain or shine."

GEORGE WALSH.

"Here is to your 1927 Naked Truth Dinner, and I will be there."

BEN LYON.

"Will be at the Naked Truth Dinner in April."

RICHARD DIX.

"Appreciate your invitation to Naked Truth Dinner. Please reserve table for me as I know from past experience what a treat I have to look forward to."

FORREST HALSEY.

"Thanks so much for your invitation to the Naked Truth Dinner on April second. Please reserve table for me, as I don't want to miss the act Ben Lyon and Sam Hardy are to do, as well as the great acts and entertainment your Annual Dinner always affords."

ROBERT T. KANE.

"I will be there."

ANDRES S. SEGUROLA.

"Count me in on the party April second. The Naked Truth Dinners are among the events of the year I try never to miss. Thanks for the invitation."

LELAND HEYWARD.

Step right up Friends
only a limited number
Get your tickets *NOW*
$ 10.00 *per*

WALTER EBERHARDT *care of*
First National Pictures
383 Madison Ave., N.Y.
PHONE---VAND. 6600

Eyes On The Box-Office!

Custer's everlasting target is the box-office with a capital B!

Eyes dead ahead—glued to the cash till! And he's hitting like a tornado that's just decided to blow!

Greater F. B. O's Greater Westerns Are Definitely THE GREATEST AVAILABLE TODAY.

JOSEPH P. KENNEDY
Presents

BOB CUSTER

in

"Hair Trigger Baxter"

Produced by Bob Custer Productions Inc.

Directed by Jack Nelson

Under Personal Supervision of Jesse J. Goldburg

Distributed by Greater F. B. O.

Master Showmen Of The World

In Next Week's Issue of

MOTION PICTURE NEWS

The SHOWMAN

Including the Following Features:

Pictorial Review of Theatres

The "IT" of Theatre Management defined by Harold B. Franklin.

How to Pick Poster Highlights for Display Cut-outs

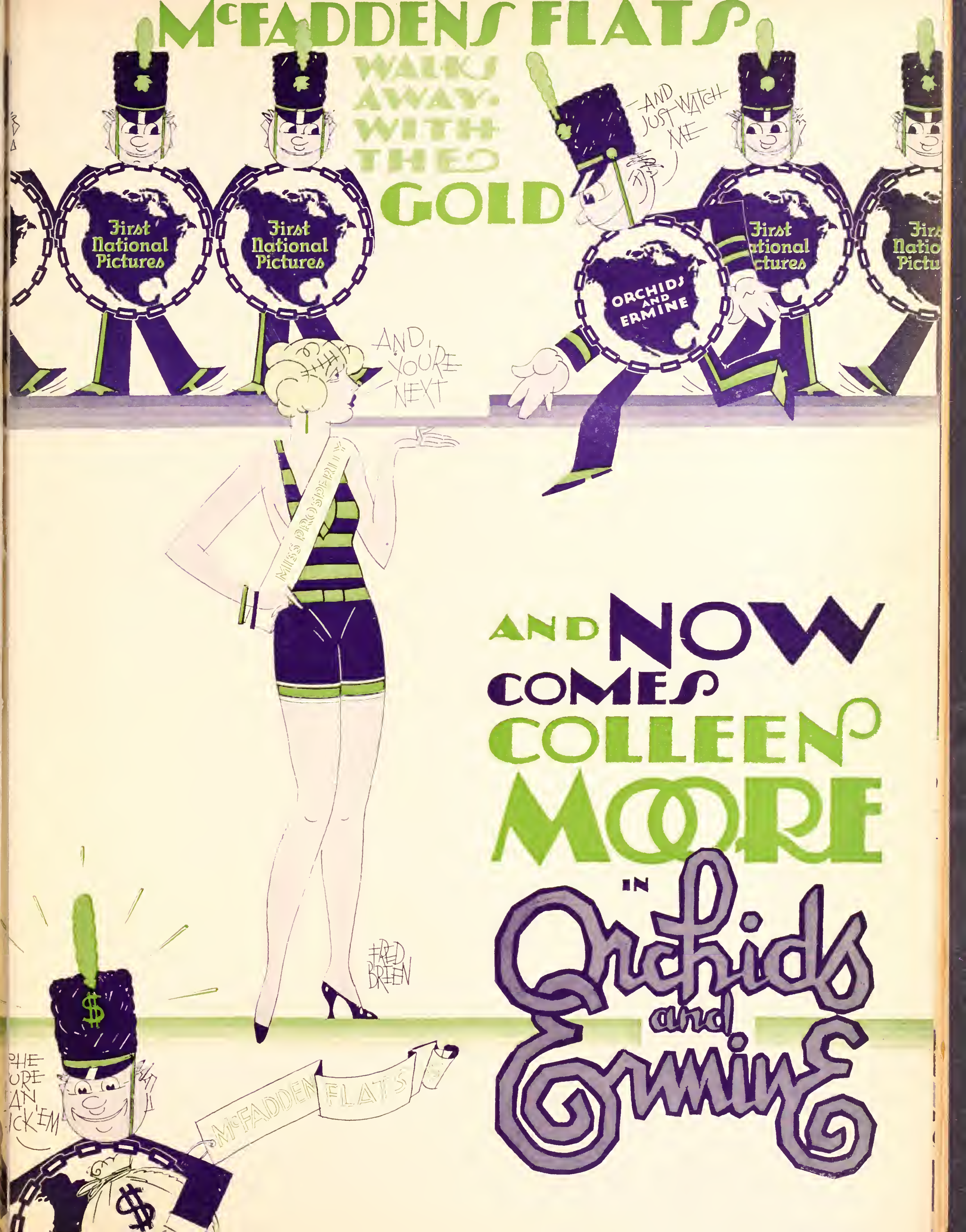
The Kind of Publicity that builds Goodwill

How Movietone Pictures are Made and Presented

Cutting Costs on Direct Mail Matter

From Skeptic to Believer in the Public Relations Plan

A Picture Theatre Where Paintings are Sold


McFADDENS FLATS
WALKS AWAY WITH THE GOLD
AND JUST WATCH ME
First National Pictures
First National Pictures
Orchids and Ermine
First National Pictures
AND, YOU'RE NEXT
MISS PROSPERITY
AND NOW COMES COLLEEN MOORE
in
Orchids and Ermine
FRED BREEN
HE
URE
AN'
ICK 'EM
McFADDEN FLATS
$
$

THE MOST·POPULAR

COLLEEN·MOORE

'Greatest Box Office Star," say the nation's howmen in Exhibitor's Herald popularity ote — and Colleen bows to thank them ith one of the Ritziest – Spiciest – Snap- iest hits she's ever made – typical Colleen oore show — pep — comedy — and heart ugs –

presented by

JOHN McCORMICK

with **JACK MULHALL**

STAR IN HER MOST POPULAR · ROLE

IN ORCHIDS & ERMINE·

Phone girl de looks at the Ritz—gowns on the Fifth Avenue fashion—million-dollar daddies—Rolls Royces—mixed dates—the New York "Line" in the New York Manner—clever titles—sumptuous sets—it's the Ritz any way you look at it—and the man who made "Classified" and "Subway Sadie" directed this one—

AN

ALFRED SANTELL

PRODUCTION

Story and Scenario by

Carey Wilson

11 ELEVEN SUPER PICTURES FOR SPRING AND SUMMER

NORMA
TALMADGE
IN
CAMILLE

CONSTANCE
TALMADGE
IN
VENUS OF VENICE
with Antonio Moreno

CORINNE
GRIFFITH
IN THREE HOURS

CONVOY
WITH DOROTHY MACKAILL
and LOWELL SHERMAN

LOST AT THE FRONT
with CHARLIE MURRAY
and GEORGE SIDNEY

COLLEEN MOORE
IN
ORCHIDS and ERMINE

MILTON SILLS in
THE SEA TIGER
with Mary Astor

HARRY
LANGDON
in LONG PANTS

CHARLIE MURRAY and
CHESTER CONKLIN in
McFADDEN'S FLATS

BABE RUTH
in BABE COMES HOME
with ANNA Q. NILSSON

GEORGE FITZMAURICE Production
THE TENDER HOUR
with BILLIE DOVE – BEN LYON –

SAY—FROM THE LOOKS OF COLLEEN'S PICTURE SHE SHOULD TRUMP ME FORTY WAYS
MISS PROSPERITY
McFADDEN'S FLATS

No more worry about closing down when the hot weather hits—First National alone will keep your doors open—Spring-Summer season burns the bunk out of the show game – and First National again gives you the cold truth with 11 outstanding star hits—and 22 week-after week sensations—First National alone remembered that you had to make profits all year 'round—First National alone prepared to keep Spring-Summer business at winter record heights—

THAT'S WHY IT'S FIRST NATIONAL FIRST

AND 22 REGULAR WEEK AFTER WEE HIT AFTER HIT SENSATIONS BESIDES••

Motion Picture News

Volume XXXV NEW YORK CITY, MARCH 25, 1927 No. 12

Mergers and Men

THE New York air is filled with reports of huge mergers about to be completed; or just around the corner. No doubt a good deal of this talk will prove to be correct. Some of it won't. But, in general, the industry is in the merger era.

And this, to us, is the most interesting thing about it all: the theatre interests are the movers in the mergers. In the background—and not so far in the background either—are the bankers and the Wall Street houses. Pictures are big business these days.

But in the industry itself it is the theatre circuits that are primarily motivating various merger movements. Who, a few years ago, could have foreseen so surprising a development?

We have had mergers of production and distribution concerns—from time to time as the motion picture gained more and more in popularity. But now the pendulum of consolidation swings.

There are many factors that make it so: the stern necessity for production tie-ups; the new era in theatre operation which swings large numbers of houses under a centralized management; and of course, the banking and stock issue angles.

Showmanship

P.D.C. is launching a vigorous exploitation and selling campaign on "The Yankee Clipper."

Exploitation and sales go together—or they should. P.D.C. is seeing to it that they do. And what is more, the exploitation aids are advertised in MOTION PICTURE NEWS.

We maintain that the trade paper is the place in which to show the exhibitor how he can sell the picture to the public. It is definite, needed service advertising which should be used consistently by every film company.

P.D.C. comes to the front with exploitation advertising on "The Yankee Clipper." We take pleasure in calling special attention to it. The home office sales and advertising forces have worked out an excellent campaign for the use of the field salesmen and the job is now up to them.

The advertising of exploitation aids via the trade paper is progressive showmanship, of which this industry cannot have too much.

All of which is very interesting. But there is one factor which has never changed; and never will change in this personality business. We have discussed it on this page more than once. Let's not lose sight of it now.

Mr. Hays expressed it very aptly in his speech at Harvard this week: "Motion pictures are not dead things to be regulated like commodities such as freight and food. They are not wares, to be monopolized and traded in by tickets and statutes or marked like iron and soap. They are more than a few thousand feet of celluloid film on which a series of photographs have been recorded. They contain a potency of life in them to be as active as the soul whose progeny they are. They are evidences of human thought; and human thought, on which all progress depends, cannot be tampered with with safety."

Then this further: "Ours is a business dependent almost entirely upon man-power."

Because motion pictures are not dead things, there must be very live men to deal with them, in every department of the business. Mergers there are and may be. But man-power there must be.

The big theatre chain must have expert man-power. So Harold B. Franklin goes to West Coast Theatres. A great theatre opens in New York: it bears the name of an individual and is built around a personality—Roxy.

Two recent, forceful instances of man-power as the indispensable thing in this business.

W A Johnston

The Week in Review

Comment on Passing Affairs

WE got a first-hand view the other day of an organization in the making—the Short Subjects Department of Metro-Goldwyn-Mayer. Fred Quimby, in charge of sales distribution, was busily engaged on contract forms and numerous other details, but he paused a moment to communicate to us the enthusiasm apparent all around the M.-G.-M. offices over the new department.

Announcement has already been made of a bi-weekly news reel to be produced by the Hearst organization and an affiliation between M.-G.-M. and Hal Roach for distribution of the Roach comedies and short features.

And, by the way, the exhibitor response to the M.-G.-M. Short Subject plans has been very fine. The M.-G.-M. offices have received a large number of wires and letters from prominent theatre men.

This is going to be a great year for Short Subjects.

* * *

MRS. ELIZABETH BEECROFT, mother of Fred J. Beecroft, Advertising Manager of *The News;* James Beecroft and Chester Beecroft, died last Sunday at her home at Vineland, N.J. Services were held at Vineland on Wednesday, with burial at New Rochelle, N.Y.

Sympathy is extended by *The News'* staff to its associate in his bereavement.

* * *

THREE asterisks were awarded this week by the National Board of Review. The first one went to "Metropolis," the Ufa-Paramount feature at the Rialto; the second to Pathe Review No. 17; and the third to "The Yellow Dog."

* * *

AN unusual situation has been created in Turkey by the threatened monopoly on motion pictures, announced recently, to be controlled by the Turkish Committee of Aviation. We are in receipt of a letter from Dr. von Engelmann, of Constantinople, commenting on this. While we are not familiar enough with the situation to judge of the correctness of his views, they are interesting at this time. He says:

"The greater part of the films projected here on the screen is imported from the United States, and competent circles will surely not be against imposing heavy monopoly taxes on this commodity, the more so as America did not ratify the Lausanne treaty and will probably not do so in the near future.

"Although the government at Angora is more than clever in detecting new sources of fiscal revenue, they mostly do not foresee all the possible consequences, for such a step is most likely to ruin a once flourishing trade, as this has already occurred in more than one case.

"To select films that are suitable for this market and that appeal to the peculiar taste of the Oriental, is not an easy task. It requires experience, connections abroad and knowledge. If motion pictures should pass from the few importers of films in Pera into the hands of the Turkish Aviation Committee, it is, in view of their ignorance of films, not difficult to foretell what the result would be.

"It is more than probable that Greece, Turkey's most dreaded economic rival, will benefit from this situation. If, therefore, Athens or Salonika should become the distributing center of films for the Near East, instead of Constantinople, this would be but a repetition of what occurred in the carpet, shipping and numerous other trades, which Turkey fruitlessly tried to monopolize."

* * *

WE are apparently in for a period of adjustment in connection with the labor angle on Vitaphone. The operators' union is demanding two shifts of three operators each in the booth where short Vitaphone attractions are shown, we understand, and three shifts where a Vitaphone musical accompaniment is used throughout the feature. This situation has arisen in Minneapolis, St. Paul, Syracuse and Philadelphia. In the latter city the Stanley Company is involved, and the decision is expected to set a precedent for the country.

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PICTURES AND PEOPLE

Vera Reynolds, vest-pocket DeMille star, is Irish and proud of it. Hence the St. Patrick's Day picture with all the props to brighten this week's page.

Dorothy Sebastian, a former stage player now coming along rapidly in M-G-M productions, is appearing in Tim McCoy's latest Western for that company.

James R. Grainger, general sales manager of Fox Films, on his semi-annual visit to the West Coast studios, with Sally Phipps, youngest Fox player and Baby Star.

Muggleduffies Meet

THE first get-together of the Muggleduffies, an organization composed of the male members of F.B.O., was held at Cavanaugh's Restaurant, 258 W. 23rd Street, New York, on Saturday evening, March 12th, at 6.30 P.M. The party was a man's get-together beefsteak dinner, with little in the way of edibles that would have appealed to the ladies.

Several of Broadway's famous stars entertained the Muggleduffies.

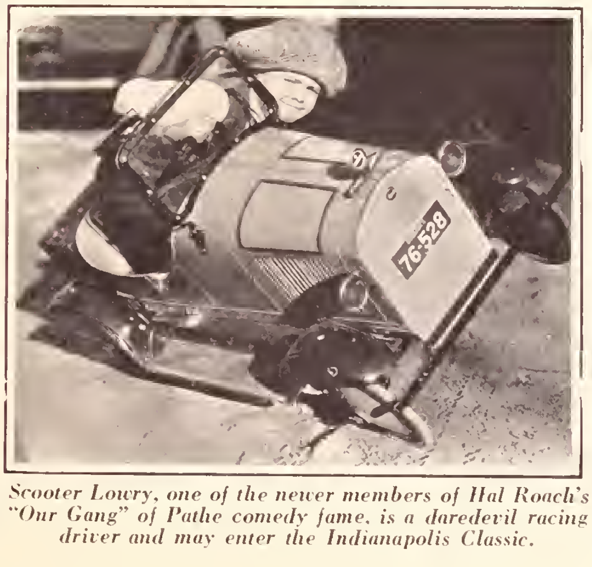
President Joseph P. Kennedy and Vice-President J. I. Schnitzer were among those present, which included the entire male contingent of the organization. Harry Osborne acted as master of ceremonies, while Harry Gittleson was in charge of the entertainment, with Steve Fitzgibbon handling the stage.

Foxites Frolic

THE Fox Fun Frolic celebrated at the McAlpin Hotel last Friday proved to be a carnival in fact as well as in name. Not only because of the spectacular Minstrel Show, enacted entirely by Foxites, which was broadcast for an hour by WMCA, but due to the friendliness that prevailed. An outstanding surprise was a burlesque Fox News reel, prepared by Truman Talley, which brought gales of laughter.

Fox Athletic Club deserves great credit for the splendid success of the frolic, and for the elaborate 104 page booklet that will be a joyful reminder of the event.

To Douglas N. Tauszig, executive advisor in charge of the affair, "Bunny" Weldon, producer of the show, Roger Ferri, chairman of arrangements and entertainment, and Fred Bullock, Jr., President of the Fox A.C., should go plentiful shares of



Scooter Lowry, one of the newer members of Hal Roach's "Our Gang" of Pathe comedy fame, is a daredevil racing driver and may enter the Indianapolis Classic.

Just one year ago on St. Patrick's Day Sunny McKeen was given his contract to play Snookums in "The Newlyweds and Their Baby," a Stern Bros. comedy series.

Dorothy Howell, assistant production manager of Columbia Pictures, who is in New York for the first time on a combined vacation and business trip.

Mr. Paul Claudel, new French ambassador en route from Japan to Washington, visits Colleen Moore, First National star. (Photo sent by wire to New York City.)

A view on the palatial estate recently purchased by Carl Laemmle, and built by the late Thomas H. Ince. Laemmle will make his residence here, although still spending a certain amount of time in New York and Europe

praise for sponsoring something new under the cinema sun.

A high spot of the evening was a vocal selection by Joel Swenson, of the publicity department, who amazed his trade paper friends by his operatic prowess.

Miss Bernstein Wed

THE home office staff of Warner Bros. is extending congratulations to Miss Eve Bernstein, who handles fan magazine publicity for the Warners, following her marriage to Matt Goldstein, lawyer, of 225 West 34th Street, New York City.

Yorke Promoted

THE promotion of G. S. Yorke to the position of General Director of Publicity for "What Price Glory" is announced by H. Wayne Pierson, General Manager of the "What Price Glory" Road Show Department.

Olive Borden Leaves

ELATED over a letter from Winfield R. Sheehan granting permission to return to the West Coast via the Canal route during which time she will have a much deserved rest from the task of working on nine productions over a period of sixteen months, Olive Borden, Fox Films star, sailed south on March 14th, having completed her part in a new Alan Dwan production, "The Joy Girl."

A remark of Miss Borden's is certainly worth recounting. Accused of "always acting," she replied: "Well, I guess that's more or less true. At times when I should not act, I try so hard not to, that it is acting."

Time was when the Chinese warriors wore armor that would frighten any opponent, and laundry tickets were unknown. The much menaced young lady in the Mandarin coat is Marian Nixon, who, by a curious coincidence, will be seen soon in "The Chinese Parrot" for Universal

Gloria Departs

GLORIA SWANSON left for Los Angeles on the Lake Shore Limited at five o'clock Thursday, March 17th, from Grand Central Station. The star will make her second independent picture in California. The Marquis H. de la Falaise will accompany his wife to the coast, as he has contracted for the exclusive distribution rights in California of the tiniest French car. He also represents the French Authors League in this country.

In Miss Swanson's private party were Thomas Allen Moore, and his wife, Pierre Bedard, accompanied by his bride; Director Albert Parker, Miss Katharine Nolen, Miss Anne Morgan, Miss Edith Simonson, Richard Halliday, Mr. and Mrs. Irving Wyckoff and Miss Swanson's domestic servants.

Roy Hatrup, Chewelah, Wash., exhibitor, and his wife visit Director David Kirkland at work on "Yours to Command" at the F. B. O. studios and meet George O'Hara and Shirley Palmer, featured players

Andres de Segurola, former Metropolitan baritone, and who appeared for the first time in motion pictures in "The Love of Sunya," will travel to Los Angeles with her unit.

John Boles, Miss Swanson's leading man in the picture, which opened the Roxy Theatre last week, was signed by Miss Swanson to a long-term contract Tuesday.

Renew Old Friendship

AN acquaintance that started years ago in Germany, when one was a playwright, just beginning to achieve international note, and the other just becoming famous as a director on the screen, was renewed at the Metro-Goldwyn-Mayer Studios when Dr. Rudolph Lothar, famous playwright, visited Ernst Lubitsch.

The two men were close friends years ago in Germany. Lubitsch, following the international fame of "Passion," "Deception" and other films he made abroad came to America and is now directing "Old Heidelberg" at the Metro-Goldwyn-Mayer Studios.

Dr. Lothar, author of thirty famous plays, came to America when his drama, "The Werwolf," was produced in New York, and recently arrived in California to supervise the production of his play, "The Harlequin King," under the title, "The Vagabond Prince."

There has been widespread interest in the recently announced Paramount Short Subjects department under the direction of Emmanuel Cohen, and here are flashes of the first comedy produced for it, "Dad's Choice," starring Edward Everett Horton and made by Hollywood Productions

Selling Film in the Arctic

H. T. LONG, manager of First National's Calgary (Alberta) exchange, who just completed a two months' selling trip through the Arctic wilds, describes the trip as one of the worst ever taken by him. His account follows:

"This was positively the worst trip I have ever made. When we arrived at the end of the steel and got our dogs ready, harnessed and toboggans packed, we bade good-by to civilization, shouted 'Mush' to the dogs and were off, not to return for at least two months. The second day out we encountered a blinding blizzard, the snow falling so thick and fast that we were unable to see more than ten feet ahead; sometimes we were unable to see our lead dogs. We decided that there was nothing to do but to hold up and wait until the storm subsided.

"Before the storm finally subsided enough for us to mush again, two days and nights had gone by. This was a serious loss of time, but could not be helped. Our supply of fish that we took for dog food was sadly depleted, as we are able to take only a three-day supply at one time, replenishing our larder at different native villages. Our own stock of food was also short, so we went on half rations in order to conserve our supply.

"When we had again started to mush and had gone almost two miles, you can imagine our joy, on going over a hill, to see on the other side the town of Grande Prairie, practically snowed under. If we had only kept going a little longer we could have slept and eaten in a nice warm shack instead of a snowbank.

"However, our trip was very successful. One thing I am sorry for though is the fact that we did not have enough gum drops. This confection, as I told you before, the natives are very fond of. We started with one hundred pounds of them, but the demand was so great that the supply was soon depleted, much to the disgust of the natives in the villages we visited last."

Vidor to Film in East

KING VIDOR and his company will head eastward the latter part of this month to film a considerable number of exteriors in New York City for his new, untitled M.-G.-M. production. As soon as interiors are completed at Culver City he will pack up his megaphone and script and depart for Gotham, taking with him his leads, Eleanor Boardman and James Murray, and several of the principal players, including Bert Roach, Estelle Clark and Dorothy Sebastian.

The locale of the story is New York, and since realism is its keynote Vidor decided to have the real thing in Manhattan backgrounds.

Diva Learns from Screen

THE motion picture, in which characters run the full gamut of human emotions without vocal aid, is a great teacher of dramatic art, says Miss Queena Mario, of the Metropolitan Opera House.

Says Miss Mario: "An opera singer must know something of the business of acting as well as singing if she is to become a success on the operatic stage. A singer will invariably devote all of his or her time to the perfection of the voice and give little or no attention to the improvement of their histrionic talents. A screen player must be able to create a dramatic situation through pantomime alone. Whereas the stage artist reinforces his pantomime with an eloquent speaking part, the motion picture artist must depend wholly upon his ability to act. It is easy to see, therefore, why motion pictures are literally a school in which artists like myself can improve their own dramatic art."

Goes West to Snap Celebrities

IRVING CHIDNOFF, the Fifth Avenue photographer, will spend March on the Pacific Coast taking photographs of moving picture celebrities. This means actors, actresses, producers, writers, etc. They will be listed in "The Famous Two Hundred of the Motion Picture," to be issued by the Bookart Publishers, Inc.

Petrovitch Given Sveti Sava

THE Serbian medal of the Legion of Honor, the Sveti Sava, has been conferred upon Ivan Petrovitch, Rex Ingram's latest discovery, for his work in motion pictures. He was given the lead in "The Magician" opposite Alice Terry, and is now working in "The Garden of Allah."

Patients at the Walter Reid Hospital, Washington, D.C., send their greetings through International Newsreel to Roxy on the opening of his new theatre, the Roxy, in New York, as part of a special reel prepared by International. (International Newsreel Photo.)

A lei of California oranges was bestowed on Babe Ruth when the slugger left for the East to rejoin the Yanks after completing "Babe Comes Home" for First National. Producer Wid Gunning and Director Ted Wilde are shown crowning him.

Picture History in Pictures

PUBLICATION of "Masters and Masterpieces of the Screen," a pictorial history of motion pictures, was announced this week by P. F. Collier & Son Company. It is the most comprehensive and interesting work of the kind we have seen. and reflects great credit on the book editorial department of Collier's. The page size is large (12 by 16½ inches) and stills from outstanding productions of the past dozen years are beautifully reproduced. Brief biographies of players are also given. Special articles feature the history of motion pictures and specialized phases of the subject—one of which, may we make so bold as to add, is "European Contributions to the Screen," by L. C. Moen of THE NEWS' staff. Will H. Hays contributes an introduction. Collier's expect the book to reach an enormous sale, owing to popular interest in the subject, perhaps surpassing that in the War and Navy Books, which went over a million and a half copies.

A Tip For Motorists

AT the height of the recent cold snap in the Cleveland territory, Salesman Bishop, of Producers Distributing Corporation, started out for Newark, Ohio, in his car. On the way, he came to a hill which was such a glare of ice that he was unable to make it. The fact that he had no skid chains increased his difficulties. He noticed nearby a house which was closed for the winter. On the porch the tenants had left a porch swing. Bishop had a brilliant idea. He took the swing down, removed the chains that had held it, wound them around his tires and fastened them with some wire he happened to have in the car.

With this assistance he managed to get over the hill. He says that his ride to the Grand Theatre, at Newark, was not especially comfortable, but that he got "The Nervous Wreck" contract that he was after.

Big Boy, of the Educational-Juvenile comedy troupe, is an ardent and earnest young musician, and devotes hours daily to the mastery of the harmonica

The First Picture Plays

THERE is still living, in New York City, a man who can probably lay claim to being the first to put a "picture play" on a screen. He is Alexander Black, a novelist, and in 1894 he conceived the idea of taking still photos of consecutive poses of action in an imagined story and projecting them on a screen with a stereopticon which dissolved each one into the next, giving an approximate effect of motion. His first picture drama was "Miss Jerry," and it was shown in lyceums all over the country. He photographed President Cleveland in the act of signing a bill, and other major celebrities, including President McKinley. His picture plays were accompanied by a 15,000-word monologue which Black delivered. Eventually the motion picture came along, and Black returned to his first love, literature.

Governor Walter M. Pierce, of Oregon (left), visits the Hollywood studios of Famous Players-Lasky, guided by William McCormack, of MOTION PICTURE NEWS. *The others are Betty Bronson, star of Paramount's "Ritzy," Richard Rosson, its director, and William Hanley, wealthy Oregon rancher*

Lois Wilson Completes Role

LOIS WILSON completed work Monday in the feminine starring role in "Broadway Nights," a Robert Kane production. which was directed by Joseph Boyle. This is Miss Wilson's first starring vehicle as a free-lance, and Kane is father to the statement that Miss Wilson has never done better work. As he was associated for several years with Famous Players during the same period that Miss Wilson was one of its banner players, he is eminently able to judge. From present signs, Miss Wilson will leave for Hollywood on the completion of this picture.

To Present Everest Film

THE Film Associates, a group organized in 1925, to help in the work of finding audiences for unusual films, has arranged for the first theatrical showing in America of "The Epic of Mount Everest." This film, which was extremely successful abroad, will be given special noonday showings at the Fifth Avenue Playhouse, New York, from March 21 to April 3. Captain John Noel, F.R.G.S., who made the film, will lecture with each showing.

The reorganized United Artists publicity department is just one year old, and since the five members shown above spend most of their time getting other folks' pictures into print, it's only fair they should get a little anniversary break. Left to right, in case you don't know them, they are: Fred Schaefer, exploitation; Charles E. Moyer, head of foreign publicity; Victor M. Shapiro, advertising and publicity director; Warren Nolan, publicity; Bruce Gallup, advertising

A $250,000 Party

AN impromptu party staged in the projection room of Warner Bros.' New York offices the other night, witnessed an entertainment that was not only unique, but positively staggering when one considered what it represented in the matter of cost.

The bill was made up entirely of Vitaphone numbers and arranged as a high-class vaudeville programme. There were fourteen numbers on it, for each one of which a special setting had been built.

The opening number introduced Mme. Frances Alda, who sang "The Star Spangled Banner," accompanied by the entire Vitaphone Symphony Orchestra. The closing number was furnished by Roger Wolf Kahn's Orchestra and mid-way in the bill was Mme. Schumann-Heink in three numbers. Albert Spalding, the violinist, and Margaret McKee were also on the programme, which ran for three hours.

At the conclusion of the bill the auditor of the corporation, after some hasty figuring, declared that those present had witnessed an entertainment that up to that minute had cost in assembling, building and in fees to artists, a sum in excess of $250,000.

New Art Film Theatre

DEVOTED to unusual motion pictures, a new theatre to be known as the Fifty-fifth Street Cinema is being constructed at 154 West Fifty-fifth Street, New York City, sponsored by the Art Cinema League.

The new house, which is to contain 299 seats, will be of the intimate type of theatre, presenting those films which appeal to the intellect or are unique in their development, but which are unable to find general release to the public.

The new theatre is to follow the Spanish mission design in architecture in the construction of the interior. The facade, however, is to carry out the English tradition.

Swanson Executive Wed

MRS. KATHARINE SHIRRES, who will be remembered as a player in "Kid Boots" with Eddie Cantor, was married to Pierre Bedard, production manager for Gloria Swanson at Miss Swanson's Park Chambers apartment, New York, Monday afternoon. Marquis H. de la Falais was best man, Gloria Swanson maid-of-honor. Lois Wilson, S. L. Rothafel, Miss Beatrice Bedard and Dr. and Mrs. J. A. Bedard, Mr. and Mrs. Thomas Allen Moore, and Mr. and Mrs. Albert Parker were in the wedding party.

Lya's Brief Vacation

LYA DE PUTTI arrived in New York last week for a month's vacation after finishing "The Heart Thief" for De Mille. A few days later she received an offer from Universal to play the title role in "Lea Lyon," regarded as one of the acting plums of the year, and turned around and hied herself back to the West Coast, where the time allotted to her vacation will be spent before the camera.

Here's the brilliant cast of the Fox Minstrel Show, "A Night in Minstrelania," which proved a riot of laughter at the recent Fun Frolic celebrated by the Foxites at the Hotel McAlpin, New York. All the members are Foxites, and the show proved to be one of the highlights of a lively and enjoyable evening.

British Exhibitors Rescind Boycott Against Famous

(Special Cable to THE NEWS from *Kinematograph Weekly*)

LONDON, March 15.—Meeting today with the General Council of the Cinematograph Exhibitors Association, John Cecil Graham, managing director of Famous Players in Great Britain, agreed not to compete with British exhibitors so long as exhibitor competition exists in key towns.

Mr. Graham further agreed, on behalf of Famous Players, that the Futurist Theatre, Birmingham, is to be operated by a British exhibitor. On its part, the C.E.A. agreed to rescind the boycott resolution.

Authors' Council Formed by Paramount

Will Aid Authors in Development of Original Picture Stories; LeBaron Heads Department

ANNOUNCEMENT is made this week by Famous Players-Lasky of the formation of an authors' council formed for the purpose of developing original picture stories and the encouragement of authors to write directly for the screen. William LeBaron will head the department and Owen Davis will be associate director. Mr. Davis, who is president of the Authors' League of America, will represent American dramatists, Frederick Lonsdale represents British dramatists and Alfred Savoir will represent the French. Offices will be maintained in the Paramount Building on Broadway, New York City.

The council will act independently of the editorial department of Famous, which will continue reading published stories of manuscript and plays. "It will also act as a clearing house for information as to the story needs of Paramount stars and directors," said Mr. Lasky, "and is expected to be of great help to authors in marketing their ideas by providing them with specific information on the requirements of production."

In this connection Mr. Lasky explained that through the closing of the Paramount Long Island studio authors need no longer seek advice on stories from production executives at the studios, who have other work to attend to. Now writers can go to the council, submit their ideas, and have help and guidance in working them out and develop their stories with a definite market in sight. "The last two years have shown," said the Paramount vice-president, "that the really big pictures of the screen come, not from the stage or novel, but from original ideas which are carefully developed into picture stories.

"One of the big features of the Authors' Council is that it will really be a market place for story ideas. A bulletin will be posted daily in the council rooms giving the latest information as to the story needs of the studio for our stars and directors. Thus authors will be kept constantly informed as to the changes in the production policies and the sort of material required for our production schedule. For instance, if it is decided to make a group of road shows, authors will be notified by the bulletin board that ideas are wanted that are big enough in their conception and pictorial scope to warrant the expenditure of the large sum of money which road shows usually cost. If we are in need of stories for Bebe Daniels or Clara Bow, this fact will be announced on the bulletin board. Thus if an author has ideas for stories which fit these needs he can discuss his ideas with Mr. LeBaron and his associates and, if the ideas are approved, can proceed to develop his story with some certainty that it will be acceptable.

"We feel that we are particularly fortunate in having Mr. LeBaron to organize and direct the work of the Authors' Council. I know of nobody in the entire picture business who is better fitted for this very important role. A magazine editor and author himself, he entered picture production a few years ago and in that time has proved himself one of the outstanding producers. For the last two years as associate Paramount producer he has been in charge of production at our Long Island studio, which means that he supervised the production of such pictures as 'Beau Geste,' 'A Kiss for Cinderella,' 'The Quarterback,' 'Knockout Reilly,' 'Aloma of the South Seas,' 'The Street of Forgotten Men,' 'The King on Main Street,' and others."

Loew's Palace, Washington, D.C., Reduces Prices

A flat rate of 25 cents instead of the previous price of 35 cents is the new rate of admission prices for morning performances at Loew's Palace Theatre in Washington, D.C., from 10:30 A.M. to 1.30 P.M. The balcony seats are priced at 25 cents for morning and matinee performances.

Charters of Incorporation Are Granted at Albany

Newly incorporated motion picture companies chartered by the Secretary of State at Albany, N.Y., during the past week, and entering the business in New York State, included the following: Lima Theatre Corporation, capitalization not specified, Ellen S. Matthews, Frances Hoffman, Adolph Schimel, New York City; Cserepy Film Productions, Inc., $20,000, E. Arzen DeCserepy, Dave Kannengiesser, Max S. Seidler, New York City; Goodart Pictures, Inc., $10,000, Harry Kerer, Henry Sonenshine, Emil K. Ellis, New York City; Restless Women, Inc., $10,000, Max E. Hayes, New York City; Philip Offin, Frank J. Friedman, Brooklyn; Society of Cinema Arts, Inc., capitalization not stated, Maude Garrity, Gebrielle Brock, Jersey City; Edna Himmelweit, New York; Lathal Amusement Corporation, capitalization not stated, Esther Abend, Ruth F. McKeown, Ida Nemser, Brooklyn; Pro-Arte Producers, Ltd., capitalization not stated, Jacob Altschuler, Edwin G. Kirvlan, Edgar R. Carver, New York City.

Wylam Theatre, Birmingham, Opened March 7

The new Wylam Theatre, Birmingham, Ala., opened by Joe Steed Amusement Co., opened Monday night, March 7. The house seats 1,300, and is attractively decorated and furnished with modern equipment. It is situated in the center of the community. Joe Steed has appointed Fred Walsh as manager, and the opening campaign was planned by the latter, "The Flaming Frontier" being the attraction. Many notables in Birmingham's business and civic life attended the premiere.

Stanley Gets Theatre in Philadelphia

A new $1,400,000 suburban playhouse, to be known as the Kenton Theatre, will be added to the Stanley Company of America's chain in Philadelphia, it became known today. Mastbaum Brothers & Fleisher have leased to the Stanley Company for a long term of years the structure which will rise at Kensington Avenue and Cumberland Street. The lease involved approximately $2,000,000 for the term.

Madison Square Garden May Show Pictures

IT is possible the new Madison Square Garden will present a series of super-feature pictures augmented by several imported European novelty sight acts during June, July and August. It is planned to show two different pictures at the same time, each to a capacity of seven thousand five hundred people, taking care of an audience of fifteen thousand at each show.

Edward Renton, one of the executives of the Garden, is supervising the project. No pictures have been announced.

Stanley and Keith Lead Merger

Theatre Chains and Their Bankers Controlling Force in Vast Merger Now Being Negotiated

ADDITIONAL developments this week in the vast merger being developed showed that theatre chains are now the ruling factor rather than distributing or producing units, and that through these the bankers are the moving spirits in the consolidation under way.

Primarily it may be said that the half-billion-dollar merger is being brought about by the Stanley group and the Keith-Albee group, with distributing and producing units figuring in largely as a source of supply of product for the houses involved. This is highly significant as showing the changing complexion of the industry.

Such a merger involves tremendous difficulties in the ironing out of financial and stock details, and the first steps will be the pairing off of individual units into larger units, which will in turn merge with each other until the process of consolidation is completed. Looking toward this move, which is for the benefit of the financial interests involved, the following steps are in prospect:

The consolidation of Stanley with West Coast.

The taking over of First National control by that group.

The merging of West Coast, North American and Pacific Northwest, all to be affiliated with Stanley.

The merging of Finkelstein & Ruben and Saxe.

The merging of this group with Stanley.

The consolidation of Keith and Orpheum.

The merging of P.D.C. and Pathe, in both of which Keith is interested.

The ultimate consolidation of all these units into one group, controlling nearly a thousand theatres, perhaps with the addition of one or more other producing companies.

Perhaps not all of these rumored deals will materialize. Some of them have been denied, though not very emphatically. The Stanley-West Coast deal is set, likewise the First National deal. Papers have not been signed in the West Coast-North American deal, but it may be regarded as certain of consummation, unless unexpected obstacles should arise. This involves more than 250 theatres in itself.

The F. & R.-Saxe move is regarded as a logical one, though nothing definite has been forthcoming on it. The Keith-Albee and Orpheum consolidation has been considered for some time, and is a logical sequel to that company's recent activities.

The obstacles delaying the P.D.C.-Pathe merger are understood to have been ironed out, and the signing of a memorandum of understanding by the principals paves the way to action by the stockholders, about which there is little doubt.

Fox and F.B.O. have both been persistently mentioned in connection with the ultimate merger, though both companies have denied knowledge of it. Fox owns a heavy interest in West Coast and would bring many other theatres and considerable production resources into the pool. Just where F.B.O. would fit in is less clear, unless as a producing unit for the group.

This week has revived talk of further consolidation moves by Famous Players to combat it, should the decision of the Federal Trade Commission be favorable, as is hoped. Metro-Goldwyn-Mayer and United Artists are both mentioned in this connection, with Paramount possibly getting out of production entirely.

Roxy's "Cathedral" is Opened

State Officials, Bankers, Social Elite, Compose First Night Audience; Event National Affair

THE ROXY, the Cathedral of the Motion Picture, is open. Last Friday night saw the consummation of Roxy's dream of many years—his own theatre, with everything as he wished it—and the 6,200 enthusiastic patrons at the opening bore witness to its success. Cabinet officials, U. S. senators, state governors, army and navy officials, and notables of New York life were in attendance, testifying to the importance of the event as a national affair.

As car after car rolled up to the door to discharge its load of distinguished guests, flashlights spurted their glare of light over Seventh Avenue for an instant, vying with the brilliance of the electric signs. Thousands of curious onlookers packed the surrounding streets, taxing police efforts to the utmost.

The house had been sold out weeks before, but many last minute efforts were made to obtain seats. As high as $100 per pair was offered, but those lucky enough to obtain seats were not interested in disposing of them.

Any attempt to describe the interior—its rich, dignified beauty, its softness of coloring and reserve in ornament, its comfort and luxury—must be left to another department. Sufficient it is to say that no one was disappointed in the architecture and interior decoration of the house, which is truly "the cathedral of the motion picture," with all of the impressiveness and magnificence which that term implies.

The occasion was notable for the absence of speeches and the usual ceremony which goes with the dedication of a new house. Chimes pealed forth, an invocation was read, and with a symphonic tone poem by the orchestra the performance was on. The impressive invocation was read by Stephen Wright, and at the words, "Let there be light," the house lights were brought up to show the beauty of the theatre. The dedicatory overture, magnificently played by what is probably the finest orchestra ever assembled for a motion picture theatre, described musically the events surrounding the writing of "The Star Spangled Banner," with appropriate stage pictures and lighting effects.

The ballet number, "A Floral Fantasy," followed and brought liberal applause. A motion picture showing President Coolidge, Governor Smith and other leaders, with their letters of congratulation to Roxy, gave further evidence of the momentous nature of the occasion.

Another stage number, fully as ambitious as a scene from a large musical production, entitled "A Fantasy of the South," also scored strongly. The Roxy Pictorial Review was next in order, and included special material prepared by news weekly organizations and animated cartoon studios for the event.

"A Russian Lullaby," written by Irving Berlin, was the first presentation of this number anywhere, and was effectively mounted with the aid of a rising stage and the Roxy Chorus.

Vitaphone figured prominently in the next number. An orchestral prelude was played by the theatre orchestra, after which the orchestra came to silence and a Vitaphone reproduction of a scene from "Carmen," with Giovanni Martinelli and Jeanne Gordon, was presented.

"Destiny," a brief spoken prologue to the feature, was read by Henry Stephens, and the feature came on the screen—"The Love of Sunya."

This ended the program, and at its close Roxy may well have been the proudest and happiest individual in New York that night—for the highly critical first audience has come, and seen and been thoroughly conquered by the cathedral-like beauty of the theatre which he had dreamed into actual existence.

Among the guests at the opening were Governor Smith of New York, Governor Moore of New Jersey, Governor Trumbull of Connecticut, Will H. Hays, a large party of Washington officials, Gloria Swanson and party, Senator Copeland, Senator Wagner, Harold Lloyd, J. D. Williams, Jesse L. Lasky, Albert Parker, Charles Chaplin, Lowell Sherman, Pauline Garon, Sam Katz, Mary Brian, Lee and J. J. Shubert, Irving Berlin, Hope Hampton, Richard A. Rowland, Lois Wilson, Arthur Hammerstein, Joseph Plunkett, Dr. A. H. Gianinni and Joseph M. Schenck.

Propose Change of Name of F. P.-L. to Paramount Famous Lasky Corp.

THE annual meeting of Famous Players-Lasky Corporation stockholders will be held March 29, and in the notice of the meeting, to be issued today, there is a proposal to change the name of the company to the Paramount Famous Lasky Corporation.

Adolph Zukor, president of the corporation, explained the reason for the proposed change yesterday. "For many years," he said, "we have extensively advertised the name Paramount Pictures as the trademark of our product. The result is that millions of people throughout the world who are familiar with the sign 'Paramount Pictures' do not appreciate that Paramount Pictures have always been made by the Famous Players-Lasky Corporation. In making 'Paramount' a part of the corporate name, therefore, we are taking into our corporate title the extremely valuable good-will that has been created by our product during the last fifteen years."

Dinner Internat'l Affair

Latin American Diplomats Accept Invitation to Attend A.M.P.A. Annual Function, Astor, April 2

BILLED as the seventh annual and the first international function of its kind, the dinner of the Associated Motion Picture Advertisers at the Hotel Astor, April 2, will set the stage for international good will with especial honor to the Latin American countries. With the complete announcement of the program for the event there is revealed promise of one of the most imposing spectacles of any motion picture dinner.

For the first time in the history of the motion picture industry foreign ambassadors from the embassies at Washington, ministers and charge d'affaires, and a cabinet officer, Herbert Hoover, Secretary of Commerce, will be guests of honor and speaker.

The complete list of speakers includes: Will H. Hays, who will act as toastmaster; Herbert Hoover, Secretary of Commerce; two South American ambassadors; Mayor James J. Walker and A. M. Botsford.

The international aspect of the dinner will loom formidably in the array of Latin American diplomats who will sit at the speakers' table. Those who have been invited as speakers or guests—and most of whom have already accepted—are:

Mr. Honorio Pueyrredon, Ambassador of Argentina; Dr. Herman Velarde, Ambassador of Peru; Senor Don Manuel C. Tellez, Ambassador of Mexico; Mr. S. Gurgel do Amaral, Ambassador of Brazil; Senor Don Miguel Cruchaga Tocornal, Ambassador of Chile; Senor Don Orestes Ferrara, Ambassador of Cuba; Dr. J. Varela, Minister of Uruguay; Senor Don Francisco Sanchez Latour, Minister of Guatemala; Dr. Enrique Olaya, Minister of Columbia; Senor Dr. Don Ricardo J. Alfaro, Minister of Panama; Senor Don J. Rafael Oreamuno, Minister of Costa Rico; Senor Dr. Don Ricardo Jaimes Freye, Minister of Bolivia; Mr. Hannibal Price, Minister of Haiti; Senor Don Luis Bogran, Minister of Honduras; Senor Dr. Don Carlos F. Grisanti, Minister of Venezuela; Senor Angel Morales, Minister of Dominican Republic; Senor Dr. Don Alejandro Cesar, Minister of Nicaragua; Dr. Don Hector David Castro, Charge d'Affaires of Salvador; Senor Don Juan Barberis, Charge d'Affaires of Ecuador; Dr. Juan V. Ramirez, Charge d'Affaires of Paraguay.

Following the completion of the speaking, which will take approximately an hour and will be broadcast over Station WJZ, there will be an hour's entertainment staged under the direction of Major Edward Bowes, managing director of the Capitol Theatre.

Two film travesties, the annual burlesque news reel and a special reel produced by Rose Pelswick, will be shown.

Under the personal supervision of Major Bowes, soloists and ballet members of the Capitol Theatre's family will offer numbers specially prepared for the A.M.P.A. dinner. It will be the first time that members of the Capitol ballet have been allowed to perform outside the theatre.

The entertainment will last about an hour. James Caruso's A.M.P.A. orchestra will furnish music for dancing until an early hour.

Weil Heads "U" Theatres Exploitation; Rothstein Controls Film Dept.

UNIVERSAL Chain Theatres Corporation this week engaged Joe Weil, former exploitation manager of Universal Pictures Corporation, to organize and operate an exploitation and presentation program for its 260 theatres. Nat Rothstein, whom Universal Pictures sent to the Coast last year to accomplish certain exploitation features, has finished his work there and arrives in New York this week; he will put into execution exploitation plans for "U" pictures and also supervise the company's exploitation department.

Mr. Weil plans a uniform publicity, advertising and exploitation service for all "U" theatres which will be organized and centered in New York with extension to all branches of the chain. A uniform program will be published and a magazine will be started for the benefit of all the houses.

Plans Film of His Ancestor, Alexander Hamilton

Announcing that a year's plans will finally be culminated when work begins soon upon the filming of the life of his illustrious great-great-grandfather whose name he bears, Alexander Hamilton has arrived in New York to attend to some of the vital questions relative to the production which will attempt to portray the story of the Colonial days and which is intended as a tribute to the first Secretary of the Treasury of the United States.

Although the title has not yet been determined preparations are already under way for the production which many national financiers are backing. A major portion of the story's locale will be laid in the West Indies where Hamilton lived a great deal of his life. Romance and dramatic action will be the keynote, it is said.

Hamilton is associated with Jess Smith Productions, Inc., as treasurer of the company.

Sparks Opens Riverside in Jacksonville, Fla.

E. J. Sparks, head of the Sparks Enterprises, operating a circuit of Florida theatres, opened recently his new Riverside Theatre on Park Street, in the heart of Jacksonville's residential-business section.

The Riverside has been constructed at the cost of approximately $150,000. The building in which the theatre is situated is also owned by Mr. Sparks, and carrying out the architecture of the theatre itself, has been skillfully arranged into modish street shops surrounding the entrance to the house proper.

Anna Aiken Patterson, editor and publisher of the Weekly Film Review, made the feature address at the formal opening of the Riverside Theatre. The initial screen attraction was "The Night of Love."

Northwest M.P.T.O. Meet at St. Paul May 3, 4, 5

St. Paul was definitely decided upon as this year's convention city of the Northwest M.P.T.O. at a recent meeting of the board of directors. The convention is usually held in Minneapolis. It will take place May 3, 4 and 5.

HOLLAND

Article Concluding In Series Based on Personal Survey

By William A. Johnston

BEFORE leaving Paris for Holland, I heard about Tuchinski and his string of theatres in Rotterdam and Amsterdam. Albert Kaufman, head of Paramount European theatre interests styled him the Sid Grauman of Holland.

Tuchinski—so he is referred to, and in the third person, even by himself—is a most interesting personality; and so is the story of his theatre career as given me by a former Consul in Rotterdam.

He came to the latter port from Poland, expecting to embark for the United States. Had he done so I am sure he would have made his mark and his million here.

But he was refused passports, for some reason, by the emigration authorities. So were a number of his friends and compatriots; so they turned their attention to the small movies then under way in Holland.

Tuchinski alone survived in the business and out of his efforts and shoestring capital have grown two of the finest theatres in all Western Europe.

He has two large ones, one each in Rotterdam and Amsterdam, and two smaller ones in the former city. He is the only chain in Holland, which has about two hundred theatres altogether. The independent houses organized themselves into a cooperative group just after the war, but the enterprise failed and they have reverted to their former independence.

Ufa has a theatre in The Hague and so has Loew-Metro. A local firm is joint owner of the latter.

Tuchinski has the call, he claims, on about 95% of the American product.

Holland, always a prosperous country, prospered still more during the war. From the great and booming harbor of Rotterdam into the well-kept and thriving interior it is strictly a business country. English has replaced French in the schools; English is considered, evidently, the language of business. The municipalities are well managed.

Amsterdam, outside of the quaint old district, has all the appearances of a smart American city. Population between 500,000 and 600,000. Rotterdam somewhat less.

The Hague resembles Washington; largely a residential city. There are several smaller cities, population from 15,000 to 50,000.

It would seem to an American theatre man that a single first run house in a city of over half a million inhabitants ought to get some competition in rather lively fashion. But, as in France, there's another side to the picture.

The Dutch people, despite their prosperity, have also a lot of old world habits and traditions. The business of eating takes up a good part of the day and theatre entertainment does not seem to be able to compete. There are no small apartments to unload their dwellers into the greater luxury of the modern movie palace. After the sacred and elaborate rite of eating, the paterfamilias sinks himself into the evening paper which he devours from headlines to classified ads. And these, mind you, are traditions. It is only the younger generation that will change them.

Then there's the same situation with respect to the American producer-owned house. He will certainly hesitate to build a big house to run his own program against Tuchinski's pick of the entire market.

These are not, as the reader might imagine, Tuchinski's well-planted arguments against possible competition. They are my own deductions.

Tuchinski spent most of his time criticizing me because some exuberant members of our party had told a local reporter that theatres in Holland were five years behind the progress of the United States.

That is not quite fact. However, we were received with much courtesy and shown throughout the Rotterdam and Amsterdam houses, from the scrupulously clean and white-tiled basements—with their modern ventilating systems—right up to the lofty balconies and into the beautifully decorated cabarets.

These theatres are expertly managed. Courtesy and snap meet you at the door.

They are decorated with originality, richness and taste. Credit for this goes to the builder and decorator, A. R. B. Maas, who has been associated with Tuchinski for some time and who may visit the United States in the near future. He is a man of unusual artistic ability and business acumen. He also would have been prominent in the show world. His decorative schemes are distinctive to a degree.

The unfortunate statement that Tuchinski's remarkable theatres are five years—or any years—behind our own, was silly. They are not, of course, to be compared with our new metropolitan theatres where the cost has recently exceeded ten million dollars. Nor can they even be compared with American theatres in cities the size of Amsterdam.

In fact, no comparison at all can be made. They are not like our American theatres.

They are of a local style, made to meet what the owner showman believes to be the up-to-date taste of Holland. Perhaps Tuchinski is wrong. Perhaps the theatres of John Eberson, Rapp and Rapp, Alschlager, Thomas Lamb and other American

(*Continued on next page*)

HOLLAND

By William A. Johnston

architects would go still better. Who knows?

It is division of opinion that makes horse racing—and the theatre business.

When Tuchinski planned his beautiful Amsterdam theatre he wanted a striking novelty. He also wanted eclat, like the showman he is. So he built it in the form of an opera house.

To an American the interior seems odd, and impractical. But on the other hand it is claimed that this is just what the European public wants—the better public.

Theatre-going there is somewhat a social ceremony. People in the audience want to see each other. Hence the high-flung balconies, receding, so that one in the orchestra can see everyone above.

It is said that the American style of low balcony, projected far over the orchestra seats, would be resented by the European. And the argument will continue until someone builds an American style theatre and the box-office makes or breaks him.

When I visited Tuchinski's Amsterdam theatre, "The Big Parade" was in its first week. The American score was excellently rendered by an orchestra of fourteen pieces under the direction of Doctor Max Tak. It was expected that the picture would run three weeks, maybe four. That seems to be the limit with even the biggest American pictures. "The Ten Commandments" ran for four weeks but with a definite falling off towards the end of the run. The strongest run was on "If Winter Comes." The book had been widely read in Holland. But this also, is seems to me, indicates the importance of the story with movie audiences in Europe.

The larger theatres of Holland have twenty-two performances a week; five on Sunday. The scale of prices is about the same as the Paramount Theatre in New York. The typical Tuchinski program is similar to the one in our larger theatres—news reel, novelty, comedy, presentation and feature.

Hays Addresses Harvard Business School

Refuses "Pictures Made for Children" Idea; Asks Percentage Solution; Faculty to Pick Best Film

WITH a general introduction by Joseph P. Kennedy, president of F.B.O. on Monday morning of this week, the series of lectures on the motion picture business by leading motion picture executives before the School of Business Administration at Harvard University, was inaugurated. On Tuesday morning, Will H. Hays delivered a fifty-minute talk on "The Motion Picture Industry," expounding every angle of the business, production, distribution and exhibition; the educational possibilities of the motion picture and its use as a medium for better understanding between nations.

Early in his address, Mr. Hays emphasized the patent absurdity of the statement that seventy-five per cent. of motion picture audiences are made up of children; pointing out that actual figures show that of the ninety million people attending motion picture theatres every week, children comprise but eight per cent. "The general run of motion pictures are not now, and never will be, intended especially for children," said the M.P.P.D.A. president.

Taking up the distribution of motion pictures, Mr. Hays stated that an intelligent study of selling methods must take into account the fact that nobody knows what a picture is worth before exhibition. A film costing a half-million dollars may be worth a five hundred dollar rental when shown in a theatre, whereas one with a financial outlay of one-fifth may be worth five times the rental of the half-million dollar film, explained Mr. Hays.

Will H. Hays

For this reason, a working system of rental payments in ratio to the actual box-office returns of a picture has absorbed the attention of many authorities on sales for some time past, said Mr. Hays. He then offered the problem for solution to the student body. He told the School that percentage booking has been used in some instances but is found faulty owing to obvious difficulties, of checking and accounting.

Mr. Hays sketched the development of the business from the early days, stressing the hardihood and courage of the pioneers in the industry, the competition of the fiercest sort and the gradual rising of the standard of ethics. The United States produces more than eighty-five per cent. of the world's supply of motion pictures, the students were told.

The producing phase of the industry was next enlarged upon. The cost of pictures averages about a hundred thousand dollars but there have been productions made for five thousand and others, in rare instances requiring an outlay of two to three million. Salaries of motion picture stars are, like any other industry, regulated according to supply and demand. The importance of the motion picture was next dwelt on by Mr. Hays, as he cited the effect the exhibition of a picture has upon people and trade. "Trade follows the film," he said, "because the exhibition of new styles in clothing and furniture stimulates the sales of these articles as they arouse desire in the spectator. The motion picture has also benefited living conditions."

The students were then told of the central casting bureau in Hollywood maintained by the producers, the arbitration system which annually saves the distributor and exhibitor millions of dollars and the reason for the organization of the M.P.P.D.A. How the story and play material offered for picturization is chosen was detailed, Mr. Hays laying stress on the fact that books or plays of doubtful nature have no chance of getting to the screen.

That the motion picture is the medium for better understanding between nations and the resultant minimum chance of wars in the future was the note on which Mr. Hays closed his lecture.

Jesse L. Lasky delivered a lecture Wednesday morning on "Production Management Problems." Announcement was made on Wednesday by Harvard University that the faculty of the department of fine arts will each year make a selection of the best films of the preceding twelve months, and, in association with the Fogg Museum, and the University library, a library and archives of films will be started.

In and Out of Town

LOUIS ANGER, acting vice-president of the United Artists Theatre Circuit, Inc., left New York Monday, March 14th, for Pittsburgh, Chicago, Toledo, Kansas City and Cincinnati. He will perfect details on United Artists' theatres already announced for those cities except Cincinnati and Toledo, where he will entertain propositions for theatres.

CONCLUDING a five-week tour of inspection among the production forces of Sterling Pictures, Henry Ginsberg, president of that company, has returned to New York.

W. J. MORGAN, Producers Distributing Corporation sales manager, left this week on a sales trip that will take him as far West as Dallas and as far South as New Orleans. He will be gone four or five weeks and his trip is principally in the interest of the general sales campaign. His itinerary includes, besides the two cities mentioned above, Washington, Pittsburgh, Cincinnati, Indianapolis, St. Louis, Kansas City, Oklahoma City, Chicago, Milwaukee, Minneapolis, Des Moines and Omaha.

EDWIN SILVERMAN, Warner Bros.' sales manager, has returned from a three weeks' trip through the Southern territory, where he surveyed the outlook for the new season. He covered eleven States in all.

EDGAR B. HATRICK, vice-president of International Newsreel, and in charge of all of William Randolph Hearst's activities in the motion picture field, departed last Thursday for Los Angeles, where he is to remain for several weeks.

NAT NATHANSON, president of the Hi-Mark Productions, dropped off at Pittsburgh, St. Louis and Chicago while en route to the Coast. He reports very favorable conditions along the line for next season's business when he will have some forty-four releases to offer franchise holders, including eight features. The rest are all two-reel subjects.

G. E. PATTON, director of the Motion Picture Bureau, Ontario, and of the Trenton Studios, Ontario, attended the recent opening of the Roxy Theatre as representative of Hon. C. Howard Ferguson, Premier of the Province. He was accompanied by R. C. Gadsby, representing the Canadian National Railways. Before returning to Toronto Mr. Patton arranged with Cranfield and Clarke regarding the releasing of Trenton's product through C. & C. in the United States.

COLVIN W. BROWN, vice-president of F.B.O., in charge of foreign distribution, sailed for New York on Wednesday, March 9th, on the Aquitania. He will arrive in New York on March 15th. During his sojourn on the foreign shores, Mr. Brown visited London, Berlin, Paris, Turin, Rome and Munich in the interest of foreign sales and distribution. He was gone for a period of three months.

PAT CAMPBELL, Southern division sales manager of Pathe, is now on tour of the exchanges, having made his first stop in Memphis on February 26th, where he remained for three days. His itinerary will take him to Kansas City, Oklahoma City, Dallas, New Orleans, Atlanta and Charlotte. He is expected back at the home office on or about the 16th of March.

LEE MARCUS, F.B.O. general sales manager, returned this week from a trip throughout the Southland. He covered Washington, Charlotte, Atlanta, Jacksonville, New Orleans, Dallas, Memphis and Oklahoma City.

"The Rough Riders"

WHOOP-EE! The Rough Riders drilled a spell at the San Antonio fair grounds, charged up San Juan Hill, the "cocky" Military Academy boy soldier won the heart and hand of a sweet and winsome, 1898 vintage, fair lady and "Teddy" became President and held a reception for his old friends.

That's the story of "The Rough Riders" which opened Tuesday night, at the George M. Cohan Theatre, New York.

But the picture that has been evolved from this simple narrative is quite another matter. It is 100 percent pure unadulterated American entertainment with just enough mixture of real drama, to make it stand out as a production which can not fail with any class of audience in any class of theatre.

The sponsors have very evidently noted the successes of "The Covered Wagon" and "The Big Parade" and with fine intelligence deliberately set out to model this new epic along the same lines. We have the character comedy, quite as good incidentally, that really brought "The Covered Wagon" out of the western class. We have a soldier hero who marches away to war leaving a sweetheart behind, some effective battle scenes, and just about the right amount of flag waving, as in "The Big Parade." But "The Rough Riders" is not an imitation of either picture. It stands by itself as a perfect example of what really can be accomplished when brains and organization get together to set down on paper something they want to do.

"The Rough Riders" is no "accident." They used their book agent "Teddy" with effective discretion. He doesn't act and has only a reasonable amount to do with the narrative unfolded. There is just enough history about "The Rough Riders" to satisfy those who like history and not enough to drive away the picture fans.

There is as pretty a romance as has ever been woven into screen entertainment. It has real comedy and incident and it moves along briskly from one sequence to another to the ultimate end, the defeat of the Spanish forces, Roosevelt's election to the presidency and the proper culmination of the romance.

In acting honors, Charles Farrell easily is a winner. He had the role and he played it so well that other fine performances are shoved to the background.

But after all "The Rough Riders" is a "production." It gets out of the class where individual performances count for much. Its audience appeal is not in closeups and the players' very names are lost to memory as the picture's story unfolds. It is not a question of "Who's in it?"

We predict for "The Rough Riders" road-show and picture-theatre success and these two are not always the same thing. With the name of "Teddy" for exploitation possibilities and a picture that will build and build on its entertainment merits, this picture looks like the biggest one so far this year.—J.S.D.

Manitoba's Change in Tax Doesn't Benefit Small Town

Exhibitors of Manitoba are not exactly satisfied with the announcement of Premier John Bracken of the removal by the Manitoba Government of the amusement ticket tax on theatre tickets up to 25 cents. This will not affect the admissions at theatres in small towns where regular admissions are generally 35 and 50 cents, nor will it make any change in adult prices at theatres in the cities.

Representatives of the Manitoba Exhibitors' Association had asked for the removal of the Provincial tax on tickets up to 50 cents and the committee is still working for further relief.

Fox Picture Outlay $15,000,000

Huge Sum to be Spent on Program for Next Season; Sheehan Outlines East and West Coast Activities

HAVING completed its schedule for 1926-27, Fox Films will start production of the pictures for next season's program on April 1st. Winfield R. Sheehan, vice-president, stated this week that the sum of $15,000,000 will be spent on next year's pictures. He also announced that $5,000,000 worth of completed motion pictures, scheduled for September, are now in the company's vaults. These include eight specials, among which are "Sunrise," "7th Heaven" and "Carmen."

The studios in New York will make twelve pictures which will be directed by Allan Dwan among others. Joseph Engel is studio manager. Victor Schertzinger has just been signed to a long-term contract and will leave shortly for New York to direct the first production for the Fox "Movietone."

At the West Coast plant it is planned to build additional stages on the property at Westwood in addition to a new administration building. The stages will measure three hundred and six hundred feet. A central power plant and storage and distribution system to cost $300,000 is also arranged. Mr. Sheehan will go to Europe in June and while there will spend four weeks in the Fox studios in Berlin discussing plans for the new season with Carl Freund, now in charge of Fox European production.

Winfield R. Sheehan

Jack Ford, Fox director, is now in Germany shooting scenes for a special, which will be made in Bavaria and in the Hollywood studios. He is being aided in Germany by Carl Freund and will spend two months there. The story is by I. A. R. Wylie and the script by Philip Klein.

Jack Blystone will direct a special picture featuring the two comedy heroes of "What Price Glory," Ted McNamara and Sammy Cohen.

Frank Borzage will direct "The Grand Army Man" with Alec Francis in the name role. Philip Klein will do the script of this Belasco-Warfield production.

"Prince Fazil," a romantic stage play in London and Paris, to be opened in New York in September, from the pen of Pierre Frondaie, is on the list. Heading the cast will be Charles Farrell and Dolores Del Rio. The script will be done by Loring and Leighton; directed by Howard Hawks.

"Frozen Justice," an Arctic story, will be directed by Jack Ford. It is from the book of the same name by the Danish explorer, Captain Ejnar Mikkelsen. Another production will be the Belasco stage play, "The Comedian," written by Sacha Guitry.

Fox also announces the purchase of "The Mud Turtle," a stage play written by Elliott Lester. "Balaoo," the mystery novel by Gaston Leroux, is a melodrama to be staged by Al Ray. The English stage play, "None But the Brave," a comedy drama by Bernard Merivale and Brandon Fleming, has also been purchased for immediate production.

Yet another stage play is "Macushla," which will be filmed immediately under the direction of Frank O'Connor, the latest director to join the Fox ranks. The adaptation is being prepared by Randall H. Faye. Howard Hawks is in production on "Cradle Snatchers," with Louise Fazenda and a cast of principals.

Alfred Green is also in production on the film version of "Is Zat So," with George O'Brien and Edmund Lowe playing the leading roles, and with Kathryn Perry, Douglas Fairbanks, Jr., and others in the east. It is further announced that Raoul Walsh, following the production of "Carmen," will begin work on a story of the underworld with Victor McLaglen playing the leading role.

Supreme Court Upholds S. C. Admission Tax

VALIDITY of the South Carolina admission tax was upheld March 14 by the United States Supreme Court, in Washington, D.C., which affirmed, without comment, the decision of the State Supreme Court in the case brought by Ed C. Curdts, Vardry McBee, Robert Wilson, et al., to recover from the South Carolina Tax Commission taxes paid under protest. The State law levies a tax of one cent for each ten cents or fraction thereof collected for admission to places of amusement, but exempts amusement places in incorporated towns of less than 2,000 inhabitants; charitable and certain other similar performances; collegiate and public school amusements, and swimming pools where picnic grounds are maintained free.

It was contended that the tax burden fell unduly upon the theatres, and chiefly the motion picture theatres, in the larger towns, although in many cases the small town operator has a better investment. At the same time, it was pointed out, the tax is applicable to unincorporated places of less than 2,000 population, of which there are many in the State, but not to theatres in such places if they are incorporated towns.

M. P. T. O. A. Meet for Neil House, Columbus

The Neil House in Columbus, O., will house the Eighth Annual Convention of the Motion Picture Theatre Owners of America when that organization meets on May 17 to 19. The banquet and ball will be celebrated in the grand ballroom of the Neil House the evening of the 18th.

J. J. Harwood, chairman of the general convention committee, has arranged with the convention bureau of the Columbus Chamber of Commerce for a general reservation of rooms at the leading Columbus hotels beginning Monday, May 16. He urges all exhibitors who expect to attend to mail their reservations in at an early date.

Duluth Exhibitors Interested in Vote on Daylight Saving

Duluth will vote on daylight saving at the general municipal election on April 5, and the exhibitors of that city are vitally interested in the outcome, as setting the clocks ahead sometimes has an unfavorable effect on theatre business. The Junior Chamber of Commerce of Duluth is sponsoring the bill, which provides for moving the clock ahead one hour between April 24 and October 2. Only a majority of votes is necessary to the adoption of the measure.

Ohio Governor to Speak at M.P.T.O.A. Banquet

A. VIC DONAHEY, Governor of Ohio, will deliver the principal address at the convention banquet of the Motion Picture Theatre Owenrs of America, the evening of Wednesday, May 18, in Columbus, Ohio. The Governor, it is reported, has an important message to deliver to the eighth annual meet of the national organization. His presence at the banquet will be one of the feature events of the convention, arrangements for which are going on apace. Several important announcements are to be made public regarding the same.

J. J. Harwood, of Cleveland, a National director and director of the General Convention Committee, will announce the names of the committee within a few days. Other committees will be announced simultaneously. P. J. Wood, business manager of the M.P.T.O. of Ohio, is secretary of the General Convention Committee, and is actively supervising arrangements at the Columbus end. Arrangements are being effected to procure a special rate of fare and one-half fare to and from the convention for all who attend.

Carolina Theatre, Charlotte, Opened March 14

With the presentation of a special picture program and the presence at its premiere performance of New York executives of Publix Theatres, the new Carolina Theatre made its formal bow to Charlotte last Monday, March 14.

Formal presentation of the Carolina Theatre was made by Mayor D. M. Abernethy of Charlotte. John A. McRae, attorney, accepted the theatre on the part of the Chamber of Commerce and the theatre patrons of the city.

Publix Theatres Corporation was represented by Harry Marx, director of theatre management; E. J. Mullen, general purchasing agent; George Daby, field director of service, and Montgomery S. Hill, district manager. Mr. Marx and Mr. Mullen came down from New York, and were accompanied by Mr. Daby, whose headquarters are in Boston.

Warren Ervin will personally direct the Carolina Theatre. He is also city manager for Publix in Charlotte.

The Carolina Theatre, seating 1,800 and built at an estimated cost of $600,000, is furnished throughout in the style of the Spanish Renaissance. The building is fireproof construction throughout. A refrigerating cooling system of splendid design has been installed in the house.

Film Mutual Benefit Show of "Beau Geste," April 19

The committee for Men Blinded in Battle has taken the Criterion Theatre in New York City under the auspices of the Film Mutual Benefit Bureau for a gala showing of "Beau Geste" on the afternoon and evening of April 19. The advance sale of tickets for both performances is now being held at the Film Bureau's office, 4 West 40th Street. The telephone number is Penn. 9879. All seats will be reserved in the order in which applications are received. Checks should be made payable to William Forbes Morgan, treasurer, and sent to the office of the Film Mutual Benefit Bureau. A chart of the Criterion is at display at the Bureau's office for the convenience of those who wish to choose their own seats.

Riviera, New Omaha Theatre, Opens March 25

The Riviera Theatre, located on Twentieth and Farnam streets, Omaha, Neb., will have its premiere opening Friday evening. The new house was jointly constructed by A. H. Blank Enterprises and Publix Theatres Corporation and is also operated by those two companies.

Fresh Delay in Settlement of F. P.-L. Case

A DELAY of several weeks will probably be experienced before the Federal Trade Commission in Washington, D.C., decides the Famous Players-Lasky case, it became known last week.

With the addition of Edgar A. McCullough to the commission and his desire to participate in consideration of the case, it was necessary to postpone action until he had an opportunity to familiarize himself with the details of the proceeding.

A Great Picture

AT the Cameo "Stark Love" is playing its third week with every indication that it will be held over for at least a fourth.

Here is a picture that, denied a premiere in a theatre owned by its sponsors, Paramount, just naturally does its own exploitation, the word-of-mouth kind, so well that it has built solidly from an average opening through the first week of Lent and bids fair to keep on holding up indefinitely.

Which brings the question of why the Publix theatre department or sales organization saw fit to let this picture "ride." Others no more gifted with box office second sight saw its merit. Did they fail to measure it correctly because it didn't cost enough to demand *their* respect or was its lack of box-office names considered too serious a drawback?

Do dollars and cents invested form the basis of measurement of New York filmdom? Here is a picture that Mary Pickford might well have done, to her credit and to the enthusiastic shouts of the trade as a whole. Does Miss Pickford's name (or that of any other popular star) mean so much that even a really great picture must be denied a run in a house where it can reach the greatest audience and have the best individual opportunity to obtain a large box-office gross?

If this is true then this business must ever be in the power and subject to the whims if not the impossible demands of the players whose names have already become a box-office asset. If making a fine picture, without stars, excellent entertainment, as "Stark Love" unmistakably is, is to be a liability instead of an asset, then it is time that people who own theatres forget the immediate dollar and begin selling pictures to patrons on a new basis.—J.S.D.

Australian Theatre Merger

Hoyts-Williamson Group With 80 Houses, Extending Their Operations on Big Scale

QUITE a flurry occurred recently in Australia when a merger was completed uniting eighty theatres operating in Victoria, New South Wales and West Australia under the banner of Hoyt's Theatres, Ltd.

Since then operations have been extended to the other states and New Zealand.

The amalgamation, according to W. A. Robbins, New York representative of Hoyt, is of a number of companies previously operating in two groups—the Hoyt group and the J. C. Williamson group. The directors of the new organization, all well known in the Australian industry, are Sir George Tallis, F. W. Thring and J. H. Tait (representing Williamson) and G. F. Griffith and F. Challingsworth (representing the Hoyts). Messrs. Griffith and Thring are the managing directors.

Modern, up-to-date theatres, located in the capital cities, and costing in the aggregate well over $5,000,000 are being built for the new organization, Mr. Robbins announced. The capital value of the theatres in which the new organization will carry on business or be otherwise interested amounts, it is stated, to $17,000,000.

The amalgamation has brought about an interesting situation to American distributors with offices in Australia, to independent producers who sell their product in New York and to manufacturers of theatre equipment which will be needed in quantity by the Hoyts in equipping new theatres.

New Fireproof Regulation For Toronto Theatres

The Toronto City Council has made a ruling that any alteration to increase the seating capacity of any theatre in the Ontario Capital can only be permitted if the whole structure is made fireproof at the same time in accordance with regulations covering the point. No new theatres of any size can be erected in Toronto unless they are fireproof throughout.

Famous Statement Shows Five And a Half Million Profit for 1926

THE Famous Players-Lasky Corporation in its consolidated statement (which includes the earnings of subsidiary companies) reports net profits of $1,960,477.37 for the three months and $5,600,815.71 for the twelve months to January 1, 1927, after deducting all charges and reserves for Federal income and other taxes.

After allowing for payment of dividends on the preferred stock, the above earnings amount to $10.82 per share on the common stock for the year 1926, based on the average number of shares of common stock outstanding during that period.

On March 14, 1927, the Board of Directors of Famous Players-Lasky Corporation declared the regular quarterly dividend of $2.00 per share on the preferred stock, payable May 2, 1927, to stockholders of record at the close of business on April 15, 1927. The books will not close.

Franklin Feted at Dinner

Industry's Leaders Pay Glowing Tribute to New West Coast Theatre's President and General M'g'r

PUBLIX paid a glowing tribute to Harold B. Franklin, retiring vice-president and head of the Famous Players-Lasky Corporation theatre department for the past five years, at a testimonial dinner given at the Friars Club, New York, Saturday evening, March 12th.

Mr. Franklin, who has resigned to accept the presidency of the West Coast Theatres under the new Stanley-First National amalgamation, was praised by nearly every high executive of the Paramount organization in words so unmistakably sincere and appreciative that the most modest of men would have every reason to feel elated.

The speeches which followed the dinner began with a tribute from Mike Shea of Buffalo, Mr. Franklin's former employer. He summed up his address by saying that Franklin was a loyal, hard worker, of whom he was very proud.

Mr. Shea was followed by Jesse L. Lasky, who spoke of the personal side of Mr. Franklin. He said, "God love Harold. He makes friends and keeps them."

Sam Katz was another Publix official to express his appreciation. He began by relating that he had found the theatre circuit work all done for him when he joined the Paramount organization and that his part consisted only in providing the shows. "Building up a chain of theatres," Mr. Katz said, "is a tough job. The man who does that must stick close to the job. Long before Publix was formed Mr. Franklin built up a chain of theatres for Famous Players and, what is more, he developed that chain, not only in number of houses acquired, but placed them on a healthy operating footing."

Mr. Katz gave Franklin full credit for the Paramount Theatre, New York. "The Paramount was Harold's job," Mr. Katz said. "It was his dream. It required a great amount of vision. It was a hard job and one filled with heartaches, and when it was finally completed and the lights came up, Harold was in the position of finding others in that light which rightfully belonged to himself. The Paramount was planned and nearly finished before I came into the organization. I take no credit for the job. But when the lights came up, as I said, others were in that light and receiving the applause, while he was merely listening. Harold was in that position."

Sidney R. Kent spoke feelingly of his pleasant association with Mr. Franklin. "No one will miss him more than I will," Mr. Kent stated. "No one knows better than I of his unceasing work and loyal effort."

He also predicted greater success for the retiring executive and wished him the best of luck in his new venture.

Adolph Zukor spoke at considerable length concerning Franklin's association with Paramount. He gave him full credit for organizing the theatre department and placing it on its present high efficiency basis. He said he had engaged Franklin at a time when he admitted that he hadn't the semblance of a theatre department and that Franklin had accomplished an almost impossible job.

That Franklin is leaving Publix with the most friendly feeling on both sides was evidenced when Mr. Zukor said that under no circumstances would he allow Franklin to leave the organization except that the new job presents greater opportunities.

Mr. Franklin spoke feelingly of his association with the Paramount company.

A number of telegrams were read by Mr. Kent from prominent people who could not be present.

Mayor Walker, who was also unable to be present, sent the following wire:

"My heartiest appreciation for Harold Franklin. Developed in Buffalo, has grown in his great success. You know I regret that I cannot be present, and you know I wish everybody at the dinner a wonderful time and continued success to Harold Franklin."

Flames Damage Odeon Theatre, St. Louis, Mo.

The Odeon Theatre, Grand Boulevard at Finney Avenue, St. Louis, Mo., which had been used for special runs of motion pictures on many occasions, was badly damaged by fire, smoke and water on March 2, when fire practically destroyed the office building in front of the theatre proper. Entrance to the theatre was through a lobby in the office building. The total loss from the fire was placed at $400,000.

W. B. Sales Force Holding Morris Month in May

The Sam E. Morris Month, inaugurated in 1926, will be celebrated this year during the month of May. An additional impetus to the drive, besides that impelled by the admiration of the Warner sales force for their general manager of distribution, is incorporated in the announcement that the Warner Brothers have donated four silver loving cups to be awarded the winning branches.

Philbin and Hersholt Co-Star in "Viennese Lovers"

Mary Philbin and Jean Hersholt will share stellar honors in "Viennese Lovers," the screen title of "Cabaret," an original story by Adam Homo, which is to go into production soon at Universal City. Universal acquired the story less than a week ago. Harry Behn has been chosen to do the script. Paul Kohner will supervise the production. No director has been assigned.

Shirley Mason Cast for "Rich Men's Sons"

The feminine lead in the newest Columbia feature, "Rich Men's Sons," will be played by Shirley Mason. Ralph Graves will play opposite Miss Mason and will also direct the feature which is scheduled to go into production as soon as the cast has been filled. Miss Mason was also the star of two previous Columbia features, "Sweet Rosie O'Grady" and "The Wreck."

Dolle Plans Expansion of Circuit to One Hundred Theatre Chain

FRED J. DOLLE and associates, operating the Broadway Amusement Company in Louisville, plan the expansion of their present circuit of fifteen theatres into the most powerful chain operating in that section of the country. The new program has been started and will bring the combined holdings up to an hundred theatres, states Dolle.

The Oak Theatre, Louisville, was opened recently; this house has a seating capacity of fourteen hundred. The Grand Theatre at Terre Haute, Indiana, has been purchased. It is planned to extend the circuit in Kentucky, Ohio and Indiana.

Charles Ray and Alan Hale Male Leads in "Vanity"

The same quartet of principals that produced Leatrice Joy's "Nobody's Widow," is now at work upon a new vehicle for that actress called "Vanity." The star is once again working before the cameras manned by Arthur Miller, while Donald Crisp is directing her from a script prepared by Douglas Z. Doty. Besides these Charles Ray is again featured in the leading male role and Alan Hale plays one of the prominent roles. "Vanity" will mark the return of Miss Joy to the dramatic type of portrayal.

Tiffany Appoints Two New Foreign Managers

Frederick Shoninger, F.B.O. general manager for Central and Eastern Europe, has resigned his position with that organization and is now acting in a similar capacity for Tiffany Productions, Inc., for whom he covers the same territory. The Tiffany offices will be located at Friedrich Strausse, 218, Berlin, Germany.

Jacques Haik has also been appointed Tiffany representative for Western Europe, with offices at No. 63 Avenue des Champs Elysees, Paris, France.

"Beau Sabreur" Assigned to Tom J. Geraghty

The screen adaptation of "Beau Sabreur" has been assigned Tom J. Geraghty. The principal characters of the story, Hank and Buddy, supplied comedy relief in Paramount's other production of a Wren novel "Beau Geste."

H. Cohn Conferring on New Columbia Product

HARRY COHN, Columbia Pictures vice-president and general manager, arrived in New York, Thursday, March 10, for a stay of several weeks during which he will devote most of his time to reading scripts, books and seeing current Broadway productions with a view of purchasing material for future Columbia productios. He wasaccompanied by Mrs. Cohn and Dorothy Howell, assistant production manager and author, several of whose stories form a number of the present Columbia films.

Harry Cohn

Actual work on the company's present schedule of pictures is practically complete. Harry Cohn has left the finishing touches to Jack Cohn, treasurer of Columbia, who is now supervising production on the Coast.

Mr. Cohn states that he intends spending nearly a quarter of a million dollars on "The Blood Ship," the first production announced for the Columbia 1927-28 output.

"Slide, Kelly, Slide," New York Premiere at Embassy Theatre, March 22

THE Metro-Goldwyn-Mayer production, "Slide, Kelly, Slide," will have its New York premiere on March 22, when it opens for an extended run at the Embassy Theatre. It comprises William Haines' initial starring vehicle and deals with big league baseball. Many of the present-day stars of the diamond take part and actual scenes from last year's World Series are incorporated. Edward Sedgwick directed and the supporting cast includes Sally O'Neil, who has the feminine lead and Karl Dane and Harry Carey.

A midnight show, given at the State Theatre, Los Angeles, was attended by several hundred professional baseball players, managers, officials and sport writers. This critical audience okayed the production from a technical standpoint.

Penn. Theatre Building

Houses Planned by Chamberlain, Appell, Straub and Comerford Circuits; Average 2,000 Seats

ANNOUNCEMENTS of building plans for several large new picture theatres in Pennsylvania cities were made in the first week of March. L. J. Chamberlain, president and general manager of the Chamberlain Amusement Enterprises, Inc., with main offices in Shamokin, which controls a chain of picture houses in the hard-coal mining regions, announced plans for the erection of a theatre in Kulpmont, that, it is unofficially stated, will cost $100,000. The company has purchased the James J. Hanlon property, at Chestnut and Eighth streets, from Paul Azary, as the site for the theatre, and building operations will begin in a few weeks. The house will have seats for 2,000, which will all be located on one floor, and the building will be equipped with stage and dressing-rooms so that it will be possible to present legitimate attractions. The building will be of steel and concrete fireproof construction. The site is 120 by 150 feet.

Nathan Appell, head of the Nathan Appell Enterprises, which control practically all the theatres in York, announced plans to erect a new theatre with seating capacity of 2,000, on the site of the present Wizard Theatre in the business center of York, directly opposite the Yorketown Hotel. It will be known as the State and will be devoted to feature motion pictures and vaudeville.

In addition to the ground floor auditorium there will be a balcony and mezzanine floor. The building will be equipped with a modern refrigerating system capable of maintaining a steady temperature of 70 degrees. It is proposed to have the house ready to open early in 1928.

When the new State is opened it is proposed to transfer Keith-Albee vaudeville from the York Opera House which will then return to its old policy of presenting drama and other shows, and the Orpheum Theatre will be used for showing the same type of motion pictures now presented at the Wizard.

J. W. Straub and a number of business associates have obtained a permit for the erection of a new theatre on the Straub property at Seneca and Elm streets, Oil City. The theatre will have a capacity of 1,150 with room to increase the seats to 2,000. There will be a stage 26 by 60 feet, and the interior of the theatre will be finished in ornamental plaster. The contract for the building has been let to J. H. Gross, who began operations at once. It is proposed to open the theatre early in July.

The Luzerne Amusement Company, controlled by the Comerford Amusement Company, of Scranton, has announced plans for the erection of a modern picture house on the site of the Bohan property which has just been purchased in Pittston. The frontage on Main Street is fifty feet and the plot extends back 120 feet to Wharf Street. Luzerne controls three theatres in Pittston and one in West Pittston.

Bills Favor Conn. Houses

Exhibitors Laud Legislature's Action in Voting Favorably on Bill for Repeal of Censor and Tax

ACTION of the joint committee in unanimously voting to report favorably the bill calling for the repeal of the motion picture censorship and tax is winning the commendation of all Connecticut exhibitors who are also jubilant because of the action of the Connecticut legislature in passing a bill liberalizing the Sabbath. The passage of the bill presages speedy betterment of business conditions throughout the state.

Action on the tax and censorship, which is said to reflect the opinion of a majority of members of the legislature, is hailed as a "lifesaver" for theatre owners. Speedy action on the measure when it reaches the floor of both house and senate was presaged yesterday, with leaders in both houses determined to end the life of the obnoxious measure as speedily as possible.

British Quota Law Looms

Measure Introduced in Parliament Starts at 7½ Per Cent., Rising to 25 in 1935

AN unexpected angle to the British film quota situation developed this week when the Labor Party decided to oppose the bill on the ground that it "compels British traders to supply goods irrespective of their comparative merit and the demands of their customers."

The President of the Board of Trade announced in a speech, however, that nothing would induce him to withdraw the measure.

The bill has been introduced in the House of Commons, and provides for a quota of seven and one-half per cent. of British films for the first year, advancing to 25 per cent. in 1935, with a yearly increase of two and one-half per cent. This applies to distributors, and exhibitors will have the same percentages, starting one year later.

Blind booking and block booking are both prohibited under the measure, as was anticipated by the trade.

A British film is to be one with British actors, author and atmosphere predominating. Scenes may not be taken outside the British Empire without special permission.

Trade paper reports indicate lively opposition to the terms of the measure among exhibitors and the more conservative members of Parliament, with the probability of amendments being introduced. Exhibitors point out that no other British industry is compelled to operate under such conditions, and that many of the terms of the measure are unworkable.

One indirect result of the present situation was the formation this week of British Incorporated Pictures, Ltd., a million-pound company headed by Ralph J. Pugh, formerly with British First National, and Rupert Mason, a Lancashire cotton manufacturer. Prominent British authors and leading figures in the theatre and the world of art are enrolled in the venture, it is stated.

Supporters in Canada of a film quota law in Great Britain are enthusiastic over the prospect of the adoption of the legislation by the Imperial Parliament, particularly because of the requirement that 75 per cent. of salaries to be paid by British producing companies must go to persons domiciled within the British Empire or to British subjects, exclusive of the salaries to the director and one star of an individual picture.

Officials of the Canadian Department of Trade and Commerce, under whose auspices the Canadian Government Motion Picture Studio is operated at Ottawa, are of the opinion that the new British law would lead to the establishment of important film producing companies in the Dominion of Canada because of the proximity of Canada to the United States, these being companies more or less affiliated with big United States producers.

Ray Peck, director of the Canadian Government studio, is at present in Los Angeles, where he has been discussing Canadian producing possibilities with executives of several companies.

Legislation Aids Exhibitor

Canadian Showmen and Theatre-Goers Profiting from Measures in Various Provinces

ONE after another various Provinces of Canada have announced legislative relief for exhibitors and theatre-goers.

At Victoria, B.C., on March 4, the British Columbia Government announced that the amusement tax for theatres in British Columbia cities would be cut from seven to five per cent. This will reduce the income for the Province from this revenue by $75,000 a year, it was stated.

This followed an announcement at Toronto that the Ontario Government had abolished all amusement tax on tickets up to 25 cents, this meaning a reduction in revenue of $600,000 a year for the Province of Ontario.

The Manitoba Government has also promised at Winnipeg that a substantial cut will be made at once in the Manitoba Amusement Tax while the Saskatchewan Provincial Government recently raised the ban against fight pictures.

The important step has been taken by the Quebec Provincial Government of cancelling the exemption of church and charity entertainments from the amusement tax in that Province, thus placing church concerts on the same basis as theatre performances. This was announced on March 5.

The Quebec Legislature has adopted a measure providing for the collection of the amusement tax at theatres in so-called "unorganized territory." The levy in Quebec is collected under a Provincial law and the proceeds are turned over to the municipality in which the respective theatres are located. There are quite a few theatres which are not located in cities or towns, and they have not been troubled with the amusement ticket tax. The Province will now collect this tax and provision is made for the turning over of this revenue to the nearest municipality for approved purposes.

Eulalie Jensen in "Uncle Tom's Cabin"

Eulalie Jensen has been engaged by Universal officials to play the role of Cassie in the Universal production of "Uncle Tom's Cabin" now in work under the direction of Harry Pollard. Pauline Frederick was originally slated to play this role but due to the extended time that is being taken to produce the film, is was found that previous stage contracts in England prevented her from appearing in the Universal production.

Harry Pollard Signs With "U" for Five Years

HARRY POLLARD, who is now completing "Uncle Tom's Cabin" for Universal, has signed a five-year contract to direct exclusively for the Laemmle organization. The first picture that he will produce under the arrangement will be "Show Boat," Universal's projected screen version of the novel by Edna Ferber. Pollard will start work on the new assignment about the middle of the summer. It is expected that it will take four months to film the picture. Charles Kenyon, of the Universal scenario staff, has been working on the script of "Show Boat" for more than a month.

Henry Pollard

Pollard's new contract replaces the yearly contract option entered into by the director and Universal last October.

"Mountains of Manhattan" Finished by Gotham

"Mountains of Manhattan," a Gotham production, has been finished as far as production work in California is concerned. The negative has been shipped East and the finishing touches will be put on the picture in New York. All the studio shots, close-ups and other situations in which the principals appear were completed on the West Coast. The atmospheric long shots and exterior locations shots are now being made in New York.

Bonner Sisters Appear in Columbia Production

For the first time in their careers on the screen, the Bonner sisters, Marjorie and Priscilla, will play in the same photoplay in the Columbia production, "Paying the Price." An unusual angle about their portrayals is that they will also appear as sisters in this screen drama. Besides the Bonner sisters, the cast includes Mary Carr, William Welsh, George Hackathorne, John Miljan, Eddie Phillips and William Eugene.

Dorothy Arzner to Direct "Modern Commandments"

Dorothy Arzner, the first woman director to be employed by Paramount, will direct "Ten Modern Commandments," Esther Ralston's next starring vehicle. Production is scheduled to start March 7. The story was written by Jack Lait but the screen treatment comes from the pen of Robert B. Lee. Miss Ralston has just completed "Fashions for Women," Miss Arzner's first assignment.

First Nat'l to Transfer "Helen" to Screen

"THE PRIVATE LIFE OF HELEN OF TROY," John Erskine's best seller, will be most pretentiously produced by First National, which will start production on it some time during the present year with Maria Corda, European star now under contract to First National, playing the title role—her first role in an American picture. The supporting cast chosen to date, includes Lewis Stone and Molly O'Day. Before the Erskine tale reaches the screen it will be thoroughly exploited, as it is also to be serialized by newspapers throughout the country.

"Trail of '98" Unit Welcomed in Denver

Metro-Goldwyn-Mayer's "The Trail of '98" unit was given an impressive ovation upon its arrival in Denver, Colo., where it stopped off while on its way to the location camp in the Continental Divide. They were received at Denver by Mayor Stahelton, Governor Corlett of Colorado, and a group of state and city officials. The fifteen-car movie train, following the Denver reception, left for Corona, Colo., where important sequences in the forthcoming production will be taken.

About forty railroad cars will be retained at the location camp permanently for various uses. Seventy-five dog teams and their drivers will arrive at the camp next week from Alaska and Canada, while two carloads of mongrel dogs have been shipped from Denver, Kansas City and other points. The battery of ten cameras will be manned by twenty-five men and a corps of technical assistants. A photograph division which will also include several still cameras, will be under the charge of John Seitz, assisted by Gordon Avil.

"Criss Cross" Chorus Girl Now an F. B. O. Player

Witnessing a performance of "Criss-Cross" over a week ago, Joseph P. Kennedy, president of F.B.O., noticed Goldie Flynn, a member of the chorus of Fred Stone's show. Following a screen test, she was signed this week to a five-year contract by the F.B.O. president. Her name has been changed to Elinor King. She leaves for Hollywood with her mother the end of this month to portray leads in features. The F.B.O. "discovery" is of Irish nationality and is sixteen.

Select Principals for New Colleen Moore Picture

The final selections for the cast of "Naughty But Nice," the new Colleen Moore production which John McCormick is making for First National, have been finished with the result that the star's supporting players will be Donald Reed, Claude Gillingwater, Hallam Cooley, Kathryn McGuire, Edythe Chapman and Clarissa Selwynne. The picture has been in production about a week. Millard Webb is directing.

M-G-M Units on Location

Nine Companies Shooting Outdoor Scenes; Lubitsch, Vidor, Brown and Robertson Included

NINE producing companies from the studio of Metro-Goldwyn-Mayer are now on location—one on the water, another in Colorado and others in various Western positions.

John Robertson, directing "Captain Salvation," left about a fortnight ago for the Isthmus, Catalina Island. After shooting exteriors on the island, the company will spend two weeks aboard a sailing vessel which has been converted into a convict ship. Robertson's company, made up of seventy-five players and technicians, will live on the boat to film a certain portion of the narrative.

W. S. Van Dyke, Tim McCoy's director, is spending two weeks on the Seguro Ranch near Calabasas where battle scenes for the new McCoy Western are being filmed. "The Bugle Call" company has gone to Owensmouth where battles with Indians will be shot. The "Spring Fever" unit is on location at a well-known Southern California golf club. Theatre scenes for "Becky" are being photographer at the El Capital Theatre in Hollywood. King Vidor is also utilizing Hollywood to obtain a number of traffic scenes in the heart of the business district for his own story, "The Crowd."

Ernst Lubitsch's company, making "Old Heidelberg," is working on location at Laurel Canyon with a large number of extras. Several elaborate sets depicting Heidelberg have been erected there. On the top of the Continental Divide in Colorado a large location camp has been constructed for the purpose of filming "The Trail of '98." The company comprises a large technical staff and more than three thousand extras. Clarence Brown is handling the crowds.

Several episodes in "Rookies," which Sam Wood is directing, were taken outside of Los Angeles with the cooperation of the military authorities. Wood is now applying the finishing touches to the film.

U. A. Theatre Convention

All Executives of Pre-release Circuit in New York to Discuss Details of Design and Trade Mark

THE first convention of the United Artists' Theatre Circuit is now being held in New York, announced Joseph M. Schenck this week. Practically all executives connected with the pre-release chain are attending the sessions; in addition to Mr. Schenck there are Louis Anger, vice-president of the circuit, Ralph D. Hornbrook, consulting engineer; C. Howard Crane, architect, and Charles Bettis, assistant architect. All minor executives of the circuit are here for the discussions.

Advices from the convention state that ten theatres of the announced twenty have been acquired or are under construction and that furnishings for these houses are now being selected. Mr. Crane said the Los Angeles house would be of Spanish Gothic style of architecture, the Detroit theatre of French Gothic and the Portland, Ore., member of the chain will follow the Indian totem pole motif. The Chicago theatre is to have a Chinese Chippendale design.

Among the details to be settled during the convention is the decision as to a trade mark for the circuit.

Release Date On "U's" "4th Commandment"

"THE FOURTH COMMANDMENT," Emory Johnson's production for Universal, is included among the Universal spring releases for this year. It has been definitely scheduled for March 20 and is the first special made by Johnson for the Laemmle organization. The exploitation campaign on the picture has nearly reached its zenith and by the time the release date has arrived the campaign will be in full swing.

Mrs. Emilie Johnson, the director's mother, wrote the story of "The Fourth Commandment"; she, along with her son, adapted it to the screen. The leading role is played by Belle Bennett. Others in the picture are Mary Carr, Henry Victor, Robert Agnew, June Marlowe, Leigh Willard, Brady Cline, Catherine Wallace, Kathleen Myers, Frank Elliot and little Wendell Phillips Franklin.

Dates Set for De Mille and Sills Harvard Talks

The Harvard Graduate School of Business Administration last week detailed the names of speakers who will lecture on motion picture topics in the course of business policy and assigned them their respective dates; this week word comes from the school that talks by Cecil B. De Mille and Milton Sills would be delivered on April 26 and 28 respectively. The director's topic will be "Motion Picture Directing," while the actor will concern himself with "Motion Picture Acting." These two were detained on the Coast because of production activities and were not included in the schedule announced last week.

Lya de Putti Engaged by Universal

Universal Pictures has engaged Lya de Putti to play the leading feminine role in "He Knew Women," soon to go into production with Ivan Moskine in the leading male role. The story is an adaptation of the Viennese musical comedy, "Polish Blood," which Morris Gest produced in America as "The Peasant Girl." The actress is now on her way back East to complete her vacation before the time set for camera work on the new production which gets under way as soon as Moskine has finished playing in "Crimson Hour." The musical setting for "He Knew Women" will be supplied by Oscar Nedbal.

F. N. Will Launch Sales Drive for Jules Levy

A sales drive during the period extending from May 1 to June 4 has been officially decided upon by First National as the most fitting way to celebrate the first anniversary of Jules Levy as manager of the company's New York exchange.

As the First National sales convention occurs in the middle of the Levy drive, the company's executives will not be able to devote their attention to it. For that reason the New York salesmen are endeavoring to secure early bookings before the convention.

The salesmen establishing the best record during the drive will be given special recognition at Burbank, where the First National meet will be held. Other prizes are now being formulated.

Line-up of First National's List of April Releases

First National presents five features as its April group of releases. The films, the stars, and the respective dates follow: "Camille," Norma Talmadge, April 17; "Three Hours," Corinne Griffith, April 24; "Long Pants," Harry Langdon, April 10; "Convoy," Lowell Sherman, Dorothy Mackaill, William Collier, Jr., Lawrence Gray and Ian Keith, the first week of April; "Somewhere South of Sonora," Ken Maynard, also scheduled for the first week of April.

"U" Signs Ethlyne Clair for Al Wilson Film

Ethlyne Clair, the "Mrs. Newlywed" of "The Newlyweds and Their Baby" series, has been signed by Universal to appear in "The Sky Rider," a feature length picture which will star Al Wilson. Others in the cast are: William Malan, William Clifford, Frank Rice, Billy Ned Jones, Joe Bennett, Frank Tomick and Art Goebel.

Work Started March 14 on New Ralston Vehicle

Production on Esther Ralston's new vehicle for Paramount, "Ten Modern Commandments," began March 14. Dorothy Arzner is to direct.

Currier Signed by Roach as Chief Editor

A LONG-TERM contract as film editor-in-chief at the studios of Hal Roach has been signed by Richard Currier, according to Warren Doane, general manager. Currier has edited pictures for Roach during the past year, and before his association with the comedy producer was with Universal and other companies. He has just completed the editing of "No Man's Law," the fourth of Hal Roach's features starring Rex, the horse.

The latest comedy to come out of the Roach studio has just been completed by Fred Guiol. The principal roles are played by Stan Laurel, Viola Richard, just signed to a long-term contract by Roach, Charles Althoff, Malcolm White and Oliver Hardy. Hal Roach is now affiliated with Metro-Goldwyn-Mayer, who will hereafter release his comedies.

Fox Films Now Producing Movietone Programs

THE Fox Film Corporation, through its subsidiary, Fox Case Corporation, this week entered into the commercial production of Movietone, producing pictures embracing all portions of a program as presented in a modern movie house.

To produce the Movietone, Fox has equipped two new studios at the Fox Annex, Tenth Avenue, in New York City. Each of these is constructed for the purpose of recording sound as well as making photographs.

Columbia Pictures Opens Vancouver Office

Before entraining for New York, Louis Rosenfeld and Jules Levine, managers of the Columbia exchanges in Toronto and Montreal respectively, completed arrangements for the opening of a new office for Columbia Pictures in Vancouver which will insure the company complete distribution of its product throughout Canada. Until now the Columbia product was handled through the four offices located in Montreal, Toronto, St. John and Winnipeg. The Toronto and Montreal managers are in New York on a short business trip to confer with Joe Brandt on the remainder of the Columbia releases for this season. Before their departure the Canadian managers consummated a contract for the booking of two features (Columbia) into Keith's Imperial, a Montreal house.

Complete Cast of New Tim McCoy Western

Tim McCoy's supporting cast in his third historical Western picture for Metro-Goldwyn-Mayer is now complete. The list of players appearing in the story, a romance of the American conquest of California, now comprises Fred Warren, Lillian Leighton, Edwin Terry, Charles Ramos, Frank Currier, Marc MacDermott and Dorothy Sebastian, the last mentioned playing opposite McCoy. W. S. Van Dyke is directing this production, as yet untitled.

One of the important scenes reproduced for the McCoy vehicle is the battle of San Pasqual, fought in 1846 between Americans and California-Mexicans.

Monty Banks Adds to Cast of "A Perfect Gentleman"

The number of additions that have been made to the cast of "A Perfect Gentleman," the third Monty Banks feature comedy in a series which the comedian is producing for Pathe release, includes Henry Barrows, Ruth Dwyer, Ernie Woods, Hazel Howell, Arthur Thalasso, Magda Foy and William MacKinnon.

Joe Cobb Gets New Hal Roach Contract

Joseph Frank Cobb, the fat youngster of "Our Gang," has just been signed to a long-term contract by Hal Roach whereby he will continue in Roach comedies for several years to come.

Paramount Has Nine Ready for Early Showings

Paramount has about finished its spring and summer production schedule. The new season's pictures are already in actual work or in preparation. At the present time the producing organization has nine productions completed and scheduled for release within the next few weeks.

"Children of Divorce," co-starring Clara Bow and Esther Ralston, is scheduled for April 2 release. "Too Many Crooks," Mildred Davis' picture, has been finished and will also be released on April 2. "Too Many Crooks" was directed by Fred Newmeyer. "Special Delivery," starring Eddie Cantor, has also been completed and is scheduled for release on April 16. William Goodrich directed. "Evening Clothes," starring Adolphe Menjou, is among the ready-for-release pictures and will be released March 19. "Cabaret," "Afraid to Love," "Fashions for Women," "Ritzy," and "Knockout Reilly," are completed and scheduled for release shortly.

Cody and Pringle in "His Brother From Brazil"

Metro-Goldwyn-Mayer will introduce a new comedy team composed of Lew Cody and Aileen Pringle in "His Brother From Paris," an original farce comedy written by F. Hugh Herbert and Florence Ryerson of the scenario department of M-G-M. Robert Z. Leonard, who directed "The Demi-Bride," will direct the new film. It is further stated by Metro-Goldwyn-Mayer that the new comedy team will be starred in a number of comedies and comedy dramas for the coming season.

Gwen Lee, of the Metro-Goldwyn-Mayer stock company, will have an important role in "His Brother From Brazil."

"Lost at the Front" Title of Murray-Sidney Vehicle

The final and definite title given to the Asher, Small and Rogers comedy of war featuring Charlie Murray and George Sidney and previously known under the title of "Big Bertha," is "Lost at the Front." The feature is set for release in May as part of the First National "Big Eleven" group of attractions for the spring and summer periods.

Phyllis Haver Signs Three-Year Contract

PHYLLIS HAVER this week joined the group of individuals who have signed Metropolitan contracts the past fortnight or so when she affixed her signature to an agreement with Metropolitan whereby she will act before that studio's cameras for three years more. Since signing with Metropolitan a year ago, Miss Haver was cast in "The Nervous Wreck," "Up in Mabel's Room," "Nobody's Widow," "Don Juan," "What Price Glory," 'No Control" and "The Little Adventuress." She is now supporting Emil Jannings in "The Way of All Flesh." The other recent signers of Metropolitan contracts are Marie Prevost, Franklyn Pangborn and E. Mason Hopper.

Group Insurance for All Universal Employees

A FAR-REACHING group insurance plan for Universal employees—a flat $1,000 policy at an exceptionally low rate—has been made available to all individuals in the United States and Canada, who work for the Universal Pictures Corporation, the Universal Film Exchanges, Inc., and certain employees of the Universal Chain Theatrical Enterprises, Inc., by Carl Laemmle, Universal president, who has just completed arrangements with the Travelers Insurance Company of Hartford, for the installation of the insurance plan. More than 1,500 Universalites participating in the arrangements pay the low rate of only sixty cents for each month. The insurance is in the form of a straight life policy.

Universal shares the premium costs with the employees paying an additional sum in each case to account for the regular premium cost for this type of insurance. The plan went into effect March 10. A similar plan is now in effect through the same insurance company with members of the Universal City Club, an association of workers at Universal studio and plant.

"The Crowd," New Title of King Vidor Film

"The Crowd" has been chosen as the most appropriate title for King Vidor's new production for Metro-Goldwyn-Mayer, an original story of the ups and downs of a young married couple in New York City, previously known by its temporary title, "The Mob." The director has had this picture in work for two months, with Eleanor Boardman and James Murray as the principals. The cast also includes Dorothy Sebastian, Lucy Beaumont, Bert Roach and Daniel Tomlinson.

Vidor plans to come East shortly in order to obtain authentic scenes of Manhattan for some of the main sequences in his story.

Kenton Will Direct May Robson's Starring Film

Erle C. Kenton has been chosen to wield the megaphone over players making "The Rejuvenation of Aunt Mary" at the DeMille-Metropolitan studios. Harris Ford and Phyllis Haver will play prominent roles in the production which is scheduled to get under way within a fortnight. May Robson has the leading role.

The above sets at rest the many rumors with regard to the story having been sold to another producing organization by Metropolitan.

Ralph Ince Has Stellar Role in "Not For Publication"

The leading masculine role in "Not for Publication," F.B.O.'s production based on the Robert Wells Ritchie story, "The Temple of the Giants," will be portrayed by Ralph Ince. In this he is acting in a dual capacity as he will also direct the picture; Rex Lease is cast as the juvenile player while Jola Mendez is the only girl in the cast.

F. B. O. Preparing Eleven

Features in Early Stages of Work Include New "Red" Grange Vehicle and Rinehart Story

AT the F.B.O. studios, now humming with production activity, eleven productions are being prepared for work. As soon as the grooming processes have been finished on the pictures, cameras will begin to grind on them.

"Red" Grange has a new vehicle, "The Motor Maniac," which goes into production shortly. The story by Byron Morgan concerns racing and Sam Wood will direct it. Several of the racing sequences are to be photographed in Arizona with Barney Oldfield, veteran racer, furnishing technical advice in the major scenes. Jobyna Ralston will have the role of leading lady while Walter Heirs and Ben Hendricks will work in support of Grange.

Mary Robert Rinehart's story, "The Lark," or as it is known under its movie title, "The City of Shadows," is rapidly nearing completion under J. P. McGowan's direction. The production unit has just returned from a two weeks' location trip to the Mojave Desert. Jack Luden and Sharon Lynn head the cast which also includes Robert McKim, Charles A. Stevenson, William Humphreys, Bill Scott, Bill Freney and Mark Hamilton.

"Naughty Marietta," Viola Dana's story of movie folk, is also nearing the completed stage. Ed Brownell is appearing opposite Miss Dana and J. Leo Meehan is doing the filming. Tom Tyler and several of his "pals" have returned from location and are now shooting interiors for "The Cyclone of the Range." Bob de Lacy is directing. "Ladies, Beware," a George O'Hara vehicle, is in its second week under the direction of Charles Giblyn. Kathleen Myers is supporting O'Hara.

Concluding scenes of "Silver Comes Through," Fred Thomson's new Western which practically features Silver King, were taken this week. Edna Murphy is a member of Thomson's supporting cast. The script of "Not For Publication," in which Ralph Ince will play a leading role as well as direct the film, was also finished this week and it is said that actual filming will begin within a day or two.

Manuscripts on "Snappy Jane," Viola Dana's new story; "Splitting the Breeze," a Tom Tyler vehicle; an untitled story for Ranger, canine star, and the next Bob Custer Western are now being prepared. Actual shooting on them will commence within a month or so.

Warner Films Vitaphone-d

All Next Season's Pictures Equipped with Device; Harry Warner on Coast for Conferences

EVERY picture coming from the Warner Bros. company next year will be accompanied by a Vitaphone musical score, announced Harry Warner, president of the company, on the eve of his departure for the Coast, where he will spend a month resting and conferring with Jack Warner on production matters. Warner pictures will, however, continue to be available to theatres with or without the Vitaphone accompaniment, according to the individual needs of the exhibitor signing the contract.

"Further utilization of the Vitaphone invention will be made," says Mr. Warner, "by incorporating sound into many of the features when the stories' dramatic effects can be heightened by music or the human voice." He cites "The Jazz Singer" as an example. This picture, which will star George Jessel, is based on the stage play that brought him fame on Broadway. The songs which are the play's dramatic highlight will be introduced through the Vitaphone when the film version is made.

It is further expected to employ the invention in connection with the coming Warner specials, "Noah's Ark" and "Black Ivory." In both of these stories sound will be woven into sequences and situations lending themselves to such treatment.

At present the current program of Twenty-six Warner Winners is approaching completion, permitting the studio force to concentrate on the new product at an early date.

Charles O. Seessel Art Director Movietone

FOX CASE CORPORATION has signed Charles O. Seessel as art director of the Fox Movietone studios. Mr. Steessel will make his headquarters at the two new Movietone studios on West 54th Street, New York City.

Mr. Seessel has been in the film industry for eight years, having started with Famous Players. He was educated in New York and studied architecture abroad under Clarence Luce and Stanford White and painting under William M. Chase and Robert Blum. After leaving Famous he free lanced for awhile designing the settings for a number of productions. He was art director and general manager of the Mayer-Schulberg studio at the old Selig plant on the West Coast. He also designed several productions at the Cosmopolitan studio.

Leah Baird Feminine Lead in Gaiety Pictures Series

Leah Baird will reappear on the screen as the featured feminine player in the series of two-reel domestic comedies in which Gaiety Pictures will star Taylor Holmes. Miss Baird will enact parts similar to those played by Mrs. Sidney Drew in the Drew comedies. Contracts were signed on the West Coast as to the remainder of the all-star cast and the staff of technical men.

~ THE CHECK-UP ~

Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS						
Blonde or Brunette	—	—	12	1	72	5,872 Ft.
God Gave Me Twenty Cents	—	3	10	1	66	6,532 Ft.
Hotel Imperial	—	1	7	1	70	7,091 Ft.
It	—	—	3	5	89	6,452 Ft.
Love's Greatest Mistake	—	3	6	—	60	6,007 Ft.
New York	—	—	5	—	70	6,877 Ft.
Potters, The	—	—	8	1	81	6,680 Ft.
Sorrows of Satan, The	1	4	3	2	59	8,691 Ft.
FILM BOOKING OFFICE						
Border Whirlwind, The	—	1	4	—	64	4,862 Ft.
Regular Scout	—	—	8	2	76	5,601 Ft.
FIRST NATIONAL						
Affair of the Follies, An	—	—	3	2	82	6,433 Ft.
Lady in Ermine	—	4	8	—	60	6,400 Ft.
Lunatic at Large, The	—	—	5	—	70	5,522 Ft.
McFadden's Flats	—	—	4	1	76	7,846 Ft.
Overland Stage, The	—	—	4	1	76	6,392 Ft.
Perfect Sap, The	—	1	7	—	66	5,982 Ft.
FOX						
Auctioneer, The	—	—	7	—	70	5,686 Ft.
Bertha, the Sewing Machine Girl	—	—	4	1	76	5,242 Ft.
Music Master, The	—	—	5	—	70	7,754 Ft.
METRO-GOLDWYN-MAYER						
Johnny Get Your Hair Cut	—	1	5	1	70	6,781 Ft.
Little Journey, The	—	2	3	—	58	6,088 Ft.
Red Mill, The	1	1	2	1	60	6,337 Ft.
Scarlet Letter, The	—	—	6	3	80	8,229 Ft.
Tell It to the Marines	—	—	4	2	80	8,800 Ft.
PROD. DIST. CORP.						
Nobody's Widow	—	1	4	—	64	5,434 Ft.
UNITED ARTISTS						
General, The	—	3	3	—	55	7,440 Ft.
Night of Love, The	—	—	4	3	83	7,600 Ft.
UNIVERSAL						
Butterflies in the Rain	—	3	2	1	60	7,319 Ft.
Cheerful Fraud, The	—	1	7	—	66	6,968 Ft.
Ice Flood, The	—	2	10	—	65	5,747 Ft.
Loco Luck	1	1	4	—	57	4,827 Ft.
Michael Strogoff	—	1	4	—	64	9,315 Ft.
Oh, Baby	1	4	7	—	56	7,152 Ft.
Silent Rider, The	—	—	9	2	75	5,879 Ft.
WARNER BROS.						
Finger Prints	—	—	5	—	70	7,031 Ft.
Wolf's Clothing	1	1	2	1	60	7,068 Ft.

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,
729 7th Ave., New York City

Date,..

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT **Big, Good, Fair, Poor**

Class of patronage.. Theatre..

Population of Town.. City.. State..

Key City Reports

New York City

THE opening of the Roxy was of course the outstanding influence this week, and there has been much speculation as to its effect on the other Broadway houses. So far, it may be said, there is little evidence of any.

It is too early to attempt an accurate forecast of the week's business at the Roxy, but it is certain to be a world's record. Perhaps the gross will go as high as $115,000 or $120,000—and certainly well in excess of $100,000.

Meanwhile the Strand Theatre is doing hold-over business on "The Beloved Rogue," which will go into a second week, and possibly a third.

The Capitol Theatre seems unaffected by the new rival, and John Gilbert in "The Show" is pulling strongly this week and should be good for $550,000 at least. Next week brings Norma Shearer back to this house in "The Demi-Bride," and she is always good for a strong gross at the Capitol.

The Rialto is holding up strongly with "Metropolis," but most of the roadshow attractions have gone into a decline, several of them being off $3,000 and $4,000 a week lately.

Boston

WHILE the Auto Show, formal open- of the new Statler Hotel, and public inspection of the new Ford Assembling plant drew a total of more than 200,000, Boston theatres maintained a remarkably good attendance, although below that of the preceding week and considerably below the last week of February. B. F. Keith's adopted a plan of getting out the radio stay-at-homes by showing in person the Masked Tenor and a radio-famed orchestra on its bill.

The excellence of some of the bills brought out better than average houses. John Barrymore in "The Beloved Rogue" at Loew's State proved a big drawing card while the Metropolitan was equally as strong with "A Kiss in a Taxi." Lon Chaney in "Tell It to the Marines," at the Orpheum; the double bill, "Cheaters," and "Love Makes 'Em Wild," at the twin houses, Modern and Beacon, and a special historic film feature at the Fenway were examples of the attractions offered. "What Price Glory" continues to hold over at the Majestic at a $1.50 top.

Baltimore

PATRONAGE at Baltimore moving picture theatres is keeping up very well despite the fact that Lent has set in. "Beau Geste" did very well at Ford's Theatre, a legitimate house, at a $1.50 top price during the week beginning Monday, March 7, while "Flesh and the Devil" very nearly broke its record for the first week at Loew's Valencia during its second week.

"Don Juan," with the Vitaphone accompaniment and added attractions came along with very good business during its sixth week at Warners' Metropolitan. "The Red Mill," at Loew's Century; "Ankles Preferred," at the New Theatre, and "McFadden's Flats," at the Rivoli, did very good business, but "The Red Mill" was given exceedingly large advertising and publicity space in the newspapers.

"Redheads Preferred" did good business at Keith's Hippodrome while "Don Mike," with Fred Thomson came along with fair business at the Garden.

Business was poor at the Embassy throughout the week but the "Thrill Hunter" did better during the last three days than "Salvation Jane," did during the first three days.

Atlanta

ATLANTA theatres housed some exceptional attractions this week, conspicuous among them being "Flesh and the Devil," and "The Night of Love," both of which, at Loew's Grand and the Metropolitan respectively, recorded big engagements. The Zane Grey picture, "The Mysterious Rider," also recorded excellent business at the Rialto. "The Third Degree," at the Howard, did very well. The star is too newly established to exert a strong draw with local theatre-goers, however with the undeniable favorable reaction to "The Third Degree," and excellent newspaper notices, the next Costello picture should go over big.

"Corporal Kate" proved a pleasing screen feature at Keith's Georgia, though the house did not have one of its outstandingly big weeks. The Tudor, downtown, playing Westerns and action films on a split-week; the Cameo, second run, and the New Alamo, second and first runs, all suffered, apparently, more than the larger houses on account of Lent.

Though this community is not exceptionally Roman Catholic, Lent has hurt local box offices to a noticeable extent. The suburban theatres feel the times as well, although the Ponce de Leon, opening Monday night, did big business throughout its initial week.

Seattle

DESPITE normal weather and substantial advertising and exploitation on the part of all the downtown houses, motion picture theatre business was still below normal last week. The big box office attraction of the week was Barrymore's "Beloved Rogue," which opened its first week's engagement at the United Artists' Theatre. At the Coliseum, Marion Davies in "The Red Mill" did only a fair business, despite large advertising space contributed by the Hearst newspaper.

The Fifth Avenue Theatre, with Marie Prevost in "Getting Gertie's Garter" fell below the standard of past weeks, and Fanchon and Marco's "Specialty Idea" on the stage was the poorest in several weeks. It had a cast of only six persons, including a male trio. "The Magic Garden," at the Columbia failed to get much attention.

At the Olympic Theatre, 25c house, "The Slums of Berlin" and "Aimee's Story" played first-run engagements at advanced prices, for ten days. Business just fair. John Hamrick's houses were the leading money-getters, "Hills of Kentucky" doing a very good business at the Blue Mouse, and a second run of "Tell It to the Marines" packing them in at Hamrick's Egyptian Theatre in the University district. The latter picture played at the Coliseum only a few weeks ago, and was the first picture to play at that house for a full two-week engagement in several years.

Kansas City

AN unusually strong line-up of pictures brought out above-the-average attendances at most first-run houses last week. The Newman with "A Kiss in a Taxi," played to good houses, Bebe Daniels being more or less of a favorite in Kansas City. At the Royal, Clara Bow in "It" played to a second week of splendid attendance, virtually assuring a third week's run.

At the Liberty, "The Night of Love" did better business than any previous picture in several weeks, while "The Music Master" scored at the Pantages theatre. "Orchids or Ermine" with Colleen Moore at the Mainstreet played to an average week's attendance, although the attendance at that theatre has greatly increased since the recent adoption of the new stage presentation policy.

At the Globe Theatre, Marie Prevost in "For Wives Only" had a strong feminine appeal, as could be expected, and the picture played to large audiences all week.

Threatening weather the first part of the week failed to injure the matinee attendances, the temperature being balmy enough, but rain threatening almost each day. The night attendances at most all theatres showed an increase over the previous week.

Cleveland

BUSINESS in Cleveland last week was spotty. The pictures that had extraordinary pull did well. Average picture programs fell by the wayside. "McFadden's Flats," now in its fifth week at the Cameo, continues to be the outstanding box office attraction of this and preceding weeks. It has played more consecutive performances than any other motion picture has ever played in this city. Other pictures have played over a longer period of time, but these were two-a-day road show attractions, while "McFadden's Flats" fills the Cameo for seven performances daily.

"Flesh and the Devil" follows in popularity. The Sunday this picture opened, the Stillman lobby held as many waiting patrons as were accommodated in the auditorium. It held up well all week and is being continued. "Hotel Imperial," at the Allen did average. "Let It Rain," was fair at the State, and Keith's Palace reports a falling off for the week. The feature attraction was "Jim the Conqueror."

The Park played "The Show" as a repeater with average results. The Circle, the first-run home of Vitaphone on the East Side, played "The Auctioneer," second run. Vitaphone continues to be the seventh wonder of the world and attracts large crowds daily. Buck Jones in "The War Horse," at Read's Hippodrome, and Monty Banks in "Atta Boy," suffered somewhat from the combined opposition of Lent and beautiful weather.

Minneapolis

MARCH weather as mild as any Minneapolis has experienced in years continued last week, and as a result business at the picture theatres was thriving. The going was rather heavy underfoot, with rain and melting snows producing a sea of mud, but even that couldn't keep the picture fans at home. "Ben Hur" returned to the Metropolitan Theatre for its third week and did a whale of a business, probably the best third week business that any roadshow picture has ever recorded at that house.

"McFadden's Flats" did very nearly capacity business at the Strand, and was held over for another week. Colleen Moore in "Orchids and Ermine" made a very strong showing at the State and "Ladies at Play," with Doris Kenyon, did a brisk business at the Garrick. The ticket-sellers were all kept fairly busy at the Loring, Lagoon and Rialto, outlying houses, which featured, among other pictures, "Hotel Imperial," "Valencia," and "Love 'Em and Leave 'Em." The fact that there were no competing attractions of any unusual merit undoubtedly accounted in some measure for an unusually good week.

St. Louis

SKOURAS BROTHERS' Ambassador Theatre with a special stage revue featuring the first anniversary of public presentation in St. Louis and "An Affair of the Follies" as the chief screen attraction, played to very excellent business during the week of March 11; indicating that when you have the attraction you will get the business at any season of the year. In every way it was a satisfactory week—for management and patrons.

Over at Loew's State at Eighth Street and Washington Avenue, they called out the Fire Department to bring in the crowds, which was very keeping, as the chief screen offering was "The Fire Brigade." The audiences included many members of the department, their families and friends. During the week the Fire Department Trio and the Fire Department's fifty-piece orchestra were featured, and naturally went over big. During the run, "The Fire Brigade" did very good business.

Out on Grand Boulevard the Missouri and Grand Central had average weeks. The Grand Central in conjunction with Skouras Brothers' West End Lyric offered "Finger Prints." The Missouri's screen feature was "Blind Alleys." The St. Louis Theatre playing "The Auctioneer" and a vaudeville bill of some five acts did splendidly throughout the entire week. Undoubtedly this is one of the Orpheum Circuit's biggest drawing houses.

Reports from the neighborhood theatres indicate that they are not doing so well. Despite the prosperity claims of some political quarters there are many thousands of men and women out of work, and this fact is being brought home very forcibly to the owners of outlying and neighborhood theatres. That and the Lenten season accounts for much lower receipts than were enjoyed at this season in some years gone by.

Detroit

DOWNTOWN business in the picture theatres was somewhat varied. The Michigan Theatre reported business to be very good with "The Demi Bride," but this of course was helped along by the presence of the nationally-known stars Sissle and Blake. The Adams closes its fourth week of "McFadden's Flats" and reports that business was most satisfactory. "The Red Mill" and Vitaphone packed the Madison.

Business was slow at the Fox Washington which displayed "Love Makes 'Em Wild." The State, which showed Thomas Meighan in "Blind Alleys," reported only fair. Sophie Tucker was credited for packing the Capitol instead of the film "Lunatic at Large." The Schubert-Lafayette, after eight weeks of "What Price Glory" reports a wonderful business. As for the neighborhood houses, they reported business to be just fair.

Milwaukee

DOWNTOWN theatres reported business more brisk last week. Weather, the exhibitor's alibi, was of the delightful, warm, mid-spring variety, and brought people flocking to the downtown houses, but played havoc with Sunday matinee business on the outskirts.

"The Beloved Rogue," introduced by extensive exploitation, packed the Alhambra at every showing. "Orchids and Ermine" at the Wisconsin divided honors with "Beloved Rogue." "Getting Gertie's Garter" at the Orpheum proved a high light on the bill.

"Women Love Diamonds" at the Merrill, "Forever After," at the Garden, and "New York," showing at the Strand, drew a fair share of the down town business. Exhibitors in the neighborhood houses found business below par and attributed inactivity to the Lenten season. "Tell It to the Marines," admirably exploited by the Tower, with a tie-up with local Marine station, was very well accepted. "The White Black Sheep" at the Milwaukee proved popular.

Albany

WITH the exception of the Leland, all of the motion picture theatres in Albany, N. Y., in the business center, reported most satisfactory crowds during the week. At the Leland, "Faust" was taken off at the end of the third day and was replaced by "Ankles Preferred," which appeared to carry more of an appeal, judging from the crowds. This is the first time that a picture has been pulled at the Leland in several months. The house management claimed that while the picture was good that it was not suited to a Leland audience.

At the Mark Ritz, "New York" played to capacity during the week and with matinees good. By Saturday night, the house management reported that business had run far ahead of an ordinary week. "Sorrows of Satan" did a very satisfactory business at the Mark Strand, although the return engagement of "The California Nighthawks," a superb musical offering, was responsible for a good part of the patronage. During the last three days of the week, however, every downtown theatre felt the effects of a person appearance at Proctor's Grand of Bert Lytell. Joe Wallace, manager of the Grand, went the limit in advertising Mr. Lytell, which together with the star's popularity, through the fact that he was at one time a member of an Albany stock company, packed the house to the doors each afternoon and evening.

The Clinton Square did well with "The Last Frontier" and "One Hour of Love." Business at the neighborhood houses was reported as being about normal. The weather was spring-like and also served to bring out the crowds.

Indianapolis

INDIANAPOLIS movie houses had a good run last week, with the Vitaphone at the Circle and "Tell it to the Marines" at the Apollo as the downtown headliners.

With the picture "McFadden's Flats," the Circle drew unusually heavy the opening week of the Vitaphone. The Apollo showed to capacity crowds all of the second week of the run.

"Heaven on Earth" at the Ohio was saved from a flop by Charlie Davis' orchestra specialities. Neighborhood houses reported a fair run.

Central Pennsylvania

ONE night of extraordinary business in each of four of the leading theatres of Harrisburg, due to the presence of Miss Beatrice Gordon, a local girl, selected by the merchants of the city as "Miss Spring" in their annual Spring fashion pageant, served as the stimulant that prevented the week of March 7 from being merely mediocre so far as box office receipts were concerned.

"Miss Spring," chosen through competition, and her four maiden attendants similarly selected, were guests of honor in a box at the State on Thursday night. The film attraction was "Remember," featuring Dorothy Phillips.

On the following evening manager Charles Jones provided similar entertainment for the girls, in the Victoria, where "New York," starring Ricardo Cortez and Lois Wilson, was on the screen. On Saturday night "Miss Spring" and her retinue were guests, early in the evening, at the Colonial, to see "The Music Master," with Alec Francis and Lois Moran, and later went to Loew's Regent, as guests of manager Melniker, and saw John Barrymore in "The Beloved Rogue." In all cases the presence of the beauties filled the houses to capacity, but aside from that the audiences were scarcely up to average despite good weather conditions. At the Majestic a two-day return booking of "The Big Parade" attracted paying crowds, notwithstanding top prices of $1 for matinees and $1.50 at night. "Only Way," based on Dickens' "Tale of Two Cities," drew fairly well at the Broad. The smaller neighborhood theatres did average business.

Des Moines

“McFADDEN'S FLATS” playing at the Des Moines Theatre last week, met with popular approval and has put itself over with little difficulty. Business was very satisfactory. No records broken.

With a magnificent stage show, one of the Publix Shows in which Victor Herbert melodies are used, at the Capital, Colleen Moore played in “Orchids and Ermine.” The star has considerable drawing power on her own and with this strong show the week was a big one.

“Let it Rain” at the Strand did exceptionally well and “Altars of Desire” went very nicely for a half-week's run.

The Dempsey-Tunney fight films showing at the Berchel under the auspices of the American Legion, has met with difficulties as the W.C.T.U. brought about the closing of the show. The film has already been shown in a number of places in Iowa.

Oklahoma City

BUSINESS was just fair with the Oklahoma City theatres. The weather conditions were satisfactory, but for some reason or other the roadshow, “Beau Geste” did not attract the crowds that the last two big attractions, “Ben Hur” and “The Big Parade” did. Perhaps this was due to the fact that the publicity was not as extended on this as on the other two. And, too, it may be that the first part of Lent may have had some influence in reducing the audiences. “Beau Geste” played the Capitol Theatre all week and received splendid comments from those who attended. This does not mean that the picture was poorly attended, but only that, judging from past experience, it did not receive quite the business it should have.

Richard Dix and Betty Bronson brought in satisfactory business at the Criterion in their picture, “Paradise for Two.” And Milton Sills at the Empress was well attended in “The Sea Tiger” all week. The Orpheum, that shows vaudeville and pictures, did capacity business toward the end of the week when it became known that the first performance of the Vitaphone in Oklahoma City was being given the last three days of the week. Laura La Plante in “Butterflies in the Rain” started the week well at the Liberty Theatre, and “The Old Soak” seemed to be going over nicely the last part of the week.

Ottawa

DESPITE hockey counter-attractions during the week which drew crowds of 7,000 persons, the leading theatres of Ottawa, Ontario, had stand-up business during the week of March 7 and the managers were satisfied. Bright, spring-like weather, which followed a lengthy period of cold and blizzards, had a tendency to bring out the crowds instead of keeping them from attending the theatres.

B. F. Keith's Theatre, Ottawa, playing “The Auctioneer”; Regent Theatre with “The Winning of Barbara Worth”; and the Centre with “An Affair of the Follies,” all had standees at every performances during the week, and the matinee business was well up to expectations. “Butterflies in the Rain” at the Imperial Theatre was well liked by patrons but the title was not a popular box-office draw. A repeat run of “The Son of a Sheik” at the Fern Theatre, a neighborhood house, drew a terrific crowd. “Michael Strogoff,” which played the Laurier and Eden theatres in Hull early in the week, enjoyed big business with French-Canadian patronage predominating for the Jules Verne angle.

New Orleans

DESPITE the presence of Lent, downtown business in New Orleans picture houses was most satisfactory last week. Theatre-goers took advantage of the summer-like weather and flocked to the first-run houses in large numbers. Colleen Moore in “Orchids and Ermine” packed the new Saenger Theatre at all afternoon and evening performances. “The Music Master” shared honors with “Orchids and Ermine” for local favor, being shown at Loew's State. “The Canadian” at the Liberty, “Love's Greatest Mistake” at Saenger's Strand, Monte Blue in “Across the Pacific” at the Tudor, “The Fire Brigade” at the Crescent and “The Kid Brother” at the Trianon drew their share of the public's patronage.

New Orleans neighborhood houses also report business very satisfactory the last week. The Trivoli did a large business, as did the Valentino and Gaiety.

Butte

BUTTE theatres, one and all, claimed splendid business the past week. An unusual number of first class attractions were on the programs at the leading theatres and perhaps, with extensive advertising on all the big pictures, this was an asset in stimulating business. With the first week of Lent as a background, which usually means a lure to churches instead of the bright lights of the theatres, it was surprising. The Broadway Theatre programmed “Beau Geste,” March 8 and 9, to a capacity house.

“The Marriage Clause” at the Rialto was a strong attraction and was voted by the many patrons as one of the most wholesome of love stories. At the American Theatre, “Kid Brother” played to a fair house. The management was disappointed that it did not go over big as Harold Lloyd is a general favorite in his clean, wholesome humor.

“Faust” followed for one day and scored a big hit with the Butte public. Due to a mistake in booking, according to report, it could be secured but for the one showing.

Coast to Coast vaudeville with five acts packed the Temple on Saturday and on the three days following Pantages vaudeville, with an exclusive photoplay, “The Golden Web,” did a big business.

Salt Lake City

BUSINESS in the picture theatres of the downtown district was very satisfactory last week, and due to the fact that an unusual amount of exploitation was used, competition among the first-run houses here was keen. A number of especially big pictures were shown at the various houses which did much toward the enlivening of the picture theatre trade. Weather conditions, with the exception of one very stormy night, were unusually spring-like and favorable for so early in the year.

“Tell It to the Marines,” which is having a nine-day run at the Paramount Empress, is doing a tremendous business, they having been compelled to close the box office the first four nights out of the first five, which record so far exceeds all records of the house. An unusual amount of exploitation was used in connection with this showing. “Millionaires,” which was run at the American in conjunction with the Vitaphone attractions, went big as did also “Jim the Conqueror” at the Gem.

“The Gorilla Hunt” seemed to be the leading attraction at the Victory, which picture was shown in connection with “A Little Journey.” “One Increasing Purpose” received many favorable comments according to the Pantages management here, and the second run of “Summer Bachelors” at the Kinema had its goodly share of business. The neighborhood houses have had rather hard pulling of late, but as a whole, the theatre business is greatly on the rise.

Tampa

WITH perfect weather the past week, all theatres enjoyed satisfactory business. The new Tampa had “McFadden's Flats” the first four days and business was satisfactory. Colleen Moore, a former Tampa girl, and quite a favorite here, in her latest picture, “Orchids and Ermine,” was the attraction for the last three days, and she pulled excellent business For their stage presentation this week, the Tampa had the “Piccadilly Four.” This was an excellent quartette and was well liked.

The Strand gives three changes of program during the week. “Easy Pickin's” opened to good returns for its two days' showing. “Butterflies in the Rain” did well for three days, and “Love's Greatest Mistake” proved a good draw for the last two.

The Victory closed their vaudeville season this week. To fill a one-day date they brought back the Lon Chaney feature, “Tell It to the Marines,” which had played a four days' run at the Tampa, with 75c top, a short time ago. In its first run here this picture did immense business and it pulled well for the Victory at their 50c price.

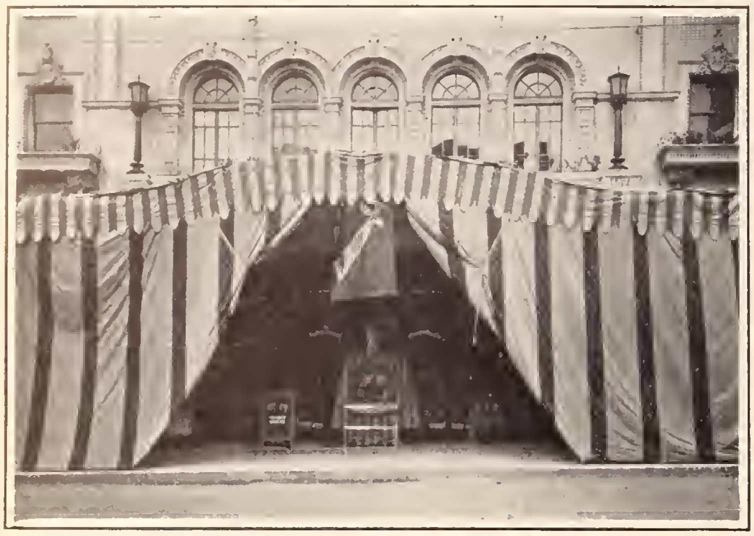
The Franklin had “Don Mike” the first half. Westerns are the big draw at this popular house and Thomson a great favorite, so he pulled the usual fine business. “Fighting Love” played to average business the latter part of the week.

Fire Destroys Victoria, at Bloomsburg, Pa.

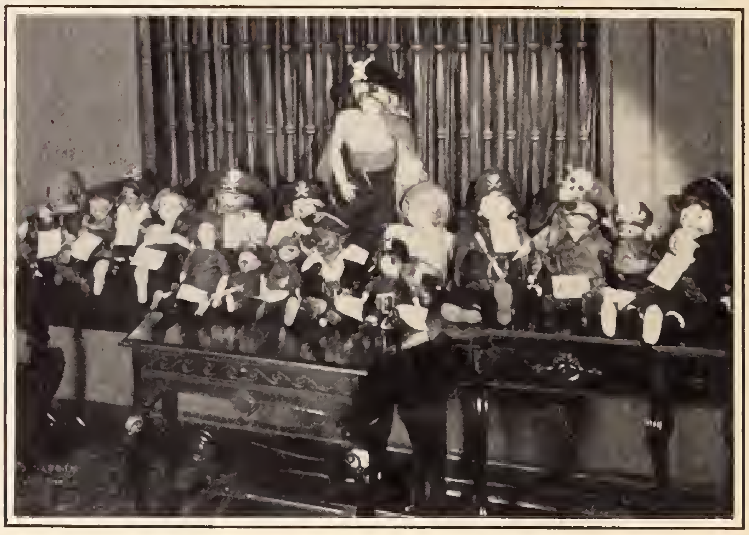
Flames discovered on the morning of March 12 on the stage of the Victoria Theatre, in Bloomsburg, Pa., recently constructed at a cost of $150,000, completely destroyed that structure and badly damaged a store and building, causing a total loss of $250,000.

Byron Lynn, manager of the theatre, and three firemen were overcome by smoke and had to be carried to safety. The flames for a time menaced the entire business district and fire companies were called from Berwick, Danville and Catawissa to assist the Bloomsburg firemen. A strong wind made the firemen's battle a difficult one.

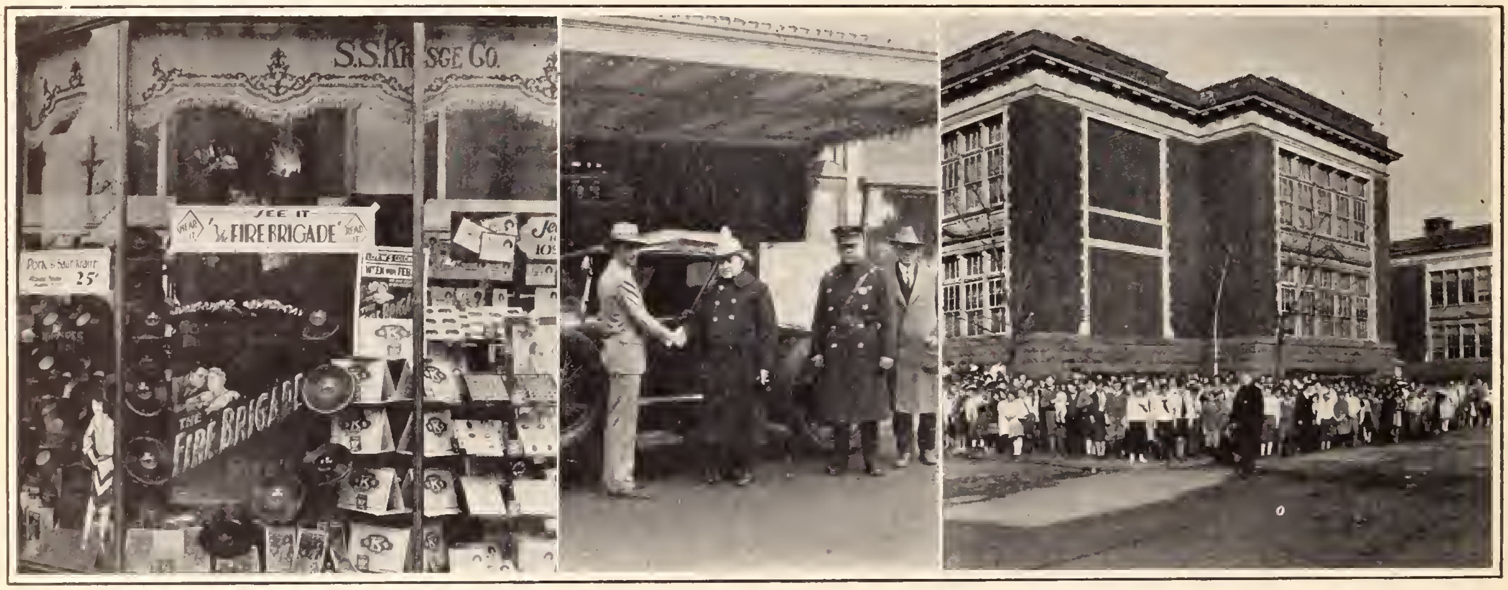
Exhibitors Service Bureau



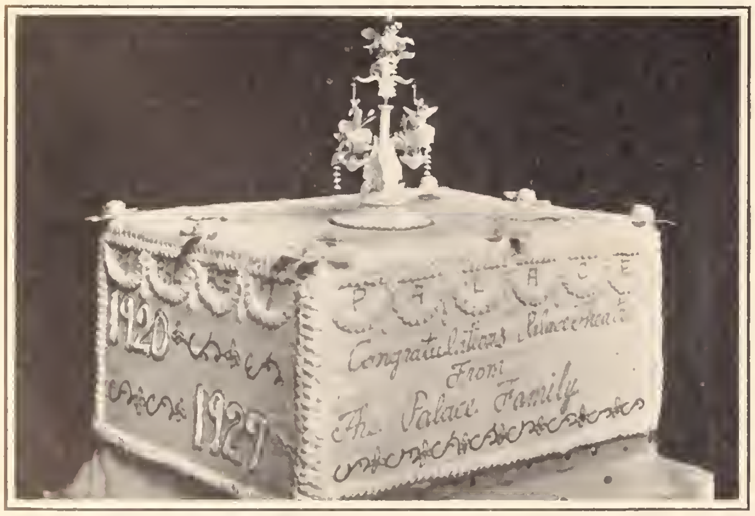
A "Sheik" front exploited the showing of "The Silent Lover" (First National), at Loew's Melba Theatre, Dallas. The entire equipment was rented at a cost of $75. The display was arranged by J. J. DeWald



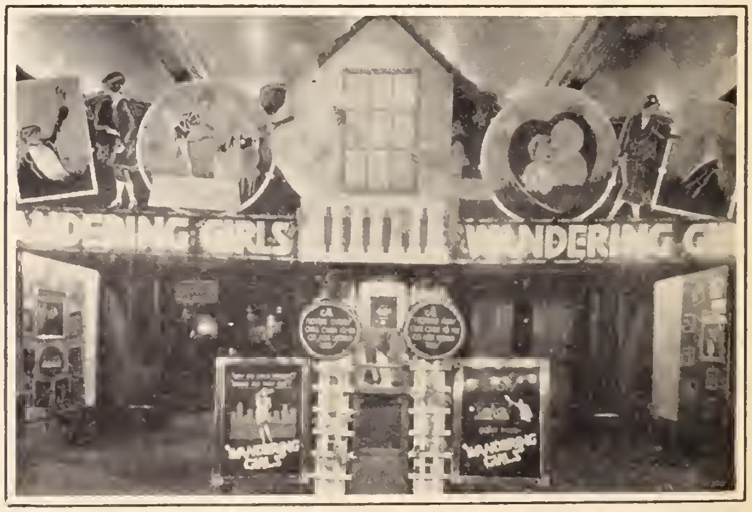
The lobby display of winning entries in the doll-dressing contest which exploited the showing of "The Cruise of the Jasper B" (P.D.C.) at the Rivoli Theatre, Paterson. The contest was run by a local newspaper



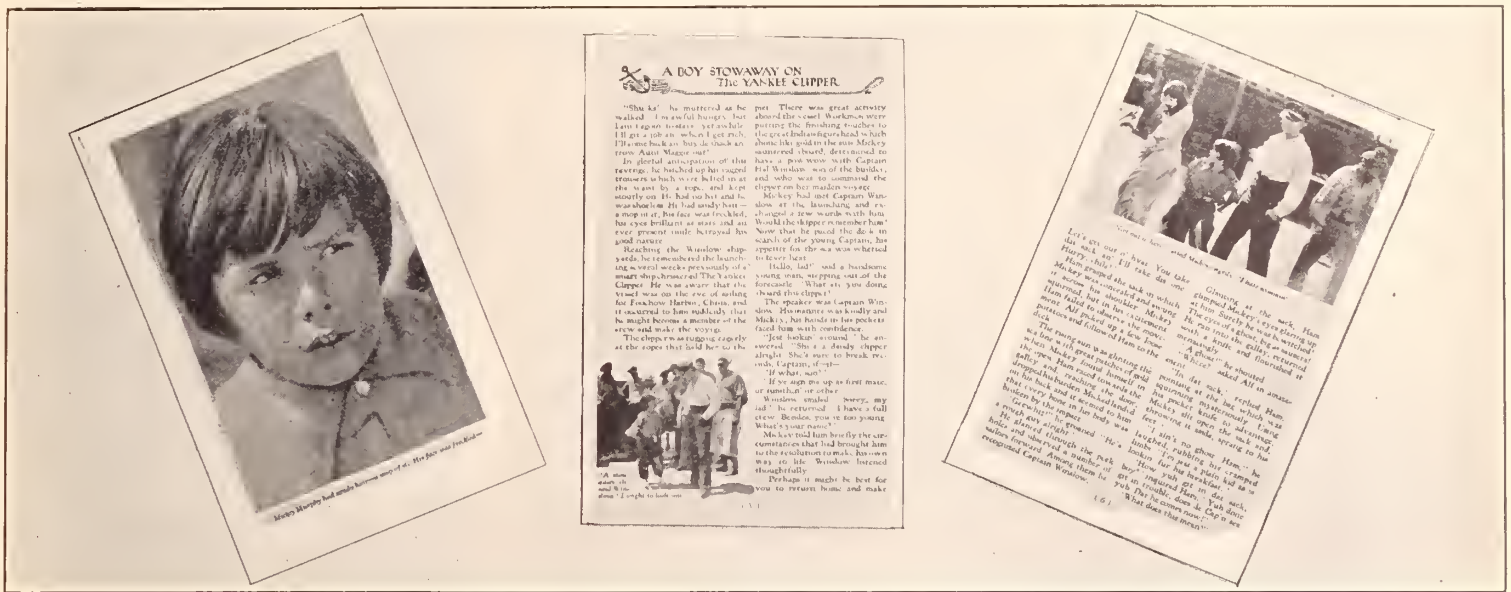
Important features of a remarkable campaign for "The Fire Brigade" (M-G-M) in Reading, Pa., are shown above. The drive was executed by Manager Howard Foerste, of Loew's Reading theatre, which presented the attraction. On the right, a demonstration of fire drill at the schools; center, Foerste and Chief Neithammer in front of the theatre, and on the left, one of many window displays in five-and-ten and other stores. The Chief provided a collection of photos showing members of each of the fourteen companies of the city, which made an attractive display for the theatre front and window tie-ups



The giant birthday cake presented by the "Palace Family" to Messrs. Harry Turberg and Harry Silver, proprietors of the Palace Theatre, Hamilton, O., in celebration of the seventh anniversary of the house. The gift of the "Palace Family," weighed 48 pounds



An unusual cut-out display which featured the highlights of the Columbia Pictures production "Wandering Girls" attracted attention to the showing of that attraction at the Cameo Theatre in Pittsburgh. The arrangement, shown above, was made by Manager R. P. Davis



Pages from the book "A Boy Stowaway on the Yankee Clipper," an exciting adventure yarn prepared by P.D.C. as one of the exploitation features for "The Yankee Clipper."

"Yankee Clipper" Drive Prepared

Radio Program Conducted by Roxy to Launch Sales Exploitation for P. D. C. Production

THE P.D.C. organization is ready to launch the most extensive sales and exploitation campaign attempted in the history of the company with a drive in behalf of "The Yankee Clipper," the De Mille production which is to have its premiere at the Roxy Theatre in the near future.

Backing their opinion that the picture possesses the coveted "everything" which goes to make a popular screen success with the weight of a campaign drawn on a huge scale, the organization has completed plans for the special sales drive and the exploitation features designed to popularize the production with theatregoers.

The bulk of the material is now in readiness, and ranges from a special sales-kit, which includes several features new in the line of sales matter, to national tie-ups in which "The Yankee Clipper" will be exploited by local distributors. W. J. Morgan, sales manager, and his organization in the field, are ready to begin the operations mapped out for that department in the special handling which "The Yankee Clipper" is to receive.

Definite release date on the picture has not yet been set, but it is probable the picture will be issued generally some time next month.

Among the first exploitation stunts which are to be used in connection with "The Yankee Clipper" will be a radio hour, broadcast through twenty stations, and presided over by S. L. Rothafel, who is to have complete charge of the entertainment to be sent over the air as "The Yankee Clipper Hour." This event will take place on a Sunday evening. In addition to the usual eight stations over which Roxy's Monday night programs are broadcast, there will be a hook-up of many more outlets for the P.D.C. special program. All these are "power" stations.

It is planned to have an extensive newspaper campaign run in conjunction with the radio feature. These ads will tie-in with the radio stunt, and will appear on radio pages of the newspapers on the day on which the program will be broadcast.

What is probably one of the most novel and promising of the selling aids which have been prepared for theatre campaigns on the picture, is a short story printed in book form, with especial appeal to boys. These books, with paper covers bearing action illustrations in colors, will be available to theatres in quantities at the rate of $15 a thousand.

The title of the book is, "A Boy Stowaway on the Yankee Clipper." It is a fictionization of the story revealed in the picture, with special emphasis on the boy character, played by Junior Coghlan. It is written in the typical adventure style, popular with boys, and intelligent care has been exercised to keep it in the wholesome vein which will make it "approved reading matter" while holding all the interest and fascination of exciting entertainment for the youth of the land.

Several excellent exploitation ideas will be centered around this accessory. Wide distribution of free copies to Scout Leaders of Boy Scout organizations and other plans which will be put into execution in advance of the picture's local release are being worked out by the exploitation department of P.D.C.

An elaborate campaign book, covering eight pages, newspaper size, is ready for shipment to the various exchanges of the company. In addition to the exploitation ideas, newspaper displays, publicity matter, etc., contained in the press book, a number of tie-ups have been concluded with national distributors.

Among the most notable of the latter is an arrangement with the Reo motor car company, featuring the "Flying Cloud" model. The "Flying Cloud" was one of the most famous of the New England clipper ships. Window display material prepared to tie-up with local presentations of "The Yankee Clipper" have been prepared by the automobile company for their dealers, and special tie-up newspaper campaigns will be conducted. The manufacturers of "Ipswich" hosiery have also arranged to conduct drives through their various distributing agents featuring the picture. Negotiations with other companies distributing products nationally are being carried on, and it is expected other tie-ups will be arranged before the picture is released.

The P.D.C. sales organization has perfected plans to conduct an unusual and concentrated drive for "The Yankee Clipper." The entire organization has been divided into three units, the Red, White and Blue, which will be pitted one against the other in a sales contest.

Three of the eight district managers will be relieved of their other duties and concentrate on this "Yankee Clipper" sales campaign. The three "Admirals" who are to tour the entire country, are L. J. Hacking, of the Boston district; C. E. Maberry, Chicago, and C. D. Hill, St. Louis. The exchange managers will have the ranks of "Captains" and salesmen will be "Lieutenants."

Hacking will travel as far west as Denver, north to Milwaukee and south to Charlotte; Maberry's western jaunt will take him to San Francisco, north as far as Butte, and south to Atlanta; while Hill will go as far north as Minneapolis and south to New Orleans, in the course of their visits to exchanges in the interests of the drive.

The program for these district managers calls for one-day visits in each exchange in the territory which they cover, to conduct "pep" sessions on "The Yankee Clipper." They will also line up matters in connection with the exploitation drives to be conducted locally.

3-Cornered Radio Tie-up

Lounsbury's Idea Basis of Giant Campaign for "Whole Town's Talking" in Denver

WHO said radio was opposition?

One of the biggest—possibly the biggest—and most interesting contests ever put over to advertise a motion picture and a theatre was staged in Denver the latter part of December. It was to determine the champion radio entertainers of the Rocky Mountain region and was a three-cornered tie-up between the America Theatre, Denver, the Denver "Post" and

The idea originated in the fertile brain of Charles E. Lounsbury, the Universal exploiter in the Denver exchange. He was working on "The Whole Town's Talking" and decided to have not only the whole town but the whole region talking about his picture. Incidentally he had the whole nation, for he received letters on the contest from every State in the Union.

More than 400 entertainers entered the lists to compete for the three silver loving cups offered for the best solo, unit and band or orchestra acts. There was also a grand prize of a Star automobile, which went to the most popular entertainer among the three champions.

Every night at ten o'clock, during the contest, the stage of the America Theatre was turned into a broadcasting studio. The patrons who had laughed through the last showing of "The Whole Town's Talking" could stay in their seats and see what goes on behind the microphone. Lounsbury, acting as announcer, seized the opportunity of publicizing other Universal product besides "The Whole Town's Talking" by urging his radio audience to enquire of their local theatre manager when such pictures as "Michael Strogoff" were to be shown.

The radio acts were known by number only to make the contest more fair and each listener-in was permitted to vote for his favorite in each class—single, unit and band—each night. At the close of the contest there was a championship night when the leaders performed again for the final judgment. The cups were later awarded on the America's stage in connection with a radio frolic.

To stimulate voting, prizes were offered for the best slogans for either the America Theatre or the Star car. There were three of these, a 5-tube radio outfit, a $30 loud speaker and a receiving outfit, all donated. But no slogan would be considered unless accompanied by votes on the entertainers. Then, too, there was a prize for the slogan coming the longest distance.

The judges were swamped with votes. They poured in from all points of the country and from Mexico and Canada. The number of artists who entered the lists was so large that the original week planned for the stunt was not enough and another was necessary to give all an opportunity to do their stuff notwithstanding the fact that the broadcasting continued from 10 o'clock until around 2 every night.

Every day the "Post" carried big stories, often illustrated, on the contest, for they were the official sponsors and it was to them the votes were sent. And in each story mention of the picture and the America Theatre was carefully inserted.

Venerable Ambulance Gag Scores in Lincoln, Neb.

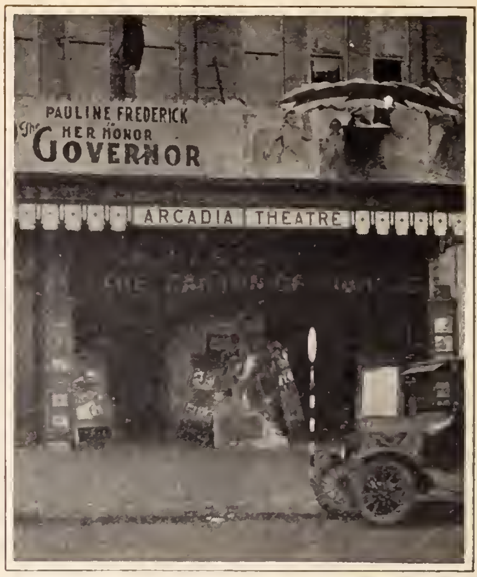
Manager W. S. Perutz pulled the old ambulance gag to desired results when "The Kid Brother" played the Lincoln Theatre, Lincoln, Neb.

A man, planted well down in the orchestra, began laughing out loud and finally two ushers came to help him out of the theatre. The man put up such a fight that a third usher was necessary.

An ambulance was called and the man was taken away in it—still laughing as heartily as ever.

Everybody thought it was real and that made the stunt all the more forceful.

The stunt cost six passes to the ambulance men, four passes to the doctors, and $1.00 to the man that caused all the laughter.



Marquee display, built up with poster cut-outs, exploiting "Her Honor the Governor" (F.B.O.) at the Arcadia Theatre, Reading, Pa.

Huge Star Cut-outs Feature Float for "Marines"

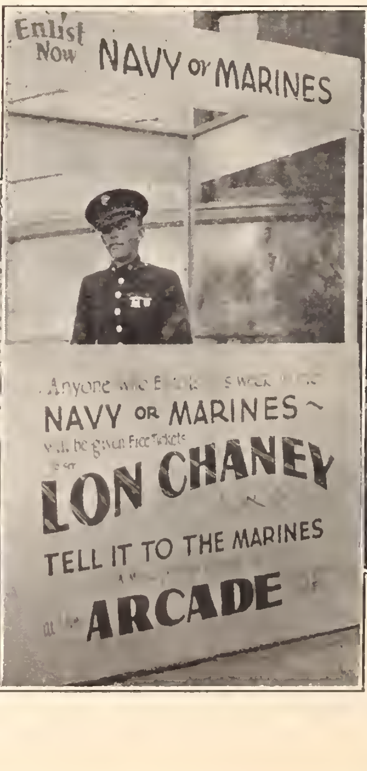
Manager Charles H. Amos got a lot of publicity on "Tell It to the Marines" by entering a float in the St. Petersburg civic parade two days in advance of showing, when that film played at the Florida Theatre, St. Petersburg, Fla.

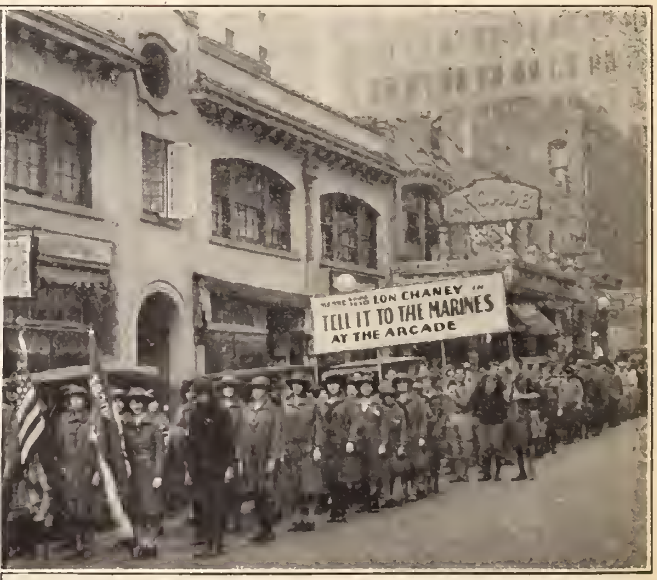
The float consisted of two large figures of Lon Chaney mounted on a truck with a couple of palm trees towering over Chaney's head.

The ballyhoo was also used on the streets of the city during the engagement of the picture.

Gives Male Patrons Chance With Bald Head Contest

Manager Jack Ward of the Queen's Theatre, Niagara Falls, Ont., staged an unbobbed hair contest for ladies, but he heard a male patron remark that he was favoring the ladies. Mr. Ward immediately announced that he would stage a gentlemen's bald-head contest.


Enlist Now NAVY or MARINES
Anyone who Enlists this week in the
NAVY or MARINES ~
will be given Free Tickets
LON CHANEY
TELL IT TO THE MARINES
at the ARCADE



TELLING IT TO JACKSONVILLE

Guy O. Kenimer, manager of the Arcade Theatre, had a bang-up campaign for his showing of "Tell It to the Marines" (M-G-M), through the tie-up with the Marine Corps for recruiting drives.

Costume Contest Exploits "War Paint"

TO Manager Ernest Emmerling, of the Temple Theatre, Birmingham, and the M-G-M exploiteer who assisted him, goes the credit for one of the most successful newspaper tie-up campaigns recorded for "War Paint." The exploitation centered about a familiar device—a costume contest in which prizes were awarded for boys appearing at the Birmingham News theatre party in the best make-up resembling an Indian brave.

The News announced the contest two days in advance, inserting an entry blank and featuring the stunt with prominent publicity stories. The review was held at the News office, where a committee selected the winners and then formed all those appearing in costume into a line of march to the theatre, where they witnessed a performance of "War Paint."

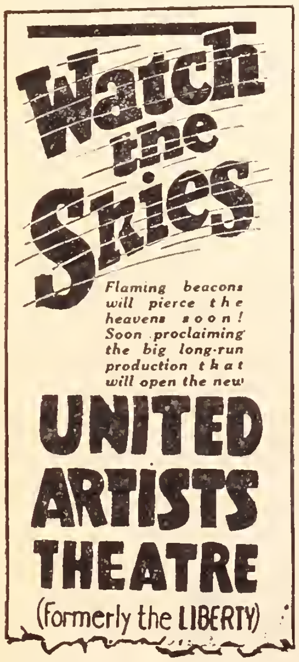
In addition to the News tie-up, the Temple management used ballyhoo exploitation, consisting of boys in costume carrying signs advertising the show, and a girl garbed as a squaw, who distributed samples of face powder labeled "War Paint."

Photos showing highlights of the campaign for M-G-M's "War Paint" in Birmingham

Lights in Skies Tell Title of Film Opening U. A. Theatre

WITH a slogan, "Watch the Skies," as the teaser-line in a widely exploited advance campaign, the opening of the United Artists Theatre—formerly the Liberty—in Seattle, was the object of some highly effective showmanship based on a novel idea. The opening date of the United Artists house was advertised long in advance. All of these advance ads carried the line, "Watch the Skies." Later it was explained that the color of the light which flashed in the clouds over the theatre would be the clue to the title of the photoplay attraction which would feature the opening bill at the United Artists.

The advertisements revealing the secret of "Watch the Skies" included a color code, thus explaining that: "If the skies are BLUE, the opening picture will be Gloria Swanson in 'Sunya.' If the skies flame RED, 'twill be John Barrymore in 'The Beloved Rogue.' If the skies blaze GREEN, 'twill be Ronald Colman and Vilma Banky in 'The Night of Love.' "


Watch the Skies

Flaming beacons will pierce the heavens soon! Soon proclaiming the big long-run production that will open the new

UNITED ARTISTS THEATRE
(formerly the LIBERTY)

Teaser ad for United Artists Picture which opened the remodelled Liberty Theatre in Seattle

So far as the public of Seattle was concerned, this was some light on the subject, but there remained the mystery as to how the skies were to be induced or employed—as the case was to be—to show the desired colors necessary to make the message accurate. "That's all right, having a blue light or a green beam tell what picture is going to open the house, but where will the light come from, and how?" was the reaction of the public to this idea of printing the program in the clouds.

Under such circumstances the playing of the final card in the hand of the management of the United Artists Theatre scored as a big publicity story, given liberal space in the newspapers and commanding widespread attention. This final story, of course, told how Lyman Morgan, illuminating engineer, would operate a battery of thirty searchlights that would throw a billion candle-power beam above the new theatre, a beam properly colored to tell the name of the picture to be shown on the opening night.

Animal Crackers Samplers Advertise "Spangles"

Animal crackers and "Spangles" proved happy exploitation companions in Utica, N. Y. They became acquainted through Fred V. Greene, managing director of the Majestic Theatre, and A. J. Sharick, Universal exploiteer, who arranged the tie-up.

Envelopes containing samples of the crackers were distributed by Loose Wiles at the schools, at no cost to the theatre. The copy on these read: "Some of the Animals to be seen in the Mighty Circus Story, 'Spangles,' Majestic Theatre, Sunday—These are Sunshine Animal Crackers made by the Loose Wiles Sunshine Biscuit Co.—See the picture—Eat the animals."

Patrons Compete in This "Funny Face" Contest

Chris. Georgas, proprietor of the Classic Theatre at Owen Sound, Ontario, staged an unusual contest in the form of a competition for the funniest face in Owen Sound. A large sheet was stretched across the stage of the theatre with ten holes in it. Contestants were required to stick their heads through a hole and make grimaces for the entertainment of the audience. Cash prizes up to $12 were offered and there were many entries. The following week Mr. Georgas conducted a ladies' nail-driving contest.

Limerick Contest Exploits "Just Another Blonde"

Manager Ned Hastings, of Keith's Theatre, Cincinnati, in connection with the "Times-Star," a local daily, is offering a prize of $50 for the best last line of a limerick on "Why Men Prefer Blondes"—if they do. Incidentally, the management of the Majestic Theatre, at Mansfield, O., admitted all blonde girls of the high school without charge at a recent showing of "Just Another Blonde." It looks as if the blondes are coming into their own in amusement circles in Ohio.

Short-Subjects and Serials

Sterns Ahead of Schedule

Early Production Results in Finished Two-Reelers in Advance of Release Dates as Far as Aug. 1

THE comedy releases from the Stern Bros. studio are set as far in advance as August 1. The Universal exchanges have prints on hand for comedies due four months from now, thus enabling exhibitors to preview the pictures well before showing dates and to arrange for pre-release showings. The Sterns have already completed more than twenty-five per cent. of next season's output.

The comedies on hand in the exchanges include five each of the five different series that the Sterns put out: "The Newlyweds and Their Baby," "Let George Do It," "What Happened to Jane," "The Excuse Makers," and "The Buster Brown" comedies.

The remaining March releases are "Be My Wife," an Excuse Maker for March 23, and "Backward George," of the "Let George Do It" series, March 30th. In April, the release schedule shows "Fishing Snookums," a "Newlywed" for April 6; "She's My Cousin," an Excuse Maker, for April 13; "Jane's Hubby," of the Jane series, for April 20, and "George Leaves Home," of the George comedies, for April 27.

In May the following comedies will be released: "The Newlyweds' Shopping Tour," "Keeping His Word," an Excuse Maker; "Jane Missed Out," and "Kid George," on the 4th, 11th, 18th and 25th of the month, respectively. In June, the releases are "Stop Snookums," June 1st; "That's No Excuse," June 8th; "George's Many Loves," June 15th; "Jane's Sleuth," June 22nd, and another George comedy, yet unnamed, for June 29th.

The July releases will be "Snookums Asleep," July 6th; "What an Excuse!" July 13th; a Jane comedy with Ethlyne Clair and Charles Dorety for June 20th, and a George comedy, now in the making, for July 27th.

The Buster Brown comedies for release from now until August 1st are: "Lookout Buster," April 4th; "Buster Don't Forget," May 2nd; "Buster's Frame-Up," June 6th, and "Buster's Initiation," July 4th.

Pathe's March 27 Releases

Serial, "On Guard," Reaches Ninth Chapter; Five Other Subjects Listed

"ON GUARD," Pathe's serial of the air, land and sea, reaches its ninth chapter when "The Air Battle" is issued to the public during the week of March 27 along with five other short feature subjects. The other attractions on the Pathe list are: "Keep Off the Grass," "Topics of the Day, No. 13," "Pathe Review, No. 13," and two issues of the "Pathe News."

Cullen Landis is starred in "On Guard," and Muriel Kingston appears as his leading lady. The ninth episode offers a thrill highlight in a combat between airplanes. Arch Heath directed from Paul Fairfax Fuller's scenario based on a story by Major Glassburn. Pathe Review offers "Pipe Organs," "A Song of Triumph in Stone" and "With the Putnam Expedition to Greenland." The first subject explains the secrets of organ manufacture and the extreme care that is required in the making of this instrument. The second subject extols in color Battle Abbey near London, while interesting camera shots of Northern frozen wastes are obtained by the cameras of the Greenland Expedition.

"Keep Off the Grass" is Paul Terry's latest conception of the animated adventures of his cartoon characters in the Aesop Film Fable series. "Topics of the Day, No. 13," offers wit and humor from various newspapers and the two issues of "Pathe News" visualize last-minute events.

"U" Will Release Animated Cartoon Comedies

CULMINATING three months of negotiations, Universal and Winkler Pictures entered into a contract Friday, March 4, for twenty-six animated cartoons, to be drawn by Walt Disney around the adventures of a rabbit named Oswald. The first of the series is to be delivered in time for release September 1. They will be released under the brand name of Snappy Comedies. Charles Mintz, president of Winkler Productions, who signed the contract with R. H. Cochrane, Universal vice-president, took a train last Saturday for California where he will establish a studio for the manufacture of the Oswald comedies. There will also be thirteen comedies which will star Arthur Lake under the general title of "The Drug Store Cowboy." Another thirteen, to be known as "Harold High-Brow," will feature Churchill Ross.

Bill Irving the Heavy in "Cash and Carry"

In "Cash and Carry," an Educational-Christie comedy featuring Neal Burns and Edna Marion and released March 27, the role of villain is played by Bill Irving, who has played in many comedies this season.

Comedies in Work at Fox West Coast Studio

Among the comedies now being directed by Fox Films directors at the company's studio on the West Coast one each of the Animal, Imperial, Van Bibber and Helen Warren series takes special prominence.

Jerry Madden is the star of "Extra, Extra"—the Animal comedy. Zion Meyers is directing the three-year-old player in this one. "The Midnight Kangaroo," the title of the Imperial, co-stars Gene Cameron and Sally Phipps. Jules White is the director. The featured roles in "Not the Type," the Van Bibber comedy, are played by Earle Foxe and Virginia Whiting. The director is Jess Robbins. The roles of Helen and Warren respectively in the new comedy of the married couple are played by Kathryn Perry and Allan Forrest. Harry Sweet is directing them.

"Dumb Belles," New Dooley Comedy, Finished

A new Educational-Billy Dooley comedy, has been completed at the studios of the Christies, comedy producers for Educational. This latest of the gob comedian features a number of the Christie leading ladies—no less than a dozen of them. The group includes Ann Christy, Gayle Lloyd, Peggy Hyde, Evelyn Egan, Ann Carter, Helen Cox, Joy Lynn, Agney Allison, Elinor Black, Ella McKenzie, Ruth McKenzie, Doris Dumas and Charlotte Woodbury. Two of the important male roles are portrayed by Jack Duffy and Bill Irving. William Watson directed the comedy.

"U" Engages Bob Curwood for Two-Reel Westerns

Bob Curwood, stunt man, was recently engaged by Universal as the star of a series of thirteen stunt Westerns of two reels each which will be made for next season. This series will alternate with the Northwest Mounted, the Texas Ranger and the Newton House series in Universal's one-a-week release schedule of two-reel action dramas for next season.

Estelle Bradley Plays Dual Role in New Mermaid

Estelle Bradley plays her first dual role in a forthcoming Educational-Mermaid comedy which was recently placed into work under the direction of Stephen Roberts. Miss Bradley is to play the role of twin sisters. The intricate camera work necessary for double roles is under the supervision of Dwight Warren.

Last "Collegians" Subject Finished at "U" City

"The Winning Punch," the sixteenth and last two-reeler of "The Collegians," has just been completed at Universal City by Nat Ross.

Resume of Current News Weeklies

KINOGRAMS NO. 5273: Leninakan, Armenia—Government releases first pictures of earthquake that killed over 500 and destroyed 12,000 homes; San Francisco—Brigadier General Butler and Colonel Miller sail for Shanghai to take charge of marines; Fort Myers, Fla.—Thomas Edison visits Southern camp of Athletes and meets Ty Cobb; St. Petersburg, Fla.—Babe Ruth arrives at the Yankees' camp and goes right to work; Binche, Belgium—Ancient ostrich plume festival is held while thousands line streets; Glendale, Cal.—Inventor builds a dirigible entirely of metal which is run by a blower instead of propellers; St. Malo, France—Cardinal blesses crews of 90 ships that start for six months at Newfoundland fishing banks; New York—Inventor displays mysterious automaton that shaves a man and plays the piano; Culver City, Cal.—50,000 spectators see Leon Duray beat host of auto stars in 250-mile race.

KINOGRAMS NO. 5274: Philadelphia—George H. Borst, once truck driver, awarded the Stewardson prize over 17 others as sculptor in Academy of Fine Arts; San Francisco—Paul Claudel, new French Ambassador, arrives from the Orient; Paris—Ambassador Herrick and Marshal Foch attend opening of model home transports from Amercia; Berlin — Franz Diener, Germany's heavyweight champion, in training for fight with England's champion; West Palm Beach—Three banks crash and Miami sends $2,000,000 over to save the others; Chicago—Red Cross teaches boys how to take care of baby when mother is at the movies; New York—Natural History Museum opens Dinosaur Hall, containing the finest collection of these skeletons in the world; St. Louis—Octogenarians hold annual billiard match which is won by an 81-year-old contestant; Compton, Cal.—Biggest pet rabbit show ever held brings swarm of prize entries; Brockville, Ont.—Singing dog gives a special exhibition of canine music; Budapest—Hungarian parliament is opened with impressive ceremonies.

PATHE NEWS NO. 23: China—Crack Durham and Gloucestershire battalions are first of England's Shanghai Defense Force to arrive in great port threatened by Cantonese; Cologne, Germany—Historic Rhine city puts on gayest festival attire to celebrate first carnival held there since beginning of World War; Culver City, Cal.—Automobile racing champions attain enormous speed in 250-mile Culver City event; Ft. Myers, Fla.—Thomas A. Edison joins Manager Connie Mack and Ty Cobb to look over Athletics' spring training; Glendale, Cal.—Propellerless, all-metal dirigible now under construction embodies remarkable changes; Lahti, Finland—European champions vie for honors in International 32-mile cross-country ski race; Nicaragua—Scenes in struggle between Diaz Government and Revolutionists; New York City—Mrs. Blanche Green has risen in 15 years to place as the world's highest paid business woman; Denver, Colo.—Nearly every youngster in town is on hand with his home-made sky racer to vie for first honors as premier kite pilot; New York City—Solomon Levitan forgets his political responsibilities awhile seeing little old New York; Miami, Fla.—More than 100 fair contestants vie for final competition for coveted honor of representing Miami at great Atlantic City beauty pageant; Clearwater, Fla.—Brooklyn Robins hear call of spring and begin preparing for long 1927 pennant race; Shreveport, La.—Chicago White Sox get plenty of exercise as they begin to limber up. New York City—*El Sol* is sent to bottom with million dollar cargo and *Sac City* is damaged by collision due to dense fog in New York harbor.

PATHE NEWS NO. 24: New York City—Federal Agent Ralph Oyler inspects million dollars' worth of narcotics seized by his squad; Ithaca, N.Y.—Cornell oarsmen blast way to rowing practice; Mitchel Field, N.Y.—Stunt pilot tests fighting plane that can fly 170 miles an hour; Lawrence, Kan.—William Mifflin of Kansas University has a leaping act all his own; Clearwater, Fla.—Wives of popular baseball players forget spring house cleaning for spring training; Belmont Park, N.Y.—Thoroughbreds go through their paces in light workouts at noted Belmont Park track; Venice, Calif.—Golden sands of California beach resort tempt sprightly group of dancers to rehearse their newest steps; Nevada's Gold Rush—Treasure-seeking fever brings back scenes of other days to mining town of Tonopah; With the Red Sox—Boston players get down to real hard work at New Orleans training camp; Yale Crew Trains—Varsity eight gets first outdoor workout at New Haven as strenuous training season starts; Washington, D.C.—Large delegation of Indiana citizens call at White House; Orlando, Fla.—Cincinnati Reds get plenty of exercise as they begin to limber up at Southern training camp; Philadelphia, Pa.—George H. Borst turns artist and wins sculpture award; Borger, Tex.—35,000 inhabitants of one-year-old Borger celebrate anniversary of wonder oil town's founding; San Antonio, Tex.—Detroit Tigers get plenty of exercise as they begin to limber up at their Southern training camp; Palmetto, Fla.—Buffalo Bisons get plenty of exercise as they begin to limber up for 1927 International League race; Sanford, Fla.—Indianapolis baseball tossers get plenty of exercise as they limber up for long 1927 American Association drive.

INTERNATIONAL NEWSREEL NO. 22: Saint Malo, France—Church blessings start great fishing fleet across Atlantic; Washington, D.C.—Capitol flower show heralds spring's arrival; St. Petersburg, Fla.—"Braves" in camp rapidly rounding into shape; Miami, Fla.—First beauty picked for "Miss America's" crown; Takata District, Japan—Japanese towns dig out from great blizzard; Chicago, Ill.—Care of babies studied by society women; Hartford, Conn.—Famous boxers welcomed by Governor Trumbull; Peoria, Ill.—Millions of chick's ready for Easter market; Binche, Belgium—Army of plumed dancers in strangest of carnivals; Chicago, Ill.—Traffic records smashed as bridges go on sprees; Shanghai, China—British forces bare bayonets to awe Chinese.

INTERNATIONAL NEWSREEL NO. 23: Chinandega, Nicaragua—American forces clinch control in Nicaragua; New York City—Miss Liberty sees big freighter sunk; Boston, Mass.—Painting records heroism of famous regiment; Miami, Fla.—Prettiest babies in Dixie beauty contest; Shreveport, La.—"White Sox" in training for pennant race; Boston, Mass.—Knights Templars pay honor to Boston commandery; Sanford, Fla.—Indianapolis players show pep in training; Los Angeles, Cal.—Knife thrower's "target" thrives on thrills; Weepah, Nev.—Extra! Gold discovered!; Garden City, N.Y.—New Giant fighting plane completed for U. S. Navy; Miami, Fla.—Dawes and his famous pipe on vacation together; Orlando, Fla.—Nation's resources show in colorful fiesta; Yellowstone Park, Wyo.—Hungry deer begin spring trek for food; Chiengmai, Siam—Royal elephants on parade as Siam's King celebrates.

"Rookies" Title of Story of the Training Camps

"Rookies" is the definite title attached to Metro-Goldwyn-Mayer's story of the training camps which Sam Wood directed. The full cast to date comprises Marceline Day, Karl Dane, George K. Arthur, Tom O'Brien, Lincoln Steadman, Gene Stone, Louise Lorraine and Frank Currier. Metro-Goldwyn-Mayer is preparing the picture for early release.

"The Fighting Hombre" Title of Custer Western

The title of "Crashing Hoofs," Bob Custer's sixth Western for F.B.O., has been changed to "The Fighting Hombre."

Comedy moments from "A Small Town Princess," one of Pathe's current two-reel offerings

Opinions on Current Productions

"Ten Years Old"
(Pathe-Hal Roach—"Our Gang"—Two Reels)

(Reviewed by Paul Thompson)

TWO boys have a birthday on the same day. One is a poor boy, the other a rich boy. The latter is bored by the effeminate, well-bred youngsters of his set, so persuades his father to let him invite the gang playing at bull-fighting on the lot next to his home. Being a bunch of rough-necks, you can figure out for yourself just what a disturbance results. Add the possibilities of a cake cooked by the poor boy of which wind is the particular ingredient. Every time the cake is cut there is a miniature cyclone breaking loose. Into the cake has gone, through the assistance of baby brother, shoes, mouse-traps, tacks and a lot of other inedible objects. Each boy served with a piece gets one of these. That is the *pièce de resistance* of the dinner and the film.

It is not nearly as legitimately funny as most of the "Our Gang" comedies are. Yet it will unquestionably serve. Anthony Mack directed the two-reels under the supervision of F. Richard Jones. Robert MacGowan, as usual, wrote the story. It was scheduled for release March 13th.

Shoes—Parrots and Others
(Pathe Review No. 11—One Reel)

"SPEEDING UP SHOE-MAKING" is one of those pseudo-scientific, educational, human-interest, short-length pictures that always interest many. This one because, being an article that most of us use constantly, we have a certain interest in how it is all done. Like most Pathe pictures of this kind, it is good.

Comedy moments from "Roped In," an Educational short feature

Second in the list is "Pursuing Polly." This is decidedly worth while because of the color shots in picturesque Mexico. It shows how the parrot venders go out and capture the birds and then bring them back in cages to hawk them in the Mexican cities. It really is an admirable picture from every viewpoint.

"A Gem of the East" is Lao Kay, a Chinese city. These, while fragmentary shots, have all the charm that the Orient has for most of us. They also are in Pathecolor.

Fourth and last "Clay Revelations" is what might be called the "comedy relief." It shows through trick photography amusing faces created out of clay. To the layman it is all very mystifying just as Hy Mayer, Charley Bowers and other camera tricksters are.—PAUL THOMPSON.

"Bill and I Went Fishing"
(American Cinema Association—One Reel)

IF you desire to give your patrons ten very pleasurable minutes, then by all means book this number, which is a pictorial version of a poem by Edgar A. Guest, who writes those simple bucolic bits of verse appearing in many of the newspapers. This, the first of a series, shown at the Paramount Theatre, New York City, last week, gave the audience quite a thrill, not the high tension variety, however. The poem, the stanzas of which form the subtitles, tells of two men fishing from dawn to sunset, who, at the end of the day, express mutual satisfaction because neither broke the quiet and peace with unnecessary talk.

Beautiful views of water, country, blue skies and the sun, rising and setting, enhance the entertainment value of the reel. The Paramount orchestra, too, helped with very soft renditions of "The World is Waiting for the Sunrise," "Blue Skies" of Irving Berlin, and similar appropriate selections, which are universally popular.

I hope to see the rest of the series.—HAROLD FLAVIN.

Battle Abbey—Pipe Organs and Greenland
(Pathe Review No. 13—One Reel)

THE first of the trinity making up the March 27th release is called "Song of Triumph in Stone." It shows in Pathecolor Battle Abbey built by William the Conqueror to celebrate the battle which made him master of England. This was in 1066 A.D. and near London. The greatest Norman architects and builders collaborated on the structure. Today it still remains one of the most beautiful buildings in Great Britain.

"How Pipe Organs are Made" takes up the second section. Like most purely educational subjects, if good photography is used, it is bound to interest the fan. It takes so few moments that you can hardly be bored and while it leaves no lasting impression it is of value.

Part three of the Putnam expedition to Greenland deals with skirting the Northumberland coast. Again I must pay tribute to the photographer for Pathe on this trip. As was true of the first two releases, so also of this, he has taken some of the most effective photographic shots in a travelogue I have seen for months. If he is not famous yet he should and will be.—PAUL THOMPSON.

"Keep Off the Grass"
(Pathe-Fables—One Reel)

IT would seem that in the competition among animated cartoonists it is becoming so strenuous that the artists are putting more and more into their offerings. This is certainly true of "Keep Off the Grass." "Al" is kept busy for many feet in the role of a park-policeman. He encounters practically the entire zoo. The end is a crap game in which "Al" loses actually and theoretically his very shirt.

It is filled with so many happenings that you are at times lost following the plot and the appearance of almost as many characters as the average serial boasts. It is decidedly amusing.—PAUL THOMPSON.

Educational's New Orleans Branch Has Hammons Cup

The New Orleans branch office of Educational Film Exchanges, Inc., has won the E. W. Hammons cup for March and will retain possession of it this month as a result of the best showing that it made among the 36 Educational exchanges during February. N. P. Eberly has been manager of this exchange but a short time coming from Oklahoma City, but within a few months led the other educational exchanges in the race for the Hammons cup the past month. Joe Kaliski, the Pittsburgh branch manager, won the cup for the previous month.

A trio of scenes from "The Last Word," a Fox Films "Helen and Warren" story

Three Hours

Unpleasant Plot Doesn't Add to Star's Laurels

(Reviewed by Laurence Reid)

A HEAVY-HANDED, tear-laden story has been given Corinne Griffith to make into something appealing, and though the star does her best to emotionalize her role it nevertheless quite escapes her. Miss Griffith has had ambition for some time to show the world that she is a dramatic actress, but her assignments haven't been so good. This "Three Hours" is a laborious yarn which cannot be called very pleasant fare for patrons who seek entertainment. There is scarcely a moment when the central figure is happy—married as she is to a brute who forces her to leave the home—and to return to it for the ghastly sight of seeing her infant daughter—dead.

That is the morbid touch in a picture which is saturated with tears and gloom. Yes, there is a note of happiness when the unfortunate woman finds a friend in the person of a young globetrotter. The star, relieved of her assortment of head-dresses, certainly makes herself appealing in her role, but she can't convince us—simply because the story is so unconvincing. The captions don't help the picture any. In fact they add salt to the wounds. It could also do without much of its padding—noticeable in a big Hollywood party scene.

The Cast: Corinne Griffith, John Bowers, Hobart Bosworth, Paul Ellis, Ann Schaefer, Mary Louise Miller. Directed by James Flood.

THEME: Drama of distressed wife who, ejected from home by her husband, suffers untold cruelty at his hands before she finds a measure of happiness.

PRODUCTION HIGHLIGHTS: The conflict between husband and wife. The terrific climax. The anguish of wife demonstrated by star in emotional moments. The atmosphere. The acting by supporting cast.

EXPLOITATION ANGLES: Play up the domestic angle—stressing the juvenile appeal. Play up star and her beauty and charm.

DRAWING POWER: Suitable for neighborhood houses.

Produced and distributed by First National.
Length, seven reels. Released March, 1927.

A group of stills from the United Artists release, "The Love of Sunya"

Interesting episodes from F.B.O.'s "Tarzan and the Golden Lion," the screen version of a story by Edgar Rice Burroughs

Rubber Tires

Farce Comedy Lacks Punch Because of Length

(Reviewed by Harold Flavin)

THIS is a mildly amusing production with a chuckle here and there but it is spun out to such length that it lacks punch. It is not the fault of the cast as the individual performances are excellent but the trouble lies in the story which doesn't provide enough material to warrant more than five thousand feet of film for the telling. Likewise it is a rather implausible tale—imagine a trip from New York to California in a second-hand car, which must have taken a month to negotiate the mileage, during which no bad weather is experienced; or—think of being in the American desert and swapping your car for one without an engine—the trader not even making a cursory examination of the engine, or for it.

The Stack family, in New York and broke, decide to return to their home in California. To accomplish this they sell their furniture and purchase a wreck of a touring car and set out. After the departure the dealer discovers that the wreck is worth ten thousand dollars to the manufacturer so he too sets out to recover the car. On the road the Stacks meet their daughter's former fiance and he joins the cavalcade, but in his own car. Then follows the trading of cars, the fiance's extrication of the family from minor road difficulties and the precipitate entrance into the Stack Coast home.

The Cast: Bessie Love, Erwin Connelly, Junior Coghlan, May Robson, Harrison Ford, John Patrick, Clarence Burton. Directed by Alan Hale from the story by Frank Condon.

THEME: Farce-comedy. Adventures of tin-can tourists traveling from New York to California.

PRODUCTION HIGHLIGHTS: The acting of Bessie Love and Harrison Ford.—not much else.

EXPLOITATION ANGLES: Ready-made with auto and tire dealers to cooperate with.

DRAWING POWER: Just fair but safe for the whole family.

Length, 6,303 feet. Released February, 1927.
Produced by De Mille. Released through Prod. Dist. Corp.

The Love of Sunya

Swanson Comes Back in Well-Directed Picture

(Reviewed by Laurence Reid)

IT'S been a long time since Gloria Swanson has had as good a picture as "The Love of Sunya." Some of her previous essays were so mediocre that one almost despaired that she would ever see celluloid daylight again. This isn't to say that the film is a glittering masterpiece. Its story can't be called anything extraordinary. It has been done before—back in the days of Clara Kimball Young. But Albert Parker, who directed the early opus, has progressed along with pictures themselves. Consequently he has put Gloria through her paces and fashioned something which will arouse most favorable comment.

It is a triumph of camerawork—there being a deal of suggestion in several of its scenes. None of its story seems conventional because Parker has manipulated the camera in such a way that all the highlights of plot and characterization are fully manifested. Gloria goes through the scale of emotions in her effort to find happiness in the future—emotions which demonstrate that she has a sure grasp on her art.

There are excellent moments when she registers pathos—and again when she contrasts the life she would live if married to each of her suitors. She screens as well as she ever did—and Parker has brought out some undiscovered charms which enhance her performance.

The Cast: Gloria Swanson, John Boles, Arthur Donaldson, Hugh Miller, Flobelle Fairbanks, Andres de Segurola, John Miltern, Robert Schable, Pauline Garon. Director, Albert Parker.

THEME: Romantic drama of girl who is able to make happy choice of husband by peering into future.

PRODUCTION HIGHLIGHTS: The camerawork in crystal-gazing scenes. The direction during divorce proceedings. The supper party. The development of romances and climaxes. The acting, The direction.

EXPLOITATION ANGLES: Play up star and director, telling of their accomplishments. Put on atmospheric prologue.

DRAWING POWER: Suitable for all types of houses.

Produced and distributed by United Artists.
Length, seven reels. Released March, 1927.

A quintet of incidents from "Rubber Tires," a current Producers Distributing Corporation release

A quartet of stills from "Three Hours," a current First National release

Tarzan and the Golden Lion

Children Will Love This Fantastic Tale

(Reviewed by Harold Flavin)

THIS will undoubtedly furnish great amusement for the children but you will have to sell it to their elders on the utterly weird angle. Unfortunately the cast, with the possible exception of Edna Murphy, who appears in the very popular "McFadden's Flats," is little known—to offset this you have the popularity of the author to play up. It is a wildly impossible story, Tarzan conversing with apes, the lion "looking through the secret eye, thereby discovering his enemies," the mystical blaablaa in the hidden Temple—all that sort of thing. If you can't think of any other way to sell it, tell them it's a comedy.

At his estate in Africa, Tarzan awaits the arrival of his wife, her niece and Tarzan's overseer, who is the niece's fiance. Weesimbo tells Tarzan of a city of diamonds from which he has escaped. The arrival of the party halts the tale. Tarzan goes on a trip and an unscrupulous trader, hearing of the city of diamonds, abducts Weesimbo (he's a man) and the fiancee and forces them to lead him to the city. Tarzan returns, learns of the kidnapping and sets out in pursuit. The fiancee is captured by the high priest of the diamond city and offered as sacrifice to the lion-king but Tarzan arrives with his golden lion in time to prevent the sacrifice, so all ends well.

The Cast: James Pierce, Fred Peters, Edna Murphy, Harold Goodwin, Liu Yu-Ching, Dorothy Dunbar, D'Arcy Corrigan, Boris Karloff, Robert Bolder, Jad-Bal-Ja (the lion). Directed by J. P. MacGowan from story of Edgar Rice Burroughs.

THEME: Fantastical tale in which Tarzan, super jungleman, triumphs over his enemies with help of pet lion.

PRODUCTION HIGHLIGHTS: The battle on the cliffs. The settings in the hidden temple. The sacrifice.

EXPLOITATION ANGLES: Dress your lobby to represent jungle. Make special appeal to children.

DRAWING POWER: Good bet for children. The elders will get a laugh out of it.

Length, 5,807 feet. Released January 30, 1927.
Produced and distributed by Film Booking Offices.

The Taxi Dancer

Slight and Slow-Moving Comedy-Drama

(Reviewed by Laurence Reid)

THERE'S not much doing in this story—its plot being slight and devoid of movement. The result is it doesn't provoke much interest aside from the work of the players, chief among whom are Joan Crawford, who is featured in the title role, Owen Moore, and a couple of others. It deals somewhat with stage life in that its central figure is a Southern girl who tries to get on the stage and after failing becomes a "hoofer" in one of those cheap and gawdy dancing parlors.

The piece looks like a forerunner of what will probably follow—seeing as how stage plays of cabaret life have proved so popular in New York this season. To pep it, however, it deals with melodramatic scenes in which a card sharp goes straight and wins her away from various mean men.

The heroine becomes chummy with a girl from the chorus—who eventually introduces her to a wolf or two in sheep's clothing. After various more or less exciting adventures the love interest manifests itself and all ends well. The contrasts are divided too sharply for the characters to ring true. The players do well enough.

The Cast: Joan Crawford, Owen Moore, William Orlamond, Marc MacDermott, Gertrude Astor, Rockcliffe Fellowes, Douglas Gilmore, Claire McDowell, Bert Roach. Director, Harry Millarde.

THEME: Comedy-melodrama based upon adventures of Southern girl who after failing to get upon the stage becomes a dancer in a cheap dance hall.

PRODUCTION HIGHLIGHTS: The development of the romance. The dance hall sequences. The atmosphere. The episode in the apartment. The acting of the principals.

EXPLOITATION ANGLES: Tease the title—and bill as film of romance and adventure which pivots around a dance hall. Play up the cast, all of the players being well known.

DRAWING POWER: Suitable for average houses.

Produced and distributed by Metro-Goldwyn-Mayer. Length, six reels. Released March, 1927.

Tense moments from "The Mysterious Rider," a Zane Grey story transferred to the screen by Paramount

Dramatic moments from "Cheaters," a Tiffany picture

The Gay Old Bird

Mediocre Farce-Comedy Has Its Moments

(Reviewed by E. G. Johnston)

DURING the first few hundred feet of this picturization of Virginia Dale's story there was every indication of a rollicking good show in the offing. Certainly there's nothing wrong with the story, nor with the cast for that matter. But what seems to be wrong, in the opinion of this reviewer, is that a tremendous lot of celluloid has been wasted stringing out the funny situations to the point where they become decidedly boresome. And, with certain exceptions, that holds for the whole show.

Louise Fazenda is the featured player, and she and Ed Kennedy seem to be entitled to most of the credit. Practically all of the action takes place in the not too happy household of the Clunys, where Miss Fazenda holds the position of cook, maid, etc. Ed Kennedy is the jealous chauffeur and in love with the maid. A rich uncle writes the Clunys that he is en route from Honolulu and that if he finds the happiness described in Cluny's letters, he will present them with an annuity of $25,000. This occurs right after Mrs. Cluny leaves with the twins for parts unknown after a breakfast tilt with her husband. The guests arrive, the maid agrees, under much protest, to impersonate the missing wife.

The Cast: Louise Fazenda, John T. Murray, Jane Winton, William Demarest, Ed Kennedy, John Steppling and Frances Raymond. Directed by Herman Raymaker.

THEME: Domestic farce-comedy in which the maid attempts to impersonate a missing wife in order to save an annuity offered by a rich uncle. Has happy ending.

PRODUCTION HIGHLIGHTS: The work of Fazenda and Kennedy stand out, although the rest of the cast is entirely competent.

EXPLOITATION ANGLES: Play up story as a well-known domestic tangle and names of players, particularly Louise Fazenda.

DRAWING POWER: Will score sufficient laughs with a not too critical audience. Story, title and cast will help draw them for average house patronage.

Length, 6,284 feet. Released February 26, 1927. Produced and distributed by Warner Bros.

The Mysterious Rider

Zane Grey and Jack Holt; Bound to Click

(Reviewed by Harold Flavin)

ONE of the better class of Westerns with a selling combination consisting of a widely read author, a well-known star working for a long time with a company which spends real money on its product, a story that gets away from the usual run and a pretty girl as the heroine to help along the romantic angle—you couldn't ask for more. Jack Holt can play the he-man roles and yet, unlike many rodeo champions and athletes who become Western "stars," he knows his "Valentino Manual" pretty well, neither over-doing the Charles Ray type of lover nor trying to pull a Barrymore. For these reasons the picture should please equally well the children, and both the male and female of the older portion of audiences. The production is well directed and some of the camera shots are excellent bits of outdoor photography.

Out in the California desert the homesteaders are deprived of title to their lands when the villain obtains a land grant superseding that held by the settlers. They buy him out, but he double-crosses them, also selling to a power syndicate. They blame the hero for their misfortune and he is in grave danger of having his neck stretched until he forces the villain to confess.

The Cast: Jack Holt, Betty Jewel, Charles Sellon, David Torrence, Tom Kennedy, Guy Oliver, Albert Hart, Ivan Christie, Arthur Hoyt. Directed by John Waters from the screen play by Fred Myton and Paul Ganglon.

THEME: Western. Through double-crossing of villain, settlers are in danger of losing land grants, but the hero forces villain to disgorge.

PRODUCTION HIGHLIGHTS: The rescue of the heroine from the quicksands. The third degree. Holt's riding. The general tone of the production.

EXPLOITATION ANGLES: You have the author's name to start with; then a popular star name.

DRAWING POWER: For the better class second run and neighborhood houses. Safe for the entire family.

Length, 5,957 feet. Released March 5, 1927.

Produced and distributed by Famous Players-Lasky Corp.

Production highlights from "The Taxi Dancer," a Metro-Goldwyn-Mayer feature

Interesting comedy highlights from the Warner Bros. production, "The Gay Old Bird"

Cheaters

Slow Moving; Only Moderately Entertaining

(Reviewed by Harold Flavin)

INTO crook melodramas must go either plenty of action or a strong element of suspense, otherwise they will prove boresome. This production, with the exception of the latter portion of the footage, lacks both to a great extent and for that reason it becomes just another picture. The director has taken a thousand feet of film to plant his characters, but it seemed that a few sub-titles would have served the purpose and saved the spectator the restlessness caused by a desire to see the story get under way. And when it does, it generates a certain amount of interest but no "nail-biting" or anything of that sort because the plot is quite familiar. The story isn't different enough to score with the intelligentsia nor has it sufficient action to hold the attention of the proletariat. So there we are.

The female lead "realizes the error of her ways" and decides to abandon the evil life, taking with her her sweetheart and a minor crook. They secure work in a hotel, but the master villain arrives and forces them to help him steal the jewels, during which process he kills one of the reform element. The story then gathers speed, but you know what's going to happen next and it does. The arch criminal gets his and the lovers get theirs.

The Cast: Pat O'Malley, Helen Ferguson, George Hackathorne, Lawford Davidson, Claire McDowell, Helen Lynch, Heinie Conklin, Alphonz Ethier, Max Davidson, Edward Cecil, William O'Brien. Directed by Oscar Apfel. Cameraman, Jos. A. Dubray and Allan Davey.

THEME: Crook melodrama. Thieves break away from gang to go straight, slip once through machinations of former leader, but resume when he is killed.

PRODUCTION HIGHLIGHTS: The hotel robbery. The train wreck. The climax at the Hallowe'en party.

EXPLOITATION ANGLES: Use suggestions outlined in press book. The line-cuts and half-tones are excellent for advertising in the newspapers.

DRAWING POWER: Bi-weekly and daily change houses.

Length, 6,000 feet. Released February, 1927.

Produced and distributed by Tiffany Productions, Inc.

White Gold

Gripping Drama in Jetta Goudal Vehicle

(Reviewed by Paul Thompson)

THERE is much to commend in "White Gold," the picture version of J. Palmer Parsons' stage play. In the first place, it is the first time I remember encountering the theme of the conflict of paternal love with that of the love of a wife for a son-husband. While possibly ere this the ending has been changed for box-office purposes and a "happy denouement" substituted, yet that is one of the gripping and convincing features of the picture. She disdains to explain it was not his father but herself who had shot the intruder, and goes out of the house and the picture to a new freedom. Her husband's lack of faith does not entitle him to the explanation which would have changed everything. And—thanks be to the director—the husband does not follow her out of his father's house seeking for her return. An unhappy ending, yes, but consistent, dramatic and infinitely more effective than the usual concession to a supposed demand on the part of the movie-public for a saccharine, "lived-happily-ever-afterward" fade-out.

Splendid characterizations are given by each of the four leading players and a humorous monotype of a ranchman by Robert Perry. William K. Howard's direction is bully and he never permits your interest to flag. Credit also excellent photography, many of the scenes with a soft focus lens or just out of focus (a trick he often employs) to cameraman Lucien Andriot.

The Cast: Jetta Goudal, Kenneth Thomson, George Nichols, George Bancroft, Robert Perry, Clyde Cook. Director, William K. Howard. Author, J. Palmer Parsons. Adaptors, Garrett Fort and Marion Orth. Supervisor, C. Gardner Sullivan.

THEME: Paternal love versus wife-love in Western setting.

PRODUCTION HIGHLIGHTS: Unusual theme and ending. Good direction and acting and photography.

EXPLOITATION ANGLES: Above and popularity of four leading players.

DRAWING POWER: Good.

Length, 6,198 feet. Released March 14. Produced by De Mille Productions Corp. Distributed by P. D. C.

Dramatic episodes from "The Show," a Metro-Goldwyn-Mayer production

A few of the highlights from "The Beloved Rogue," a United Artists presentation

Held by the Law

Universal Has a Mighty Good Melodrama

(Reviewed by Paul Thompson)

HERE is a mighty good melodrama. It should be, having been written by Bayard Veiller, author of "Within the Law," the first of the mystery melodramas which years ago made a fortune for everyone associated with the piece except its creator. That he followed, to show he was not a one-play writer, with "The Thirteenth Chair." The same qualities which he put into those stage plays and made them so successful he has put into this most excellent picture-melodrama. That means suspense, dramatic sense, characterizations and any number of thrills. I cannot see how "Held by the Law" can fail to hold the most captious fan if he loves good melodrama, well done from every viewpoint. When credit is handed out, praise should also be given to others concerned with the production. These include good work by scenarist Charles Logue, a former New York newspaper man; director Edward Laemmle, and cameraman Jackson Rose.

It seems to me that part of the cleverness of the piece is proved by the fact that while all through the piece the spectator knows the identity of the murderer, yet so ingeniously is the plot worked out the interest never flags up to the very end. There is always the fear that justice will not be done but that injustice will in the execution of the convicted though innocent man. That is enough of the plot to divulge.

The Cast: Ralph Lewis, Johnnie Walker, Marguerite de la Motte, Robert Ober, Fred Kelsey, Maude Wayne, E. J. Ratcliffe. Director, Edward Laemmle. Author, Bayard Veiller. Scenarist, Charles Logue. Cameraman, Jackson Rose.

THEME: Mystery melodrama filled with thrills, suspense and all the other necessary ingredients.

PRODUCTION HIGHLIGHTS: Many, good scenic investiture, camera shots, characterizations by players, direction, interesting, compelling story, etc.

EXPLOITATION ANGLES: The above, Veiller's fame. Laemmle's previous picture successes. Cast of worth-while names.

DRAWING POWER: Excellent.

Length, 6,929 feet. Released March 10.
Produced and distributed by Universal.

The Show

Novel and Weird But Not So Good

(Reviewed by Laurence Reid)

YOU can depend upon Tod Browning making something novel when it comes to melodrama. He has such a gift for fashioning mystery plays off the beaten path that he has built up a distinct following for them. "The Show," however, is not in the same class as "The Unholy Three." In that number he had us staring pop-eyed at the queer doings of the characters and enveloped them in oodles of suspense. The new film shoots wide of the mark.

It all goes to show that one can't duplicate something outstanding without trespassing and stealing some of the previous thunder. "The Show" has a plot, but it lacks motivation and characterization. Not even the presence of John Gilbert and Renee Adoree saves it from being a forced melodrama—which caters to the shivers of your sensitive spine. Gilbert is a barker in a European carnival show and while he doubles in one of the acts he tries his best to play the sheik for the benefit of an interested girl or three.

The piece has suspense. Why not with the villain doing some heavy work and a Gila monster present to add the dynamite? It gets positively creepy—especially in the scenes of the leaping lizard.

The Cast: John Gilbert, Renee Adoree, Lionel Barrymore, Edward Connelly, Gertrude Short, Andy McLennon. Director, Tod Browning.

THEME: Melodrama of European carnival show—with barker determined to find plenty of romance and adventure.

PRODUCTION HIGHLIGHTS: The carnival atmosphere. The scene when barker doubles in act. The adventurous incident. The suspense. The climax. The acting by Gilbert and Adoree.

EXPLOITATION ANGLES: Play up this weird melodrama emphasizing its carnival background. Exploit star and Miss Adoree. Use stills from production. Put on atmospheric prologue.

DRAWING POWER: Star and leading woman and title of show will draw them. O.K. for all houses everywhere.

Produced and distributed by Metro-Goldwyn-Mayer.
Length, six reels. Released March, 1927.

Dramatic and tense are these scenes from "Held by the Law," a Universal release

Production highlights from "White Gold" a Producers Distributing Corporation release

The Beloved Rogue

Fine Production But Story Is Not Up to Snuff

(Reviewed by Laurence Reid)

WITH three screen appearances on Broadway, John Barrymore is on the way of establishing a record which other stars will find difficulty in duplicating. He has been setting a rather dizzy pace—what with two successes already scored. The new film is a costume drama which goes back to the days of the swaggering, roystering Villon—those days of the fifteenth century—for its story. And in all fairness this plot is not so much. It is neatly staged, but it is a slow-moving affair carrying more incident than it does a compact yarn.

It affords Barrymore with opportunities to run the scale of emotions—from pathos to comedy—and what not. The highbrows may take exception to such a screen metamorphosis as colors the vagabond who would be king for a day. The star certainly cuts up capers, but he doesn't extract much fun from his frolicsome moments. He shows that he is a master of make-up—and that he needn't take lessons from Mix and Fairbanks in rescuing a damsel in distress.

The picture has some novel settings—some of the scenery being truly fantastic. And because of its variety of scene it will please most every type of audience.

The Cast: John Barrymore, Conrad Veidt, Marceline Day, Lawson Butt, Henry Victor, Slim Summerville, Mack Swain, Angelo Rossitto, Nigel de Brulier, Lucy Beaumont, Otto Mathiesen, Jane Winton, Rose Dione, Bertram Grassby, Dick Sutherland. Director, Alan Crosland.

THEME: Costume drama recording the romantic adventures of the vagabond poet, Francois Villon.

PRODUCTION HIGHLIGHTS: The conflict between Villon and the king. The mob scenes. The rescue of Charlotte. The torture scenes. The make-up and acting by star. The support by Conrad Veidt. The settings.

EXPLOITATION ANGLES: Play up star and feature hero who has served as central figure for fiction and stage plays. Bill as costume drama.

DRAWING POWER: Title and star should draw them. For high-class houses.

Produced and distributed by United Artists.
Length, eight reels. Released March, 1927.

CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

Wanted

PIANO LEADER - CONDUCTOR at liberty. High-class picture man and able vaudeville leader. Thorough showman, energetic worker and sober. Fine library; produce novelties and prologues. Box 260, Motion Picture News, New York City.

ASSISTANT MANAGER thoroughly experienced in picture and vaudeville, desires part time connections. Box 777, Motion Picture News, New York City.

MANAGER — Graduate Publix Managers School. Eight months experience, highly recommended. Box 275, Motion Picture News, New York City.

Pennsylvania or New Jersey, MANAGER, eight years experience, big circuits, now employed $80. Known for building up rundown houses. Salary and bonus or will invest in bonafide partnership proposition. Best references. Box 270, Motion Picture News, New York City.

ORGANIST at liberty. First-class, thoroughly trained man of exceptional ability and experience. Union. Wire or write full particulars. Organist, 415 Dupont Street, Roxborough, Philadelphia, Pa.

ATTENTION, Theatre Managers! Capable young man 27, experienced in theatre business wants job with future. Will make competent assistant manager. Write T.F., Box 501, Waterville, Me.

PUBLICITY DIRECTOR, now engaged, wishes to make change. Conversant with editorial and advertising publicity in all its phases. For several years in charge of publicity department of well-known metropolitan picture theatre. Can consider New York engagement only. Box 390, Motion Picture News, New York City.

WILL make long term ground rental lease or will consider the erection of theatre building on most desirable location in Fort Worth, Texas, to a financially responsible lessee. The plot of 100 x 150 feet in the heart of a highly developed business and residential area. Fort Worth is one of the fastest growing and most prosperous cities in the southwest. I consider this location as offering the best opening in the southwest for a popular price theatre. Responsible and capable parties write the owner, M. A. Rosenthal, 211 West First Street.

Equipment For Sale

ACCOUNT CLOSING will sacrifice entire theatre equipment, fine condition. B. Grossen, Brewster, New York.

NEW ORGAN, ten stops. At half price. Electric actions, finest materials, best workmanship. Bargain. Musical Advance, 17 East 42nd St., New York.

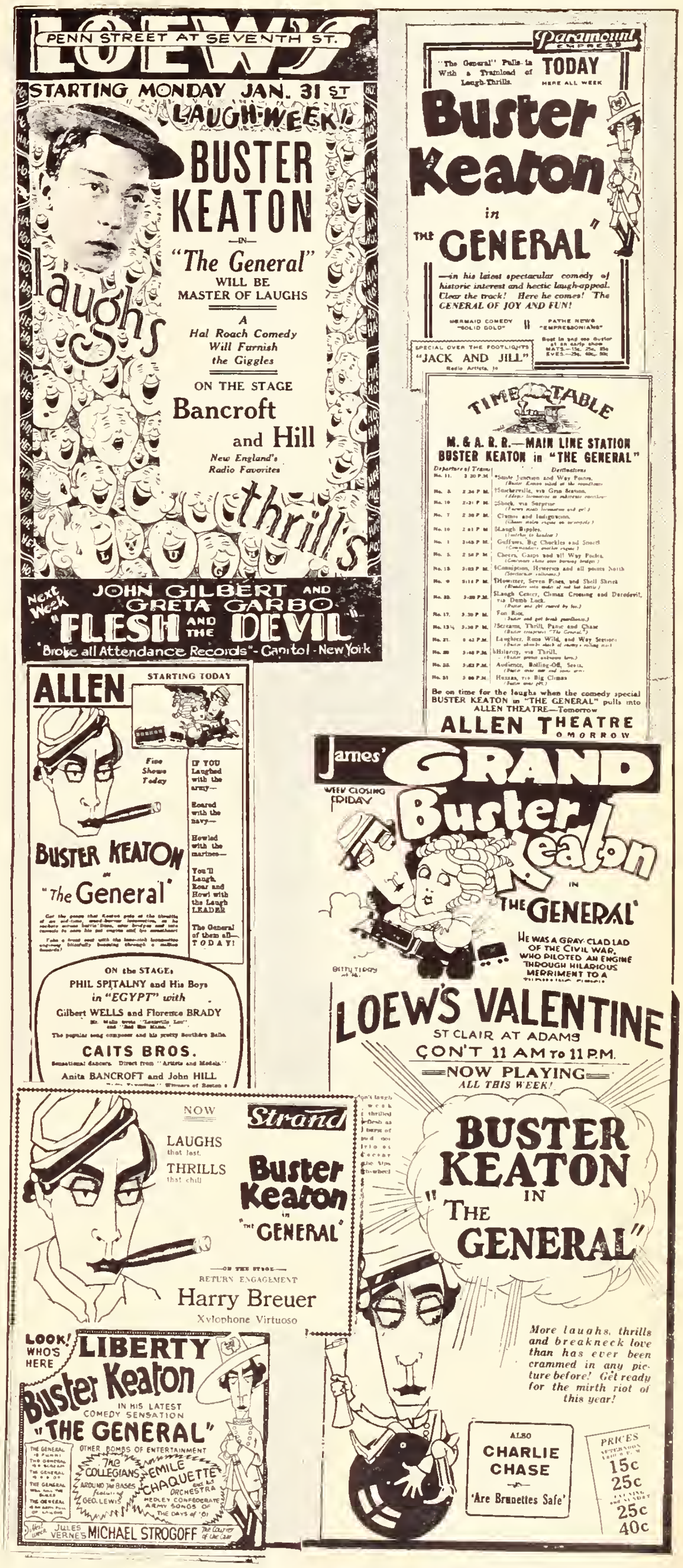
MAILING LISTS: 21,000 moving picture theatres giving name, address, population and, in most cases, seating capacity, price $50.00 for the complete list or $6.00 per M. by states. Also film exchanges, studios and supply dealers. Ask for itemized price list. All lists guaranteed. Trade Circular Co., Inc., 166 W. Adams Street, Chicago.

EVERYTHING for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensarcs, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.

It Will Pay You to Advertise in the Classified Ad Section



LOEW'S
PENN STREET AT SEVENTH ST.
STARTING MONDAY JAN. 31ST
LAUGH-WEEK!
BUSTER KEATON
—IN—
"The General"
WILL BE
MASTER OF LAUGHS
A
Hal Roach Comedy
Will Furnish
the Giggles
ON THE STAGE
Bancroft
and Hill
New England's
Radio Favorites
laughs
thrill's
Next Week
JOHN GILBERT AND
GRETA GARBO
"FLESH AND THE DEVIL"
"Broke all Attendance Records"-Capitol-New York

Paramount EMPRESS
"The General" Pulls in With a Trainload of Laugh-Thrills.
TODAY
HERE ALL WEEK
Buster Keaton
in
THE "GENERAL"
—in his latest spectacular comedy of historic interest and hectic laugh-appeal. Clear the track! Here he comes! The GENERAL OF JOY AND FUN!
MERMAID COMEDY "SOLID GOLD"
PATHE NEWS "EMPRESSONIANS"
SPECIAL OVER THE FOOTLIGHTS
"JACK AND JILL"

TIME TABLE
M. & A. R. R.—MAIN LINE STATION
BUSTER KEATON in "THE GENERAL"
Departure of Trains
Destinations
Be on time for the laughs when the comedy special BUSTER KEATON in "THE GENERAL" pulls into ALLEN THEATRE—Tomorrow
ALLEN THEATRE
TOMORROW

ALLEN
STARTING TODAY
Five Shows Today
IF YOU Laughed with the army—
Roared with the navy—
Howled with the marines—
You'll Laugh, Roar and Howl with the Laugh LEADER
The General of them all—TODAY!
BUSTER KEATON
in
"The General"
ON the STAGE:
PHIL SPITALNY and His Boys
in "EGYPT" with
Gilbert WELLS and Florence BRADY
The popular song composer and his pretty Southern Belle
CAITS BROS.
Sensational dancers. Direct from "Artists and Models"
Anita BANCROFT and John HILL

James' GRAND
WEEK CLOSING FRIDAY
Buster Keaton
IN
THE GENERAL
HE WAS A GRAY-CLAD LAD OF THE CIVIL WAR, WHO PILOTED AN ENGINE THROUGH HILARIOUS MERRIMENT TO A

LOEW'S VALENTINE
ST CLAIR AT ADAMS
CON'T 11 AM TO 11 P.M.
NOW PLAYING
ALL THIS WEEK!
BUSTER KEATON
IN
"THE GENERAL"
More laughs, thrills and breakneck love than has ever been crammed in any picture before! Get ready for the mirth riot of this year!
ALSO
CHARLIE CHASE
'Are Brunettes Safe'
PRICES
15c
25c
25c
40c

NOW
Strand
LAUGHS
that last
THRILLS
that chill
Buster Keaton
in
"THE GENERAL"
—ON THE STAGE—
RETURN ENGAGEMENT
Harry Breuer
Xylophone Virtuoso

LOOK! WHO'S HERE
LIBERTY
Buster Keaton
IN HIS LATEST COMEDY SENSATION
"THE GENERAL"
OTHER BOMBS OF ENTERTAINMENT
The COLLEGIANS in AROUND THE BASES featuring GEO. LEWIS
EMILE CHAQUETTE and his ORCHESTRA
MEDLEY CONFEDERATE ARMY SONGS OF THE DAYS OF '61
Next Week JULES VERNE'S MICHAEL STROGOFF The Courier of the Czar

Display advertising that exploited first run presentations of Buster Keaton in "The General" (United Artists). The reproductions above were used by the following theatres: Allen, Cleveland; Loew's Valentine, Toledo; Liberty, Kansas City; Strand, Syracuse, N.Y.; Paramount Empress, Salt Lake City; Loew's, Reading, Pa.; and James' Grand, Columbus, O. Theatre men adopted the style of illustration which U.A. exploitation carried out in posters and newspaper illustrations.

Regional News from Correspondents

New York & New Jersey

DAVID BRILL, long associated with Universal's selling organization and for the past four years sales manager of the local Big U exchange, excepting northern New Jersey, recently tendered his resignation to that company and has accepted a position as territorial sales manager for Tiffany Pictures, Inc.

Brill cames to Tiffany with a long past record of achievement, having started with Universal back in the year 1918 in charge of city sales at Portland, Ore. It was in this city that he inaugurated Universal's entry into the theatre field of the Northwest by the purchase of the Columbia Theatre. In 1922, "Dave," as he is familiarly known, returned to New York City and succeeded Charles Rosenzweig (present local F.B.O. manager) as New York sales manager for the Big U.

As a testimonial of the high regard held for Mr. Brill by his former associates in the office of the Big U, the entire sales force tendered him a luncheon at the Tavern last Saturday when he was presented with a handsome wrist watch, the latter as further evidence of their cordial wish that he may enjoy all kinds of prosperity with Tiffany Pictures.

Two extra-period games featured the basketball race in the motion picture industry Friday night. Pathe and Metro fought for three overtime periods, Pathe finally winning in the last few seconds of play when George Snyder, center, hurled a ringer that traveled almost the entire length of the Stuyvesant High School court. This tied the game, 34—34, and a moment later Snyder tossed a free throw as the whistle blew, giving Pathe the winning margin. This game made seven straight for Pathe, the only undefeated team. In another overtime contest, Fox won in an uphill fight from United Artists, tying the game after a bad start as the whistle blew, and chalking up 11 points in the overtime period, the final tally being Fox 43, United Artists 31.

The final games will be played Friday evening, with Metro having a chance to tie Fox for second place. Pathe meets Consolidated, with Metro playing United Artists.

The standing:	W	L
Pathe	7	0
Fox	5	3
Metro	4	3
Consolidated	2	5
United Artists	0	7

Several more new motion picture theatres in this territory will open this week and within the near future, according to our friend, Dave Solomon of the National Supply Company. Tuesday evening, Dave states, the Consolidated Amusement Company, Lawrence Bologino, general manager, will open their new Mt. Eden Theatre, 173rd Street and Jerome Avenue. This house seats approximately 2,000, has a large stage and will follow a policy of pictures with presentations.

The Maplewood Theatre, Maplewood, N.J., a 1,300-seat house built by Roth Brothers of Morristown and Summit, will also open Tuesday, March 15. This house will run a program of pictures and vaudeville.

Next Tuesday, the Consolidated Amusement Company will open another new house, the Fleetwood, 165th Street and Morris Avenue. This theatre, like the Mt. Eden, seats about 2,000 and will also follow out a picture and presentation policy.

Another new house to hold its first night next Tuesday is the Carrol Theatre, Borough Park section of Brooklyn. The Carrol is owned by Louis Nelson and associates, who will also operate the recently opened Stillwell, Bensonhurst.

All theatres are not opening, as several news items of the past few weeks will bear out. This week, it's the Blake Theatre, Blake Avenue, Brooklyn, that is reported closed, either definitely or that a new house may possibly take its place on the same site.

The Miller Theatre, preceding some of its associates by several weeks, appears to have inaugurated the Spring policy of going on a "three-a-week" schedule.

Eugene Schoen, one-time owner of the Atlantic Theatre, 116th Street, New York City, and at present proprietor of the Avenue A Theatre, Avenue A and 3rd Street, came uptown the other day and at the same time remarked that he might soon own another house.

David Lustig, expert theatre man associated with the Steiner and Blinderman circuit, is now making his headquarters at the Grand Street, instead of the Apollo.

John Bemis, who is always popping up with a new house in different sections of this zone, is now trying out the Grant Theatre, 142d Street and Lenox Avenue. If the patronage is there for this particular house, Exhibitor Bemis can be counted on to pull them in. Last heard from, he had just disposed of the Newkirk Theatre, Brooklyn, after building up that house to a well-paying basis.

Lou' Gans, well-known general manager of the Joelson circuit, while down town doing some booking this week, announced that he is now making his headquarters at the Belmont Theatre, 177th Street and Arthur Avenue.

Rosenzsweig and Katz' Concord Theatre, a new house being built on an old theatre site on Fulton Street, Brooklyn, is rapidly nearing completion.

Al Moley, one of the fastest-talking boys that ever handled booking sheets at the Prudential Film Delivery offices, and who is a true "rooter" for the New York Giants, is not the only Giant adherent among the film trade. Sol Sapphire, who holds forth at the Empress Theatre, 181st Street, is another. The only thing that these two do not seem to agree upon is Frisch's trade for Hornsby. Sol thinks this is alright, but Al does not, and says the post season's games will bear him out.

The Burke Theatre, Bolte Bros.' new house up on White Plains Avenue, will open this week.

Chas. O'Reilly's string of theatres will grow to five in all when his newest, a house located at University and Tremont avenues, opens. This house is said to be almost ready for its first night.

San Francisco

LEE WEIR, P.D.C. district manager, paid local managers a long visit recently.

The American Theatre will continue to be the Oakland home of first-run Paramount motion pictures as the result of a four-year extension to the lease held by Rex Midgeley on the premises at Seventeenth Street and San Pablo Avenue, and a new contract entered into with Famous Players-Lasky.

Max Weiss is about to build a new theatre in Sacramento, on Eighth Street, between I and J streets. It will be operated with a stock company, starring Hiram Claire, in conjunction with motion pictures. It is estimated that the building will cost approximately $75,000.

Another neighborhood theatre, the Riviera, on Haight Street, near Fillmore, is being rushed to completion for the opening early in March by the Golden State Theatre & Realty Corp. The Riviera has risen from the dust of the former Star, said to have been the city's oldest theatre when it was demolished one year ago to make way for the palatial structure, costing $300,000, which it now supplants. Seating 1,500 persons the Riviera will supply the motion picture needs for one of the remaining neighborhoods of the city which are untouched by motion picture theatre builders' magic wand of progress.

The old Majestic Theatre at Sacramento is to be replaced by a modern theatre building which will include a five-story hotel. Henry Heber, owner of the Majestic and the Sequoia theatre in Sacramento, intends to have this new theatre an absolutely modern structure.

Beach & Krahn announce that they are ready to commence work on their new theatre located on College Avenue. The stage will be of such size as to accommodate the very largest of stage attractions.

J. T. Myers, the ad salesman for Paramount, was at Los Gatos on Washington's Birthday and here the 23rd.

Bill Edmonds, proprietor of Progress Features, returned from several days' stay in Los Angeles, where he completed the reorganization of his Los Angeles exchange.

Luther Putnam, special divisional representative for the ad sales department of Famous Players-Lasky, recently arrived in San Francisco from the New York office.

Mike Zar has returned to town from Sacramento.

Mike Cory, branch manager for P.D.C., returned from Sacramento. He made a business survey of the Sacramento valley.

Mildred Gilbertson, formerly head inspector for Paramount, was recently married and went to Los Angeles on her honeymoon. Mrs. Shirley is taking her place.

R. S. Ballentyne, the western division manager of Pathe, visited the local exchange the last week in February.

J. A. Stokes opened his new Eastman Theatre on Foothill Boulevard in Oakland recently.

Harry Hollandsworth, assistant manager of the local P.D.C., after a brief illness has returned to his desk.

Jack Martin is the newest recruit to Paramount's shipping department.

J. A. G. Schiller, manager of the Robert Morton Organ Co., has returned from attending the opening of the magnificent new Saenger Theatre in New Orleans. While East Mr. Schiller also attended the opening of Loew's Grand Theatre in Fordham, N.Y.

South East

THE Goldberg Amusement Company of Clarksville, Tenn., has purchased the Dixie Theatre from C. E. Longacre, the deal being closed last Monday. This company owns two houses in Clarksville. In addition to the Dixie Theatre, they plan to acquire four more theatres in other towns in this section.

R. L. Parham, Jr., is in charge of advertising and exploitation for the theatre. Julius Goldberg is manager of the house. Moe Klein is managing director of the company.

William E. Drumbar, district manager of all theatres in North and South Carolina, now has offices in Charlotte, which will naturally make this city the center of the corporation's activities in the two states. Mr. Drumbar has had 25 years in the theatre business, for many years theatre manager in Chattanooga, Tenn., after which time he assumed charge of all Publix houses in Knoxville, Tenn.

Charles J. Brennon, director of publicity for the new Carolina Theatre, has had many years experience in the publicity field, at one time connected with the Shubert Theatrical Enterprises, New York City.

J. H. Shear, Southern representative for Lee Lash Studios, Mt. Vernon, N.Y., spent Friday in Charlotte.

George Logan, owner of the Globe Theatre, New Bern, N.C., visited Film Row Monday.

E. D. Turner, President of the Carolina Theatres, Inc., Asheville, N.C., has returned to Pittsburgh, Pa., together with his brother, Stanley Turner, for a brief stay.

Mrs. Abe Rosen, wife of the owner of the New York branch of the U.S. Transport Corporation, is spending several weeks in Charlotte, visiting Mr. and Mrs. Walter Griffith.

A. J. Cook, owner of the Amuzu Theatre, Maiden, N.C., was in Charlotte Friday.

J. M. Hicks, feature salesmanager for Pathe Exchange, has been ill for the past several days with "flu."

R. T. Good, formerly connected with Warner Brothers, is now with Liberty Specialty Film Distributing Corporation in the capacity of salesman.

Miss Ruth Gattis, formerly bookkeeper for the National Theatre Supply Company, resigned to return to Atlanta, Ga., and is succeeded by R. H. Jackson, former booker for Educational, Charlotte.

J. A. Reynolds, buyer and booker of film for the Eaves Circuit, has closed for the Miracle Fire Extinguishers for the Southern States.

Phelps Sasseen, of the Iris Theatre, Salisbury, N.C., during a visit to Charlotte, Monday, announced that he has purchased a new ventilating system from the National Theatre Supply Company.

Dr. H. H. Hutchinson, owner of the Lyric Theatre, Bladenboro, N.C., spent Tuesday in Charlotte.

H. J. Allen, Orpheum Theatre, North Wilkesboro, N.C., was seen on Film Row during the week.

M. E. Winman, manager of the local branch of Liberty Specialty Film Distributing Corporation, is suffering from an attack of "flu."

Fred Young, Manager of the Capitol Theatre, Salisbury, N.C., was in Charlotte the past week.

J. E. Webb, Manager of the Imperial Theatre, Kings Mountain, spent a day in Charlotte the past week setting in bookings for the coming month.

The Universal Film Exchange, Charlotte branch, under the management of Mr. E. F. Dardine, we understand, is leading its division in the preliminary of the Laemmle Anniversary period.

Bids for remodelling the city auditorium were requested by the city commissioners yesterday. The improved plans of the auditorium, which make it fireproof, have been approved by the citizens committee and also by Sherwood Brockwell, Deputy State Insurance Commissioner. It is the intention of the city to spend in the neighborhood of $150,000 to remodel the Auditorium into an up-to-date theatre. This has been a legitimate house in the past but has not been up-to-date in equipment.

With the opening of the new Oak Theatre at Eighteenth and Oak streets, Louisville, Friday night, March 4th, the Broadway Amusement Enterprises has added its fifteenth theatre to the chain, which extends throughout the city. No expense has been spared in the erection of the magnificent structure. The theatre has a seating capacity of 1,400.

First National has transferred Metropolis, Ill., to the Louisville office. This town was formerly served out of the St. Louis exchange.

W. P. Hogard has taken over the Kentucky Theatre, Marion, Ky., formerly operated by Mr. W. W. Runyan.

Effective March 16th, James M. Bishop will take over the Sequoiah Theatre, Dawson Springs, formerly operated by the Broadway Amusement Company, Louisville.

Mr. and Mrs. A. N. Miles, of Eminence, Ky., were in Louisville last week, arranging bookings for their Eminence Theatre.

Detroit

THE biggest event of the week was the opening of the new Keith-Albee Uptown Theatre. The Uptown, which is a thirty-two-hundred-seat house, was opened amid much excitement and attended by Mayor Clarence E. Gittens and many other city officials. The new theatre, which is exceptionally beautiful, is colored in gold, red and ivory. There are approximately nineteen hundred seats on the first floor, and the balcony seats thirteen hundred.

Louis A. Emery formerly connected with the Hippodrome Theatre of New York, will act as manager. Mr. Emery has been connected with Keith-Albee for almost three years. Among the Keith-Albee notables present were Major L. E. Thompson of New York, John Royal, manager of the Palace in Cleveland; Frank Hines of Akron, Mr. Hastings of Cincinnati, Mr. Weed of Dayton and Doc. Elliot of Youngstown. First-run pictures and five Keith-Albee acts will be the policy of the house.

Rex Minkley of Chicago will succeed R. Chapman as manager of the State Theatre.

W. H. Arthur is now owner of the State Theatre, Tawes City. Mr. Arthur recently purchased this theatre from Jack Davis.

Charles P. Cohen, formerly connected with Fox Film Corp., as Director of Publicity, is here to manage the Fox Washington Theatre. Lou Pincus, the former manager, is now in New York as manager of the Audubon Theatre.

George Wilbur, former manager of the A. J. Kleist circuit of theatres, has been appointed manager of the Macomb and Lyric theatres in Mt. Clemens. Mr. Wilbur is noted as one of the best theatre managers in the country.

Henry Zapp and Kelly Decker of the local P.D.C. office are the winners of watches as the result of a contest recently conducted by P.D.C.

P. C. Schram, former exhibitor from Kalamazoo, who has been spending the winter in California, is expected back about the first of May.

W. S. Butterfield, after spending five weeks in the Bahamas, Cuba and Florida, is back again.

E. N. McFarland, salesman for Pathe, has been confined to his home in Greenville with the mumps.

C. H. Miles has announced the sale of his Regent Theatre to William and R. J. London. Mr. Miles also announced that he will continue to operate the Miles Theatre and about August 1 will open the Oriental Theatre, which is now under construction.

The Majestic and Arcade theatres, Ann Arbor, were temporarily closed due to a recent riot of college students who stormed the doors of the theatre after police chased them from the streets.

Fire did considerable damage to the Strand Theatre, Pontiac, recently.

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TRAILERS
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Because they are the
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and
ONLY
TRAILERS WITH ACTUAL
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CHICAGO :-: NEW YORK :-: LOS ANGELES
845 S. WABASH AVE. 130 W. 46th ST. 1922 S. VERMONT AVE.

New England

UNIVERSAL'S new theatre, the Capitol, Broadway at Marshall Street, Somerville, Mass., opened March 7, with R. E. Morris, formerly of the Olympia Theatre, Cambridge, Mass., as manager.

The Capitol is a 2,200-seat house, but has 200 seats less because of the wide spacing left between seats. While several of the new theatres in New England have been allowing greater space between the rows of seats, the Capitol has the distinction of giving the maximum to date. Persons may take or leave any seat in the house without disturbing the other occupants of the row.

A feature, four acts of vaudeville, news and a short subject are provided.

Wernick Brothers, of Chicopee Falls, Mass., will build a new motion picture theatre at Broadway and Main streets with 1,000 seats. Plans call for a building of marble and terra cotta with 63 feet frontage on Broadway, to cost about $75,000. Plans are being drawn by George B. Alderman, of Springfield, Mass.

New England Amusement Co., Inc., has been organized at New Bedford with $10,000 capital. Incorporators are Harry Zeltz, Isaac M. Zeltz and Theodore B. Baylies.

Capitol Theatre Co., of Lowell, Mass., has been incorporated by Alice M. Keenan and Nellie L. Sopkin.

Sunbeam Amusement Company, Swampscott, Mass., has been incorporated with $2,000 capital, by Leo F. O'Brien, Joseph P. Conley and Lillian A. Little.

Plans for the new B. F. Keith Memorial Theatre, Boston, will be altered to provide for additional stage space and ante-rooms in connection with the proposal to present straight vaudeville at this theatre, instead of the feature-vaudeville policy originally planned, it is understood here. Steel work for the frame of the new theatre is just being put into place.

The City Point Theatre, Inc., in South Boston, has acquired the Strand Theatre in that section of Boston.

Charles Williams, former manager of the Franklin Park Theatre, Dorchester, Mass., has bought the National Theatre, Boston. He has organized a company to operate the house, known as the National Theatre Company, with capital of 500 shares of no par value. Incorporators with him are Marion Collinan, of Boston, and Julia W. Troy, of Belmont, Mass.

Plans are under way at the New Wollaston Theatre in the Wollaston section of Quincy, to establish a policy of stock during the summer and return to pictures again in the Fall. It is not yet certain when the stock policy will become effective.

Miss Eleanor A'Hearn, of Independent Films, who underwent an operation for appendicitis several weeks ago at St. Elizabeth's Hospital, returned to the exchange this week.

Head office and Toronto branch staffs of the Film Booking Offices of Canada, Ltd. Standing: Messrs. Trimble, Thomas, Jago, P. C. Taylor, Darling, Durant, Carr, and Manson. Seated: Miss. Dillabaugh, Ed. Farrell, Miss. Hurst, Ed. Murphy, Mabel Thompson, Jack Allen, and Mabel Bennett

Moxley Hill, of United Artists, New York, formerly of the Boston exchange, returned for a visit to the Boston district during the week and was warmly welcomed in the Row.

Sam C. Nessing, formerly of Norfolk Downs, is managing the new theatre on K Street, South Boston.

So successful was the four weeks' drive by Fox Exchange through New England, recently completed, that a second similar drive has been launched this week.

Sam Berg, booker at the Fox Exchange, has been promoted to a special salesman for part of each week, spending three days on the road and then three days in the exchange. During his trips on the road Miss Katherine Clegg, assistant booker, holds down the booker's chair.

Not only is Thomas B. Spry, new district manager of First National, sporting a $1,500 diamond ring presented him by the exhibitors and exchange men recently, but he is the envy of all in his new Cadillac sedan.

Ex-Senator and Postmaster C. H. Bean, of Franklin, N.H., who finds time between mails to operate the Pastime Theatre in that town, was in Boston renewing friendships during the week, accompanied by his son.

Mrs. Samuel Moscow, wife of the sales manager of Independent Films, Inc., has been confined to her home by illness for several weeks, but is now reported as recovering.

E. T. Bradley, of the Champlain Theatre, at Swanton, Vt., was a visitor to Film Row during the week. Mr. Bradley has the distinction of occupying the town the farthest removed from Boston in all New England, which has a motion picture theatre. He is just a step from the Canadian and New York boundary lines.

The Pastime Theatre, at Mansfield, Mass., is to be demolished by its owner, E. L. White, and a new theatre erected in its place. The work will be done during the coming summer. Announcement has already been made in the NEWS of the plans for the new Mansfield theatre, but it has not previously been known that Mr. White was to be the owner and manager of the new theatre.

The Strand Theatre, at Milford, N.H., has been sold by G. T. Stearns to C. H. Bailey.

Jere Swaebe, of the educational department of Pathe, Boston, is sporting a new Nash sedan.

Leon Gorman, head of the Gorman circuit of Portland, Me., and vicinity, paid a visit to Boston during the week and made numerous bookings for his theatre before returning.

District Manager L. J. Hacking, of Producers Distributing Corp., has been on a business trip to the Albany, exchange and the New York offices of his company.

Michael White, of the Orpheum Theatre, Dover, N.H., was a welcome visitor to Boston's Film Row this week, arranging his spring and early summer programs.

The Pathe Exchange bowling team played its first bowling match of the season against the Palmolive team and won three out of four points, taking the total, 1,288 to 1,193. On the Pathe team were Branch Manager R. C. Cropper, Salesmen Beau Hartford and Ernest Warren, Booker William Cuddy and Cashier Dave Grover. Warren was high man with 274.

Traveling Auditor D. J. McGowan, of First National, paid a visit to the Boston exchange during the week, remaining the greater part of the week.

The new Steinberg Theatre, in Worcester, Mass., constructed by Henry Steinberg, is practically ready for opening and this will probably take place early in April. The owner of the house at present plans to operate the theatre himself.

William A. Scully, Manager of the Metro-Goldwyn-Mayer Exchange at New Haven, was at the Boston exchange of the company on business during the week.

National Theatre Supply Co. is to move to larger quarters. At the time of the merger, the company, then occupying 67 Church Street, added the former exchange of United Artists at 69 Church Street to its quarters, more than doubling its floor space. It has now outgrown these enlarged quarters and on April 15th will move to 211 Columbus Avenue, corner of Berkeley Street, about two blocks distant from its present quarters.

Eddie Kramer has been made head poster clerk at Producers Distributing Corporation, Boston. He was formerly employed in a similar capacity at Fox Exchange. Irving Smith, who has been operator at the Franklin Park Theatre, Boston, has become head poster clerk at Fox's.

Joseph Cohan, from the home office in New York City, is completing a five weeks' visit to the Fox Exchange, Boston, in his capacity as traveling auditor.

Abe Montague, of Independent Films, Inc. Exchange, Boston, gave a picture show to the inmates of the Sharon Hospital at Sharon, Mass., the evening of March 10. In addition to several reels, members of the Independent office staff gave a musical program.

Rev. Fr. Gratton, who has been conducting the motion pictures at St. John's parish in Pawtucket, R.I., for some time, has left for a trip to the West Coast.

Carl Myshrall, owner and manager of the Modern Theatre, at Harwichport, Mass., has left for a trip to the Pacific Coast. During his absence, his sister, Miss Mary Myshrall, is in charge of the theatre.

The Dedham Community Theatre, Dedham, Mass., now in process of construction by the same interests that operate the Newton Community Theatre, Newton, Mass., will probably be ready for its formal opening June 1st.

The New England Bookers Association cleared better than $2,000 on their second annual entertainment and ball.

Henry Scully, branch manager of United Artists, will soon leave for an extended vacation to the South and West for a much-needed rest. During his absence H. Lotts, of United Artists office at Toronto, will be in general charge and upon Mr. Scully's return, Mr. Lotts will continue at the Boston exchange as sales manager. Mr. Lotts was formerly with the General Film Company, Boston, before going with United Artists and thus returns to his old stamping ground.

C. L. DeVizia, of Educational, is making a special business trip to Maine for a month. A similar trip to Northern Vermont is being made by Mark King, of Educational.

The Bates Theatre Company, operators of the Bates and Columbia theatres, Attleboro, Mass., are ready to break ground for the erection of their third house, the Strand.

The plans call for a twelve hundred-seat stadium construction theatre, with stage for vaudeville and elaborate presentations.

At the completion of the new theatre, the Bates will be thoroughly modernized with a capacity of fifteen hundred seats.

Atlanta

ATLANTA'S newest motion picture Theatre, the Ponce de Leon, was formally opened to the public last Monday afternoon and patronage for the week indicated that the house is destined to be one of the most popular of the neighborhood theatres in the city.

C. D. Swint and W. J. Davis, who built the theatre, are in charge of the management, the house being one of a chain which Universal is establishing here. The new theatre is located on Ponce de Leon Avenue at North Boulevard.

Carter Barron, better known as Red Barron the second, and famous football star of Georgia Tech, has been named by Dan Michalove as assistant manager of Universal's new Capitol Theatre in Atlanta. Mr. Barron will be under Willard C. Patterson, who is associated with Mr. Michalove in the operation of Universal's Southern chain of houses and who will personally manage the Capitol, which is scheduled to open the first of June.

Montgomery Hill, District Supervisor, Publix Theatres Corporation, visited Birmingham the past week and conferred with Manager Sidney Danneburg, of the Strand and Galax.

That the Muscle Shoals district is coming to the front theatrically there can be no doubt, as is shown in the announcement that Harry J. Frahn Co. are drafting plans and drawing specifications for a new theatre, to be located in Sheffield, Ala., and owned by J. C. Harris.

Vernon Reaver, of Dallas, Texas, assumed the duties of manager of Inter-State's Ritz Theatre, Birmingham, following the resignation of Harry Weiss, who left to accept a position in New York City.

It is announced that the contract for the new theatre in Ensley, Ala., will be awarded within a very short time.

C. M. Maxfield, who operates the Biscayne Plaza Theatre at Miami Beach, Fla., and who is now in New York on a business trip, is expected to visit Atlanta on his way back to Florida.

Frank Howard, manager of the Atlanta exchange of Producers Distributing Corporation, was in Detroit last week arranging his affairs so as to take up his permanent residence here.

Arthur C. Bromberg, President of Arthur C. Bromberg Attractions, with headquarters in Atlanta, left Friday night for Jacksonville, Fla., to attend the opening of Sparks' new Riverside Theatre, which is to be dedicated Saturday.

George P. Montgomery, of the Wells Theatre at Anniston, Ala., was a visitor on Film Row last week.

Joe Burton, who recently sold his Lincoln Theatre at Bradenton, Fla., visited Atlanta recently.

John W. Mangham, Jr., manager of the Atlanta branch of Arthur C. Bromberg Attractions, returned to Atlanta on Thursday after a trip of more than a month through South Georgia and Florida. He plans to attend the opening of Joe Wheeler's new theatre at Cedartown, Ga., next Monday.

R. F. Winegar, sales manager of the Steel Furniture Company of Grand Rapids, Mich., visited Film Row last week, calling at the offices of the National Theatre Supply Company.

Oscar S. Oldknow, Vice-President of National Theatre Supply Company, with headquarters in Atlanta, visited the Charlotte branch last week.

H. G. Ballance, District Manager for Famous Players-Lasky, with headquarters in Atlanta, spent last week in Miami, Florida.

Abe Wallerstein, who operated the Rivoli Theatre at Miami, Florida, the Dania at Dania and the Hialeah at Hialeah, spent several days in Atlanta last week, returning to Miami on Tuesday evening.

Thomas G. Coleman, Managing Director of the Cameo and Tudor theatres, has been confined to his bed with an attack of pneumonia. During Mr. Coleman's illness, Frank Ferguson is acting as manager of the two theatres.

Emil Bernstecker, Assistant Manager of the Howard Theatre, departed last Saturday on a week's vacation from his official duties.

Charles P. Lester, Manager of the Jacksonville Universal Exchange, paid Atlanta a visit last week. Mr. Lester is being congratulated by his friends everywhere on his remarkable escape from serious injury following a bad automobile accident of several weeks ago. Although carrying his arm and shoulder in a sling, Mr. Lester is "carrying on" with his work, giving the cheerful information all the while that he is feeling better daily.

L. G. Jenkins, who is operating the Ritz Theatre at Tifton, Ga., was a visitor on Film Row this week.

According to information received here, a change has been effected in the management of the Tamiami Enterprise Theatres, Inc., operating a circuit of motion picture houses in Florida.

It is understood that in future this company will operate the Lyric at Dunnellon, the Avalon at Inverness and the Victory at Brooksville, A. C. Hawkins and H. Gordon being at the head of the company, which will have headquarters at Brooksville.

The houses at High Springs, Wildwood, Dunedin, Safety Harbor, Williston and Homosassa, it is said, will be operated by K. A. Miller, under a firm name to be announced later.

Miss Anna Reis, formerly secretary to Arthur J. Amm, of the Publix organization in Miami, has returned to Jacksonville. Mr. Amm left Sunday for New York.

F. R. Little, booker, Publix District Office, left Jacksonville Tuesday for Baltimore.

C. B. Ellis, manager of F.B.O. Exchange, and Claud Barton of the same office spent Tuesday in Lake City.

C. P. Lester, Manager, Universal Exchange, left Jacksonville for Atlanta last Monday. where he will remain several days.

John Anderson, Assistant Manager, Universal Exchange, is leaving Jacksonville in April to join his wife and children in California.

J. C. Butner, Alabama representative for Educational, is calling upon exhibitors in his territory.

C. L. Peavy, Atlanta Manager, F.B.O., visited Birmingham the past week.

Col. Fardwell, Secretary of Inter-State Amusement Company, made a short visit to Birmingham the past week.

Central Penn

A NEW motion picture theatre was opened in Harrisburg, Pa., on March 6, increasing the number of theatres in that city to a full dozen. It is the Russell, which has just been erected at Thirteenth and Thompson streets, under the ownership and management of Russell P. Conrad, a real estate operator.

The theatre, which seats 500 persons, is a neighborhood house and, it is understood, is not controlled by any theatre chain. Though small, the building is very ornate. The modern equipment includes a two-manual organ and high-class projection apparatus, with Simplex projectors and Peerless reflecting lamps.

Contrary to the plan in vogue in most Harrisburg theatres where week-run programs are offered, the management announces there will be changes of program three times a week. Manager Conrad promises that only first-run attractions will be offered.

C. Floyd Hopkins, director of the Wilmer & Vincent theatres in Harrisburg, of which there are six, has announced there will be no change in the status of the Grand, Victoria and Capitol theatres, jointly owned by Wilmer & Vincent and the Stanley interests, as the result of the consolidation of the theatre interests of the Stanley, West Coast and First National companies.

An auditorium equipped for the showing of motion pictures and for the holding of other theatre entertainments will be included in the new town hall to be erected in Fleetwood. The theatre will be on the second floor of the building.

C. Floyd Hopkins, head of the Wilmer & Vincent theatrical interests in Harrisburg, has been appointed a member of a Chamber of Commerce committee, composed of prominent Harrisburg citizens, including Mayor Hoverter, to confer with John Fisher, Governor of Pennsylvania, on the plans for the construction of the Memorial State Street Bridge, to be erected jointly in the Capitol City by the State, the City and several public utility companies at a cost of several million dollars. Mr. Hopkins is a former president of the Chamber of Commerce.

Pennsylvania charters have been granted at the state capital in Harrisburg to two new amusement concerns. The Rivoli Theatres Company, of Tyrone, was incorporated to "own, operate, lease and conduct theatres and amusements places," it being capitalized at $25,000, of which $2,500 has been paid in on a $100 par value basis. The incorporators are George C. Wilson, treasurer, Tyrone, holder of 40 shares; John D. Meyer, Tyone, 40 shares, and E. Allison, Cresson, 40 shares.

The Scranton Coaster Company, of Scranton, is capitalized at $50,000, with $5,000 paid in on a par value basis of $100 per share. The incorporators are Helen D. Jennings, treasurer, 428 Clay Avenue, Scranton, 20 shares, and Gregory T. Nallin and J. Dermid Nallin, of 240 Harrison Avenue, Scranton, 15 shares each.

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Cleveland

HARRY CHARNAS, President of the Standard Film Service Company, has returned from a six weeks' vacation and health building trip to California. The job was a complete success. Harry has added weight and circumference and is just 100 per cent. optimistic about the future independent market.

Miss "Rickey" Labowitch, in charge of the theatres under the Standard Film Service banner, is hereby extended our sincere sympathy. Her father, David Labowitch, died suddenly in California last Thursday. "Rickey" has been prominent in local film circles for the past seven years.

W. C. Bachmeyer, Fox District Manager, spent a few days in Cleveland last week on his tour of the territory.

The Temple Theatre, Toledo, now parts its name in the middle. With the opening of Vitaphone at the Temple, the name of the theatre becomes the Vita-Temple. Jack O'Connor, manager of the house, is responsible.

The Film Board of Trade of Cleveland went through the motions of election of officers last week. Everybody was unanimously re-elected. So the slate reads again: President, Gradwell Sears, First National; Vice-President, Norman Moray, Warner Brothers; Treasurer, William Onie, Standard Film Service Company; Executive Secretary, Mrs. Georgia Moffett.

Robert Cotton, P.D.C. Division Manager, spent most of last week in Cincinnati doing exchange manager Chester Loewe's job while Chet recovers from an appendicitis operation. Last reports were that Loewe is getting along fine and in another week will be discharged from the hospital.

Celebrities visited the local First National Exchange last week. Ned Depinet, general sales manager, and S. W. Hatch, chief of the contract department, were here, visiting local exchange manager Gradwell Sears.

Arthur Ehrlich, M.-G.-M. Exchange Manager, also had his share of celebrities here last week. W. F. Rogers, sales manager of the Eastern Division and Jack Flynn, division manager, staged a simultaneous engagement. No casualties are reported.

Andre Bustanoly, Pathe inspector booker from the New York office, has concluded a three weeks' visit in Cleveland and is now holding forth in the Detroit Pathe Exchange.

"Admiral" Lon Hacking, of the P.D.C. Reds, was in town last Monday to consult with "Rear Admiral" Robert Cotton on campaign plans for "The Yankee Clipper." Hacking, when not doing sea service, is manager of P.D.C.'s Boston Exchange.

Officers of the Pro. Dis. Co. Club, the interoffice social club of the Cleveland P.D.C. Exchange, were elected at the March meeting, held last Saturday. President, J. E. Beck, exchange manager; Secretary, Beatrice Feniger; Treasurer, Mrs. Bessie Wright, of the inspection division. A sick committee was also appointed, consisting of Arthur Engelbert, Leslie Dowdell and Beatrice Feniger. Chester Loewe, Cincinnati exchange manager, who parted company last week with his appendix, was the first to receive material benefits from the sick committee. And, too, there's an amusement committee, consisting of Clara Cluster, Olive Howarth and Helen Catzel. Almost everybody in the exchange holds an office of some sort, so the club ought to be a complete success.

Louis Isreal, who sold the Heights Theatre, Cleveland, to Loew's Ohio Theatres, Inc., is said to be dickering for the Standard Theatre, Prospect Avenue and East Ninth Street. The Standard belongs to J. V. Wolcott and was the first downtown motion picture theatre in Cleveland built as such. Its predecessors had been converted storerooms. It still holds a prominent place on the local amusement map.

Sandusky will have a new 1,500-seat motion picture theatre. Announcement of the erection of a $500,000 office and theatre building was made recently by W. F. Seitz, head of the Seitz Theatre Company. Location of the building is at the southwest corner of Columbia Avenue and Water Street, on the site of the old West House. It will be completed late in the summer. The incorporators of the Seitz Theatre Company are W. F. Seitz and his four sons, the Rev. W. C. Seitz, Wilford Seitz, Alden Seitz and Earl Seitz. The project has been financed with $100,000 preferred stock, which has been placed in Sandusky, and an issue of bonds has been underwritten by Chicago interests. Plans call for approximately 1,000 seats on the main floor, a tier of mezzanine boxes and mezzanine seats. A complete stage and stage equipment will be included. Seitz runs a motion picture theatre in Sandusky at the present time.

Phil Dunas, former sales director for the Reginald Denny productions, has arrived in Cleveland to take up his duties as Universal assistant sales director for the Eastern Division. Cleveland will be his headquarters. His supervision includes, in addition to Cleveland, Pittsburgh, Cincinnati, Indianapolis and Detroit. Dunas and Leo Devaney, local Universal Exchange Manager, share the boss' office, where the main business is signing contracts.

The Fischer Film Exchange has set aside the month of May as Fischer Month. There's a reason. In the merry month of May the Fischer Film Exchange will be three years old.

Des Moines

ROY BROWN, who is manager of the Rialto Theatre at Boone for the A. H. Blank Enterprises, is the proud daddy. It is a boy and arrived about a week ago. Doesn't cry—much.

Harry Gottlieb, of Fox Films, was one of the salesmen to come up into the first twenty last week in the national contest.

In correction of the notes of a week ago: It is W. E. Truog who is assistant sales director for Universal and who visited the Des Moines office and not Vivian Troag. The mistake was in the report from the Des Moines reporter and not the report from the Universal office.

The Capitol Theatre, at Newton, of which A. H. Blank has contracted to take the management, is getting ready to open in about a month's time. Mr. Blank bought aisle lamps for the Capitol from the Des Moines office of the National Theatre Supply Company. Thirty-five were purchased for the Capitol. Additional equipment was also bought for the Rialto Theatre at Fort Dodge. Two new McAuley Peerless lamps were bought for the machines. The total of purchases made from the National Theatre Supply Company amounted to $750.

Cloy Gilbert, shipper, of the Pathe office, was called to Coleta, Ill., his home, by the death of his father. He made the trip by car.

Mr. Kauffman, manager of the Pathe office, has been out in the territory with O. H. Garland, who has the southern part of the state. Mr. Garland has a new car.

H. P. Wolfberg, district manager for Metro-Goldwyn-Mayer, has been at the Des Moines office.

The theatre at Garwin, which has been closed for about a year, has been recently purchased by a new man and will reopen soon.

The report is that the theatre at Batavia is also to open soon under new management, but the name of the new owner has not been disclosed.

Rose Caplan, biller of the Producers Distributors Exchange, has been ill for the past week.

Harold Hall, the new owner of the Rivoli Theatre at Elcador, called at the Des Moines exchanges. Mr. Hall is a new man in the business. He bought the Rivoli a short time ago from Tony Veenschoten. Tony, you know, is the enterprising theatre man who staged a milking contest on the stage of his theatre during the last week under his management. This unique contest excited considerable interest at the Rivoli but lost Mr. Veenschoten his bet, as he had challenged the world to milk more and faster than anyone else. He lost.

F. E. Robertson bought the two theatres at Corning which were formerly run by Stanley and Cecil. Mr. Cecil, who was in Des Moines last week, reports that the partners will keep their theatre at Bedford. Mr. Robertson will keep up the lease on the two houses.

Les Phillips, manager for Producers Distributors, has been out in territory this week.

Donald West, shipper, of the Metro-Goldwyn-Mayer office, has bought a new car. It is a Ford coupe.

Charles Dunsmoor, of the Legion Theatre, at Marshalltown, was a visitor in Film Row.

Miss McGreavy, secretary for Manager Banford, of Metro-Goldwyn-Mayer, spent the week-end in Minneapolis.

F. G. Sterns, of the Auditorium, at Corydon, visited the Des Moines exchanges.

Mr. Kellogg, of Ogden, visited the Fox office to bill pictures.

The Riverside Theatre, which is called the Opera House, is to be opened on April Fool's Day.

The Palace Theatre, at Schleswig, which has been closed for some time, is to open again soon.

J. L. Kale has sold the house at Winterset, of which he has been owner for some time, to J. L. Brooker, who recently sold his house.

Brown and Kever have bought the Princess Theatre at Prescott. Glenn Cooper was the former owner.

The theatre at Pocahontas is under new management. The house was bought by Eichenrod and Cohen.

The Community Business Men who have had charge of the Community Theatre at Ellston have sold the house. The new owner is E. P. Hosak.

A. E. Schaeffer is the new owner of the Opera House at Breda, which was formerly owned by J. A. Submehr.

The Rex Theatre, at Newton, which was recently built by Ross Ewing, has been bought by Joe G. Eyerly.

Another theatre which changed hands recently is the Alma Theatre, at New London, bought by Mr. Shipley from E. S. Perkins.

Fred Kischer has bought the Empress Theatre at Albert City.

Albany

THE Tiffany Exchange, which has been occupying one of the sections in the new film exchange building, is scheduled to move to one of the other sections and F. B.O., which has remained downtown, will move into the Row on May 1, according to reports. This will leave Pathe and Paramount as the only downtown exchanges in Albany.

Frieder and Grossman, of Hudson, who also have houses in and around New York City, are negotiating these days for two theatres in Albany and one in Troy, according to rumor.

George Roberts, running the Eagle in Albany, is using musical acts along with his pictures.

Presentation acts have concluded at the Mark Strand in Albany, and on March 21 the Vitaphone will become operative. In Troy, the Vitaphone will begin to operate at the Troy Theatre on March 26.

Joe Saperstein, of the Harmanus-Bleecker Hall, is one exhibitor in Albany who prefers a pipe to a cigar or cigarette. On Joe's desk there rests an array of pipes running from a corn cob to a Dunhill.

The Strand, in Rome, will give a movie benefit on April 19 to 21 for the Zion Church School of that city.

James Roach, General Manager of the Farash Houses in Schenectady, initiated presentation acts last week at the State Theatre.

The Congress, in Saratoga, owned by William Benton, was the scene of a flower and fashion show last week, given by the business and professional women of that city.

C. H. Buckley, owner of the Leland, in Albany, is back from a vacation of several days in Montreal.

Walter Hays, one of the heads of the Stanley chain of houses, and a frequent visitor in Albany, is now in California, together with a group of Stanley company officials.

Among those along Film Row during the week was Maurice Chase, of Buffalo, and Arthur Abeles, division manager for Warner Brothers, who accompanied Harry Seed, local representative, on a trip to several of the Hudson River towns. George Angel, of the Park, in Wappingers Falls, and Henry Grossman, of Hudson, were also dating up pictures.

Mrs. Tony Veiller, wife of the genial manager of the Mark Ritz, returned home on Thursday from six weeks spent with relatives at Palm Beach.

Joe Schleiger is now doing the booking at the Tiffany Exchange, having recovered from a long siege with pneumonia.

Sam Slotnick, of the James in Utica, spent a day last week in Albany, but not so much for booking pictures as to appear in court in connection with an action growing out of an automobile accident. He will be back again as the case has been adjourned.

Harry Hellman, owner of the Royal in Albany, together with the "Mrs.," took a night off last week for the purpose of giving a hand of welcome to Bert Lytell, former Albany stock player, who made a personal appearance for three days at Proctor's Grand.

L. L. Connors has reopened the Victory in Cambridge. L. N. Sanschagrin, of Saranac Lake, has leased his theatre to the Gilmore Amusement Company of Syracuse. Clarence Dopp, of Johnstown and Broadalbin, was in town during the week.

Letters received by exchanges last week brought first news to Albany of the death of George Felt, a well-known exhibitor in Willsboro.

William Sherry, who recently resigned as local manager for Bond, and returned to New York, has written friends in this city that he is now engaged in the wholesale paper business in the metropolis.

There is no wonder that Charles Miller, owner of the Bright Spot in Rensselaer, can make a change in the twinkling of an eye. Mr. Miller is employed in one of the Albany banks during the daytime, and spends his evenings at his theatre. As a result, the film salesmen visit him during the evening.

The new film exchange building rentals must be very satisfactory, for W. W. Farley and P. W. Mulderry, who built the block, are now in Florida for a few weeks.

H. C. Bissell, former manager for Universal in Albany, accepted a position last week with First National, and packed the old kit bag and is now covering the territory.

James Rose, owner of several theatres in Troy, appeared on Film Row during the week with his first attempt in growing a mustache. Mr. Rose was obliged to answer all sorts of questions as to its possibilities. In its present form, the mustache resembles nothing at all, being of a weak straw color as it struggles to assert itself.

Schine Enterprises announced during the past week that a new theatre would be erected in Cortland on one of the main business streets of the city. The theatre building will also house several stores.

Mrs. Julius Singer, wife of the present manager of the Universal Exchange, left Albany last week after spending about a month with her husband here, and is now in Summit. N.J.

Sol Manheimer will reopen the Olympic Theatre in Watertown on March 19, and announcements to that effect have been sent to Governor Alfred E. Smith, Mayor James J. Walker, and also to many of the movie stars.

There is a possibility of a new motion picture theatre in Watertown. Men from New York City were in that city during the past week inspecting a site owned by Edward Kaiser.

Minneapolis

ANNOUNCEMENT of a new moving picture theatre in the Minneapolis loop was made last week by D. W. Onan & Son. The structure will be located at 16 Washington Avenue North, will seat 550 persons and will cost approximately $25,000. The 50-year-old building now on the site will be wrecked within 30 days and work on the theatre will start immediately after that, according to Mr. Onan, who is a Minneapolis manufacturer.

Theodore Hays, general manager of Finkelstein & Ruben, has been named chairman of the committee which will arrange the entertainment features of the fireman-business men's dinner which will be held at the Nicollet Hotel March 14 and 15. Managers of various theatres in town are also serving on the committee.

The Old Mill Theatre, operated by Max Torodor in the loop district of Minneapolis, was reopened within two days after a recent fire damaged the building seriously.

The Grand Theatre, Willmar, Minn., has been purchased by C. Bergquist and E. Ellstrom.

The motion picture house at Church's Ferry, N.D., managed by W. A. Hausmann, was reopened early this month.

The motion picture theatre at Kimball, Minn., has been purchased by James Corbitt of Watkins, Minn., who will operate it in connection with his house at the neighboring town of South Haven.

J. F. Roloff has sold the Gem Theatre at Welcome, Minn., to William Kopescha, who has announced plans for renovating the interior of the theatre.

Jay Dundas, manager of the State Theatre, Sioux Falls, S.D., announces the appointment of James Ewert as director of the State orchestra. Mr. Ewert was formerly first violinist with the Scottish Symphony Orchestra, Scotland.

The motion picture theatre at Scotland, S.D., has been purchased by Mr. Varing. who is making arrangements for the immediate opening of the house.

Oliver Rowe, of the firm of Mustard & Rowe, which operates the New State Theatre, St. Paul, left recently for Los Angeles on business. Mustard & Rowe are planning the erection of a new $750,000 vaudeville-picture theatre in St. Paul.

Baltimore

THE Avalon Theatre, building at Park Heights and Kate avenues, is expected to be opened to the public Saturday, April 2. This playhouse has a seating capacity of about 1,350 persons and is under the management of Arthur B. Price, vice-president of the Avalon Theatre Corporation. Mr. Price also operates other movie theatres in Baltimore.

The orchestra at the new Stanley Theatre, now under construction here, by the Stanley-Crandell Company, Washington, D.C., will be conducted by Bob Iula, brother of Felice Iula, conductor of music at the Rivoli Theatre here. Bernard Depkin, Jr., will manage the playhouse.

Robert Garland, dramatic and motion picture critic and columnist on the Baltimore *Daily Post*, a Scripps-Howard tabloid in Baltimore, has gone to New York to conduct a column on the New York *Evening Telegram*.

Through the courtesy of C. Elmer Nolte, manager of the Grand Theatre, Highlandtown, Baltimore, Md., and of J. Louis Rome, general manager of Associated Theatres operating the Apollo Theatre here, motion picture entertainments were given at those theatres for the newsboys of the *News* and *American* recently.

The policy of picture exhibition at the Embassy Theatre will be changed again beginning with Monday, March 28, when John Barrymore in "Don Juan" will be shown there without the Vitaphone. This will inaugurate a second run policy and "Don Juan" shows there after completing a six weeks' run at the Metropolitan with the Vitaphone.

A brick theatre and store building to cost $50,000 is to be built at Nashville, Tenn., by the Crescent Amusement Company. The seating capacity will be 1,000 persons. The design was drawn by Marr and Holman, architects. The building is being constructed by the Sumner Construction Company.

According to plans which Claude Robinson, proprietor of Robinson's Grand Theatre, Clarksburg, Va., has made, that playhouse will be rebuilt with a seating capacity of 1,400 persons. Plans were drawn by E. C. Holmboe, architect.

Kansas City

THE Broadmour Theatre, suburban house of Kansas City, has been purchased by the Rialto Theatre Corporation from E. E. Webber and will be operated by the former concern, which also operates the Roanoke and Alamo theatres. The Madrid Theatre, also a suburban house of Kansas City, has been returned by Universal to George Trinastich, the former claiming that the theatre was not as profitable as was represented, which resulted in a lawsuit.

Among the out-of-town exhibitors in the Kansas City market this week were: Mrs. Charles Barron and Mrs. Helen Tally, of the Kansas Theatre, Wichita, Kas.; G. E. Silkett, Rex, Joplin, Mo.; S. E. Wilhoit, Electric, Springfield, Mo.; W. Wallace, Orpheum, Leavenworth, Kas.

S. W. Nusbaum is the new manager of the Penn Valley Theatre, suburban house of Kansas City.

Sidney Condon has succeeded Roy Casey as auditor of Capitol Enterprises, with headquarters in Kansas City.

W. C. Haynes, special sales representative, will manage the new Universal Exchange, which will be opened in Wichita, Kas.

An Arctic Nu-Air branch also will be established in Wichita, according to James Foland, division manager, to be managed by John Hubbel, advertising manager of the Wichita *Eagle*.

E. E. Langan left Kansas City hurriedly this week for a tour of National Theatre Company Supply offices.

A. T. Ball, sales representative for the Advance Trailer Service, returned to Kansas City after two busy weeks in the territory.

Jack Quinlan, manager of the Pantages Theatre, Kansas City, was a St. Louis visitor, as was C. A. Schultz, P.D.C. branch manager.

R. O. Pearson, Pathe branch manager, spent the first of the week in Topeka, Kas., on business.

Patrick Campbell, Pathe Southern Division Sales Manager, was in Kansas City for a sales conference, while Leo Adler, traveling auditor for Pathe, also visited the Kansas City branch.

Bob Gary, Universal exploiteer, returned after several weeks in the Kansas City territory.

J. A. Masters, F.B.O. Office Manager, went to Des Moines, Ia., to inspect the bookkeeping system which he recently installed there.

C. A. Jones, Educational Branch Manager, spent the week hustling in the territory.

Leo Chaikin has been Pathe Sales Representative for Northern Kansas.

Two suburban theatres are fast nearing completion in Kansas City. The Rockhill Theatre, at 4608-20 Troost, which will seat 1,600 persons, and the Ocaso Theatre, Fifteenth Street and Prospect Avenue, seating 900 persons, are to be ultramodern. The Rockhill is to be operated by the Midwest Theatre Company, of which L. M. Miller, of Wichita, Kas., is president. E. C. Rhoden, of Kansas City, is to be the manager. Superior Theatres, Inc., will operate the Ocaso Theatre.

A combination six-story office building and suburban motion picture theatre is to be built at Armour Boulevard and Troost Avenue, Kansas City, it was announced this week. The building, which will be a $500,000 project, will house an 1,800-seat theatre, according to Mrs. Amy H. Priestly, of Chillicothe, Ill., who owns the property.

Oklahoma

JERRY JETERS, well known among the film people in Oklahoma City, is now managing the two Griffith theatres here, the Rialto and the Isis.

W. H. Dillman is putting in a new theatre, Ripley, to be opened next week. The new house will be called The Dillman.

R. F. Wilbern has purchased new projectors and a fire-proof rewind film cabinet for his Palace Theatre at Duncan, Okla.

The State Theatre, Seminole's 800-seat house, opened last Monday night to big business. The State is one of the handsomest as well as one of the best-equipped theatres in Oklahoma. The new theatre is owned by the Seminole Theatre Corp.

The Griffith Amusement Company will begin work about April 1st on a 1,500-seat theatre in Shawnee, Okla. The theatre will be fifty-foot front and be located on East Main Street. There will be a cry-baby room, ladies' and men's rest rooms, mezzanine floor, balcony with over 500 seats, modern equipment, organ, etc. Gates Corgan will be the architect and contractor.

Two more Griffith theatres are scheduled to open within the next few weeks according to announcements this week. The Rex Theatre at Earlsboro, Okla., will be completed in two or three weeks. The Rex will seat 1,180, and the Rex Theatre at Seminole, which has been delayed some because of bad weather and congested freight held up the materials, is expected to open within the next five weeks. Both of these "Rexes" are in the new oil field in Oklahoma. As soon as these are completed this company will immediately start construction of theatres in other towns.

The Rex Theatre at Stinnett, Tex., will open this Sunday. This is a 950-seat house, is equipped with Simplex machines, Motiograph Reflector Arc Lamps, cooling system, gas steam radiators and all modern equipment. The Rex is owned by the Griffith Amusement Company.

W. C. Robertson is back managing his Cozy Theatre at Okmulgee, Okla., after having been traveling with Bob Roberts, movie star, as publicity manager. Mr. Robertson bought out his partner in the Cozy Theatre on February 1st, and is now sole owner.

According to the annual report published for 1926, giving the amount of film furnished gratis by the different Film Boards of Trade throughout the country, the Oklahoma City Board furnished 197 subjects. Four institutions were the beneficiaries: Oklahoma Tuberculosis Sanatorium, Oklahoma City; Oklahoma State University Hospital, Oklahoma City; Taylor School for Boys, Oklahoma City, and the State Industrial School for Girls, Tecumseh.

L. E. Brewer has purchased two new projectors and a motor generating set for his Folly Theatre at Pauls Valley.

Dick Rosebaum, district manager for Famous Players-Lasky, spent last Saturday with the local exchange in a sales conference.

C. E. Lindsey, who has been ill for some time, is back at his desk at Paramount in charge of the booking department.

Florida

WHILE a great percentage of the uniformed police of Tampa were "hitting the trail" at the Billy Sunday revival last Tuesday evening, auto bandits got in some effective work. Amongst the places held up was the Seminole Sweets Shop, located in the Seminole Theatre building. The Seminole Theatre is Tampa's leading neighborhood house, located in the Seminole Heights section of North Tampa.

Early Monday morning, veggs made an attempt to rob the Palace Theatre of Jacksonville. They evidently had the work well planned and knew the time the watchman made his rounds, for they had the knob knocked off the door of the safe, which held the receipts for both Saturday and Sunday, and would probably have gotten to the money had it not happened that the watchman, Lawrence Grant, made his round ten mintues ahead of schedule. He gave chase to the two men he found there but they succeeded in escaping.

Announcement comes from Winter Haven that a new theatre will be erected in that city by W. H. Mann and R. A. Henry. According to the reports, plans have already been drawn by Architect B. C. Bonfoey, of Tampa, The building will be erected on North Third Street and will provide for a complete stage with a 40-foot opening, so that road shows can be played as well as motion pictures, and there will be a seating capacity of 1,200.

Jesse Lee Driggers and W. H. Baker are remodeling a building at Wimauma and will open a theatre for colored patrons. They have installed a lighting plant with capacity sufficient to supply light for the building as well as the projectors.

N. V. Darley, manager of the Rivoli, in Ybor, has been in Atlanta all the week lining up his programs, and Anthony Juran, of the Casino, is making plans to go next week. Tony says that he has "been going" now for about six weeks but every time he got his shirt packed something turned up to prevent his going. However, he thinks it is going to be "sure fire" next week.

The S-B-T Properties, who operate a string of houses from Jacksonville to Fort Myers, have had their headquarters in the Southern Building here in Tampa, but as they had so much room in the Central Theatre, they have prepared offices there and moved over last Saturday.

Salt Lake City

DAVE SCHAYER, exploitation manager at the American Theatre of this city, returned a few days ago from a trip to San Francisco and Los Angeles, where he completed negotiations for the entire equipment for the new Egyptian Theatre at Boise, Idaho, which house has just been built by Fred Dahnken Company, owners of the American, here.

District Manager Seth D. Perkins for Metro-Goldwyn-Mayer arrived in this city this week and will leave with local Branch Manager L. C. Wingham, for a trip of about three weeks' duration into the Montana territory right away. The Metro-Goldwyn-Mayer salesmen out of the local office are still out in their territories.

C. M. Stern, Metro-Goldwyn-Mayer Assistant Manager in this city, is back in the office after having spent several weeks out in the territory.

J. A. Epperson, local manager for Pathe, is out on a short trip covering some of the key points of Utah.

All of the Pathe sales representatives and Manager Epperson will be in the office the latter part of the week to attend a sales conference with Division Manager R. S. Ballantyne.

Tony Hartford, salesman out of the Universal Exchange here, is now a member of the Universal "Go-Getters Club," having succeeded in leading this exchange for six consecutive weeks, thereby gaining for himself a gold button, presented by Carl Laemmle.

W. J. Heineman, Exchange Manager for Universal here, returned last week from the Idaho branch.

Ed Ryan, owner of the Liberty and Elberta theatres at Brigham City, was in this city lining up new pictures last week.

Manager Al O'Keefe, of the Producers Distributing Corporation Exchange here, recently held a sales meeting of the entire local Producers sales organization.

John Millar, exhibitor visitor from American Fork, Utah, is spending some time conferring with local exchange managers.

Mrs. M. E. Curd, manager of the Nevada Theatre at Wells, Nev., has just finished the construction of this new playhouse, which theatre is conceded to be one of the finest in the State of Nevada.

Mrs. G. A. Hunter, of the Ruth Theatre, Nev., has just completed remodeling her theatre there.

Tony Duvall, of the Gem Theatre at Murray, Utah, is now one of the main factors in the Board of Arbitration, according to report along Film Row, and it is stated that he has furnished the Board with many new ideas.

O. E. Schmidt, of the Colonial Theatre at Idaho Falls, Idaho, just paid a visit to this city to arrange bookings and also to make arrangements regarding the Gem Theatre at Rigby, Idaho, which house he also operates.

It is announced that a new theatre is to be built at Burley, Idaho, the owner of which will be announced in the near future. This house is to be built on a very pretentious scale and is to rank with the very best theatres in the State of Idaho. The necessity of a strictly high-class theatre at Burley has been realized by local business interests for some time past, it is stated.

Clyde H. Messinger, manager for Educational in this city, is still in the Idaho territory.

Jimmie Meyer, exhibitor at Garfield, Utah, is the proud father of a baby son. Fred Young, formerly with United Artists here, is reported to be anticipating making connections with Meyer at Garfield.

H. Bradley Fish, local Fox Exchange manager, is working in Idaho for several days.

L. T. Fidler, Columbia Exchange branch manager here, is making an extended trip throughout Idaho.

Mell Stringham, of the Colonial Theatre, at Ogden, Utah, is among exhibitor visitors here this week.

W. E. Shipley, manager of the Gem Theatre, and P. C. Peterson, assistant manager, have left here for a pleasure trip to Florida and Cuba, and are to be gone about one month, according to announcements.

Conditions at Delta, Utah, are beginning to pick up again, according to the report of R. L. Whicker, operating the Delta Theatre there, conditions having been rather unfavorable for a period following the closing of the bank at Delta, some time ago.

D. J. McNerney, Exchange manager for United Artists here, is back from his initial trip into Montana.

Fred Lind, F.B.O. manager in this city, is leaving this week for a two weeks' trip into Utah and Idaho. It is stated that Larry Breed, who came here from Portland to take the place of W. T. Withers, recently promoted, will make his headquarters at Butte, Mont. Ruben Harris is in the local office and will leave right away for his territory.

Warner Brothers' special representative, A. F. Hickox, is spending some time in this territory.

Louis Marcus, district manager of Famous Players-Lasky Corporation, is on a business trip to San Francisco.

Butte

FRIENDS of Manager C. P. Scates are extending felicitations over his winning the second prize in the National Laugh Month contest, with his "All-Komedy Karnival," at the American Theatre, one of the North American Alliance houses here. Mr. Scates came to Butte in October from the Coast and in the short time he has been in Butte has made a name in theatre annals for himself. His theatre ranks among the very best in the state and his programs are marked by splendid selections.

The new policy for the American Theatre gives two changes of programs a week with only de luxe pictures on the program and at a slightly advanced price. The Rialto on the other hand, a P. N. W. T., also, has a new policy; lower prices and no orchestra, but the big orchestral organ is used to accompany the high-class pictures that are presented there at all times. This house now has four changes a week.

Comfortable, roomy seats, with box springs, upholstered in leather in the French gray, have made their appearance at the Grand Theatre in Great Falls. Pacific Northwest Theatres, Inc., is doing the good work of putting all its houses in first-class shape. The Grand had about $50,000 spent on it two years ago in remodeling and redecorating, so now the Grand is on a par with the best playhouses in the state.

Clarence J. Severson, manager of the local Universal Exchange in Butte, has resigned his position with the Universal to accept a flattering offer that will mean bigger returns. The resignation was effective immediately and as Don Mitchell, Division Sales Manager, was in Butte at the time on his inspection tour of Universal offices, the appointment of Isador Schlank was made at once. Mr. Schlank comes to Butte from the Universal branch office at Minneapolis.

D. Mitchell remained in Butte for a week and while here the new manager for Universal arrived from Minneapolis. A sales conference was arranged and two new salesmen were appointed: Rex Tompson and Walter Millar.

Manager W. M. Hughart, of the Pathe Exchange, with the cooperation of Manager W. J. Sullivan, of the Rialto Theatre of the P. N. W. T., was host recently at a representaative gathering of Butte citizens at a special private screening.

Milwaukee

EXCHANGES were busy entertaining out-of-town exhibitors this week. Whether it was the unusually fine weather or the M. P. T. O. convention which brought them out is hard to decide. The list of visitors reads like a roster of Wisconsin exhibitors: Neil Duffy, Manager of the Elite, of Appleton; Francis Kadow, of the Mikado Theatre of Manitowoc; Charles Guelson, of the Badger Theatre at Stoughton; Mr. and Mrs. Steinport, of the Home, at Chilton; Mr. Buss, of the Opera House, at Kewaskum; William Loibel, Manager of the Chimes, at Cedarburg; Mr. and Mrs. Olson, of the Pastime Theatre, at Delavan; William Roob, of the Grand Theatre, at Port Washington; Parkis Waterbury, of the Idle Hour, at Jefferson; J. Winniger, Manager of the Palace, at Waupaca; Glen Shields, of the Grand, at East Troy; John P. Adler, who manages the Adler and Trio, at Marshfield, and the Majestic and Lyric at Stevens Point; G. L. Redman, of the Monroe Theatre, at Monroe; Herbert Priebusch, of the Empire Theatre, at Juneau and the Centennial at Lowell; Dan Kelliher, of the Majestic, at Lake Geneva, and the Princess at Elkhorn; A. C. Accola, of the Bonham Theatre, at Prairie du Sac; August Berkholtz, Manager of the Mermac, at West Bend; Charles Bauman, of the Star, at Oshkosh; F. J. McWilliams, of the Madison Theatre, at Madison; P. H. Conley, of the Majestic, at Reedsburg; Frank Cook, of the Gem, at Sheboygan; Art Desormeaux, of the Strand, at Madison; and Mr. Huff, Manager of the Ozaukee, at Port Washington.

Word has been received here that J. S. Grauman, President of Celebrated Exchange, will return to Milwaukee on the 23rd of the month. He has been spending the past month in Denver with his family.

Seattle

SEVERAL changes in policy among the motion picture houses operated by Pacific Northwest Theatres, Inc., in Montana, were announced last week by Harry C. Arthur, Jr., president and general manager, from the circuit's headquarters in Seattle.

American Theatre, managed by C. P. Scates, will henceforth be devoted to the leading first run attractions, with a thirteen-piece concert orchestra, under the direction of Madame Plenevaux furnishing the musical settings. There will be two changes weekly, with a raise in admission prices to fifty cents.

The Rialto Theatre, under the management of W. J. Sullivan, has been changed to a three-a-week change house, and will feature the program picture attractions at a thirty-five cent admission. The Rialto Orchestra has been disbanded and all musical settings will be furnished by Karl Wright at the Rialto's large orchestral organ. The Rialto's juvenile matinees each Saturday morning will be continued.

Besides the Rialto and American theatres in Butte, Pacific Northwest also operates the Capitol, Grand and Liberty theatres in Great Falls. No policy changes for the latter houses have been announced.

Eddie Hitchcock, manager of the United Artists Theatre in this city since its opening, several months ago, last week was relieved of the responsibilities of the house management and was promoted to the office of Advertising, Publicity and Exploitation Director for the Pacific Northwest Theatres, Inc., houses in Seattle. With his advancement Mr. Hitchcock has moved to new offices on the third floor of the Liberty Theatre Building, from which location he directs the newspaper campaigns for the Fifth Avenue and United Artists theatres, as well as special Coliseum Theatre campaigns.

Carl W. L. Johnson has been appointed by Harry C. Arthur, Jr., president and general manager of Pacific Northwest Theatres, to the position of house manager of the United Artists Theatre. Mr. Johnson was formerly associated with Jensen-Von Herberg's organization in Eastern Washington, having been most recently connected with the J. & V. houses in Yakima, under the direction of Fred Mercy.

Neal East, manager of the Famous Players-Lasky branch office in Portland, and famed throughout the Northwest as Film Row's newest bridegroom, spent a short time in this city last week with Manager George P. Endert, of the local branch. Mr. Endert had as his guest also Jack Curry, traveling representative of the Famous Players-Lasky Ad Sales Department from the home office in New York.

F. W. Horrigan was announced last week as the managing director of the new Camas Theatre, a 750-seat house, to be opened shortly by the Community Investment Corporation of Camas, Wash. Mr. Horrigan has previously operated houses in Camas and Washougal, and also owns the motion picture house at Philippsburg, Mont.

Francesco Longo, popular director of the Columbia All-Artist Orchestra at Manager Robert W. Bender's Columbia Theatre, returned last week from a three-weeks' honeymoon trip to Southern California, and is again directing the Columbia musicians.

Ben F. Shearer, director of the Interior Decorating Department of the National Theatre Supply Company, with general offices in this city, left last week for a short trip to California, combining business and pleasure. Mrs. Shearer, who has been in California for several weeks, was expected to return with Mr. Shearer the latter part of March.

Mr. and Mrs. W. A. Simons, theatre operators of Missoula, Mont., spent a few days in this city last week, visiting Mrs. Simons' sister, who was filling an engagement on the current Orpheum vaudeville bill.

F. C. Weskil, theatre magnate, of Colfax and Sand Point, and P. W. Struppler, of Pullman, Wash., were two of the out-of-town exhibitors who were seen on Film Row last week.

Tacoma's second annual Theatrical Frolic, held last week at the Greenwich Coliseum, was reported to have been even more successful as an entertainment enterprise than was the first affair held a year ago, according to advice that reached here this week. For twelve hours the guests danced and were entertained by five orchestras, motion pictures and professional acts. H. M. S. Kendrick, managing director of the Pantages Theatre in Tacoma, was director general of the Frolic.

Herbert Hoke, well-known by exhibitors throughout the Northwest, has returned to the sales staff of Manager George P. Endert's Famous Players-Lasky Exchange, and is now covering the territory in Zone 2 of this state.

Carl Stearn, Branch Manager of the Warner Brothers office in this city, recently received word to the effect that he was to act as home office representative in the Pacific Northwest territory for the Vitaphone. In addition to his management of the Warner office, the selling of the Vitaphone gives Mr. Stearn a full quota of work to accomplish.

St. Louis

THE Gayety Theatre, Fourteenth Street and Locust Boulevard, St. Louis, for many years one of the country's leading exclusive burlesque establishments, has surrendered to the moving pictures.

On Sunday, March 13, the Gayety began the presentation of pictures in conjunction with tabloid burlesque shows.

That the Grand Boulevard motion picture world may lose one of its chief figures is the gist of gossip along the local Rialto. In some quarters the report is even stronger than rumor, although as yet no official confirmation has been issued. 'Tis said that Gene Rodemich is considering an offer to take over the director's baton for a leading theatre in Boston. So if Gene goes, the Grand Central, operated by Skouras Brothers probably will not look the same. But if he does depart, Skouras Brothers will endeavor to bring Brooks Johns to St. Louis.

A Kilgen Wonder Organ is now being installed in the Hippodrome Theatre, Columbus, O. The instrument is of two-manual construction.

The Queens Amusement Company has been incorporated in St. Louis. The incorporators are: William Goldman, M. Goldman and S. Goldman, Jr., six shares each, and T. Curley, 2 shares. The capital of $2,000 is fully paid.

The annual meeting of the stockholders of the St. Louis Amusement Company will be held between the hours of 9 A.M. and 12 o'clock noon at the company's offices in the Ambassador Theatre Building, Seventh and Locust streets, on March 25. A board of directors will be elected. The board will later elect officers for the year. Spyros P. Skouras is president of the company and W. Arthur Stickney, secretary.

Closing quotations on St. Louis film stocks on March 12 were: Skouras A, $43 offered, a gain of $1 for the week. A year ago the stock was $49.125. St. Louis Amusement A, $41 bid and $43 asked, compared with $48 a year ago. The closing quotations represent a loss of $2 for the week.

The Lyric Theatre, East St. Louis, Ill., celebrated its sixth birthday on Sunday, March 13, with a cake-baking contest. The judges were an artist, a domestic science teacher and a baker.

Canada

A STERN warning was extended to a youth by Recorder Semple in the Montreal Police Court, and a fine of $25 and costs, or 15 days in jail was imposed on the accused on a charge of creating a disturbance in a public building. A further charge of resisting an officer in the discharge of his duty was not pressed.

Charles Querrie, manager of the Palace Theatre, Toronto, staged a series of special attractions every night during the week of the theatre's sixth anniversary celebration, the public responding nobly. The features which were added to the film programme were: Monday night, Old-time amateur show; Tuesday, Charleston-Black Bottom contest; Wednesday, Bathing Beauty contest; Thursday, Old Fiddlers' contest; Friday, Mystery Night, and Saturday, Mouth Organ contest for boys and girls. Manager Querrie secured many competitors for the numerous events and put in a very busy week.

Clifford McCormack, organist of the Tivoli Theatre, Toronto, has been appearing on the air with radio recitals which start at 11:30 P.M. His latest programme consisted of old-time melodies, selected by Manager Thomas Daley of the Tivoli, the concert being dedicated to his mother, Mrs. T. A. Daley of St. John, N.B.

George Law of Winnipeg, Manitoba, former Western manager for Canadian Universal, has been appointed manager of the Lyceum Theatre, leading house of a group of three Universal theatres in Winnipeg, in succession to C. A. Schauffle, who went to the Winnipeg capital for a few weeks, but who has now gone to Chicago. E. A. Retallick, assistant manager of the Capitol and a former local newspaperman, has been promoted to the management of the Capitol.

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Projection

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Inquiries and Comments

Another View on Effect of Aperture Size on Screen Illumination

Part III

THIS issue marks the first part of the editor's answer to Arthur Gray's article wherein he contends that the size of the aperture in a motion picture projector is one of four principal factors governing intensity of screen illumination, the other three factors being:

1. Brightness of light source.
2. Effective diameter of projection lens.
3. Projection distance.

By way of giving a brief summary, Gray holds that if the size of the aperture is increased, it is possible to obtain higher screen intensities than would otherwise be possible, and with this view we disagree.

It is our contention that the size of the aperture has no bearing whatever on screen intensity and that the principal functions of the aperture are those of defining the picture border and masking the frame lines, sprocket holes and adjoining portions of picture frames from the screen.

In our original article on this subject—the one which caused Gray to dust off his long idle typewriter and come charging at us (said "us" being yours truly and J. M. Van Dyke, Antigo, Wis., who rashly argued with the editor)—a case was cited where the size of the aperture was reduced to 1/16 in. diameter without in any way reducing the screen intensity.

Gray's Test

Now Gray holds that this test really meant nothing and did not prove the case inasmuch as we also reduced the size of the projected spot by continuing to use the same focal length of objective lens and merely reducing the aperture opening.

The thing we should have done, according to him, was to choose a longer focal length projection lens as the iris opening was increased in order to hold the projected spot at the same size. Then the increased number of lumens passing through this larger iris opening would have been distributed over the same area as before and hence the intensity of illumination would have been correspondingly higher.

As proof of his contentions, Gray mentions having made this test and the results were as he describes them. We believe that Gray made this test and that the results were as claimed. But we do not agree with his interpretation of the results, which gives the increased size of aperture opening the credit for raising the screen intensity. In this he erred, as will be shown.

In advancing what is intended to be mathematical proof of his claims, Gray also gave a sample problem composed of two hypothetical sets of conditions. Subject to the corrections we made in these two sets of conditions, they are as illustrated in Fig. 1.

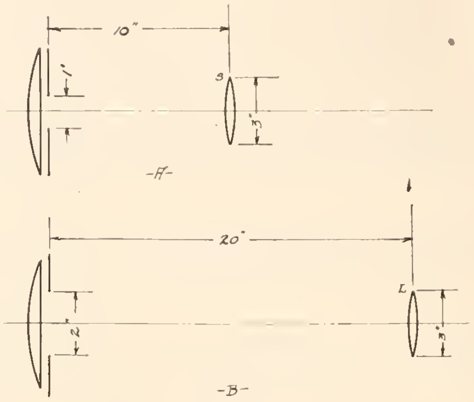

Fig. 1

In Fig. 1-A are shown the converging lens of a plano-convex condenser set, an iris shutter placed immediately before it and a projection lens of 3 in. diameter and 10 in. focal length. Gray made no mention of a 3-in. diameter projection lens, but since we know he possesses a Brenkert F-3 effect projector, we strongly suspect that his test was conducted with this device.

Whether or not he did so will not affect the effectiveness of our case.

In Fig. 1-B are shown the converging lens of a plano-convex condenser set, an iris shutter with a 2-in. opening and a 3-in. diameter projection lens of 20-in. focal length. The iris shutter in Fig. 1-A has a 1-in. diameter opening, or one-half that in Fig. 1-B.

The size of spot projected by both of these systems at a distance of 100 feet will be exactly the same, or 10 feet. Gray said the spot would be 5 ft. in diameter in each case, but this could not be as we showed in last week's article. We have retained his iris opening in each case, therefore, and have changed the size of the projected spot to make it conform with the conditions.

Where Gray Slipped

Now Gray says that with the conditions as indicated in Fig. 1, the screen intensity (brightness of spot) with system 1-B will be much higher than the screen intensity with system 2-A and we agree fully with him in this respect. Specifically, he states that system 1-B will provide *twice* the intensity of screen illumination as will the system shown in 1-A.

According to his method of reasoning, it should provide *four times* the screen intensity, but we will not admit of this because he makes no mention of size of light source, which would greatly influence the results in both cases.

We will, therefore, confine ourselves merely to the general statement that system 1-B, with a 40-60 ampere arc, or a source of equivalent size, will provide much more screen intensity than will the system in Fig. 1-A.

BUT—this increased tendency will not be due to the larger iris opening in system 1-B passing more light, since the only effect of increasing the size of the iris opening is to make a *wider* beam, of *sharper angle of convergence*, pass from the converging lens to the projection lens. Of this, more later.

The increased intensity, obtained from system 1-B, will be *entirely* due to the fact that the projection lens, L, in this system is working as a *greater aperture* than the lens, S, in system 1-A. By this we mean that even though the physical diameter (3 in.) of the two projection lenses is the same, lens S, in system 1-A is working at *reduced aperture* and is, therefore, only *partially* filled with light, whereas lens L, in system 1-B, is working at a much greater aperture and may even be *entirely* filled with light. Hence Gray for all practical purposes used *two different projection lenses, one of which (1-B) had a greater effective diameter than the other.*

Gray, obviously, overlooked this fact and assumed that since he was using a 3-in. diameter lens in each case he was, therefore, holding the lens diameter constant so that no further consideration need be given to this important item.

Effect of Increased Lens Aperture

Let us explain in detail just what happened in Gray's test. Fig. 2 shows exactly

(*Continued on following page*)

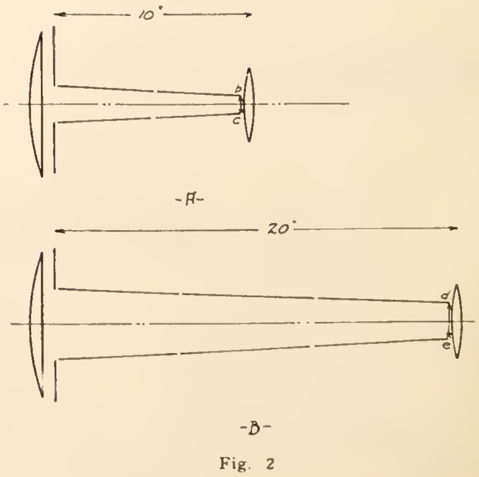

Fig. 2

Inquiries and Comments

(*Continued from preceding page*)

the same optic systems as illustrated by Fig. 1, with the exception that the respective light beams and light source images are drawn also. Gray, by the way, did not use these exact conditions as shown here, but what we have to say now applies also to his test.

Now, let us assume that a 60-ampere D.C. arc is used in each system, which will result in the crater having a horizontal diameter of approximately ½ in. This arc crated is placed 5 in. from the center of the condenser set in each case. This will bring the crater about 4 in. away from the face of the collector lens, which is about correct.

Assuming this to be so, then in Fig. 2-A crater image, b c, focussed inside of the projection lens will be approximately 1 in. in diameter since

$$\text{Image size} = \frac{0.5 \times 10}{5} = 1 \text{ inch}$$

In other words, while the projection lens has a free diameter of 3 in., the working area of this lens has a diameter of only 1 in. Therefore, the effective area of this lens is

$$\text{Effective area} = \frac{1 \times 1 \times 3.14}{4} = 1.785 \text{ sq. in.}$$

In Fig. 2-B, the light source size is the same (0.5 in.), the condenser set has been changed so as to focus the crater image inside of the 3-in. diameter, 20 in. focal length projection lens here used and the crater image in Fig. 2-A.

$$\text{Image size} = \frac{0.5 \times 20}{5} = 2 \text{ inches}$$

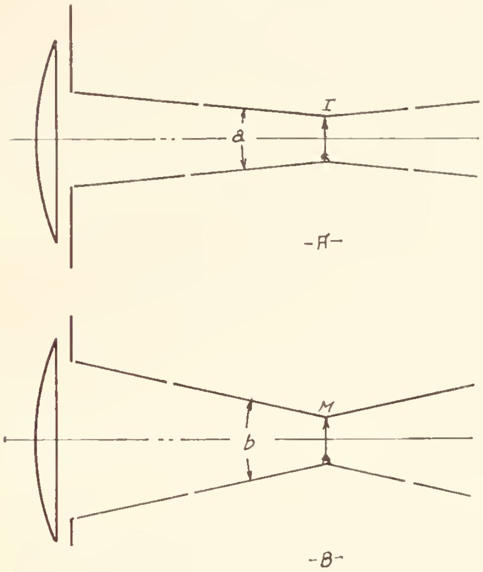

Figure 3

This means that the *effective area* of the projection lens in this case will be represented by a circle of light *two inches* in diameter and the effective lens area will therefore be

$$\text{Effective area} = \frac{2 \times 2 \times 3.14}{4} = 3.14 \text{ sq. in.}$$

Since screen intensity varies directly as the effective area of the projection lens (doubling the effective area will double the screen intensity, and vice versa) system 2-B will provide *four times* the screen intensity as will system 2-A as follows:

$$\frac{3.14}{0.785} \text{ — 4 times screen light.}$$

Even with a two-inch circle of light incident on its surface, the lens in Fig. 2-B still is not working at full aperture so that it would be possible to continue lengthening the focal length of the projection lens and obtaining correspondingly higher screen intensities until the lens was completely filled with light (crater image 3 in. in diameter) and after that *no further increase would be obtained no matter what size the iris opening was made.*

If Gray had done this he would have reached the working limit of that particular projection lens and there his increasing screen intensity would have stopped and he would not have made the mistake that the iris opening was responsible for the increase he observed.

Please note that no mention is made of iris opening in the above calculations, since all of the increased illumination is accounted for by the increased *effective* area of the projection lens.

Even the fact that Gray did not change his condenser set to focus the crater image inside of the projection lens in each case does not alter the truth of the above statements, since the chances are that the pro-

(*Continued on following page*)

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(Continued from preceding page)

jection lens was large enough to accommodate the entire light beam. If it wasn't, then the increase in screen illumination still would have been very marked but not so great as if the entire beam was picked up.

Effect of Increasing Iris Opening

When Gray increased the size of the iris opening, as in Fig. 2-B, all he did was this (besides governing the size of the projected spot). In Fig. 3-A we see a converging lens forming an image, I, of the light source, through a 1-in. opening in the iris shutter. The angle of light, A, is of certain size as determined by the iris opening, image size, and distance between iris and image. This represents the condition of the short focal length lens system, 2-A.

In Fig. 3-B the converging lens is now forming an image of the light source at M through an opening of 2 in. in the iris shutter, but since the distance between image, M, and the iris is the same as in 3-A, this image is of exactly the *same size* in both cases, so that *effective* area of the projection lens is not changed and hence no change in screen intensity takes place.

The angle of light, b, has been increased over that of angle a, and *more total* light is passing through image M, but since images I and M are both the same in size the screen illumination is also the same, so that the net result is that a *bigger* spot, of the *same* brightness, is formed by 3-B.

What Gray Should Have Done

If Gray, in his test, had used a short focal length lens (Case 2-A) with a diameter *just large enough* to contain the entire beam and had then used this *same diameter* of lens for making the test with the larger iris opening and longer focal length lens, he would have obtained *exactly the same screen intensity in each case*, so that he would have had two projected spots of the *same size* and of the *same brightness*.

His larger iris opening would have done no good at all, except to *control* the size of the spot. As it was, he used an *oversized* projection lens, which, in the first case was only partially filled with light, and in the second case this reserve lens area was on hand to pick up the larger image, thus giving a higher screen intensity.

He really used, in effect, two different lenses, one of *small* diameter (1 in.) and the other of *larger* diameter (2 in.) and since *effective* lens diameter is one of the important factors in determining screen intensity, the larger iris opening had absolutely nothing to do with raising the screen intensity.

The Gist of the Argument

Gray's principal thought, as revealed by his reasoning in the article, leaves no doubt in our mind that he believes it possible to control the intensity of screen illumination by changing the focal length of the projection lens. John Griffith, of Ansonia, Conn., and Mr. F. H. Richardson, of New York and other places, also at one time held the same view, but we proved in this department two or three years ago that such a thing was utterly impossible, since the focal length of *any* projection lens, be it in a spotlight, motion picture projector, stereopticon, or what-not, has *absolutely no bearing* on intensity of screen illumination.

In the next and concluding article we will give photometric proof of everything we have said in this issue, including that last statement concerning the focal length of a lens.

(To be concluded)

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Searchlight Gift to Theatre

When the Mt. Baker Theatre, Bellingham, Wash., opens for its first night in the near future, it will have installed on the roof one of the huge searchlights of the historic old U.S.S. Oregon. The light was presented to Pacific-Northwest Theatres by the U.S. Government.

Ventilating Co. Issues New Blower Catalogues

Several attractive new catalogues containing information on Supreme Cooling Blowers have recently been issued by the Supreme Heater and Ventilating Corp., St. Louis, Mo., engineers and manufacturers of heating, cooling and ventilating apparatus. Copies of this literature may be obtained by addressing the company.

Improvements in wheel design, minimum of vibration and noise, and moderate cost of installation are among the features claimed by the manufacturers for the 1927 model.

Recent blower installations made by this company include, the Plaza Theatre, Punta Goroda, Fla.; The Franklin Theatre, Piggott, Ark.; The Conrad Theatre, Breaux Bridge, La.; the Ozark Theatre, Berryville, Kans.; Young Enterprises (Dittman Theatre), Brownsville, Tex.; Happy Hour Theatre, Livingston, Tex., and an order for four blowers from Havana, Cuba.

Glen Dickinson Opens New Kansas Theatre

The $100,000 Booth Theatre of Independence, Kans., owned by Glenn W. Dickinson, opened amid pomp and glory Friday night. Workmen labored day and night to complete the theatre in time for its scheduled opening. The house, 124 x 50 feet, is ultra modern in every respect, its interior being a blending of the best in Spanish and Italian types, while the ventilating system includes two fans and two huge outlets. Both gas and steam heating systems have been installed. Orchestra music will be furnished by the Harris Serenaders, while Robert Hale of Philadelphia has been engaged as concert organist.

Capital Theatre, Danville, Va., Holds Premiere

The Capitol Theatre, Danville, Va., Universal's newest Southern house, opened Monday, February 21st, with the La Plante Jewel, "Her Big Night," as the premiere feature offering.

The Capitol is a 1200 seat house, all on one floor, and is the integral part of a new business block, including the new Hotel Danville. R. M. (Jack) Frost, formerly manager of the Strand and ictory theatres in Tampa, Fla., is the manager of the new house.

The house was built under the supervision of Dan Michalove, Southeastern sales and chain theatre manager for Universal.

Vallen Has New High Speed Curtain Control

The Vallen Electrical Company, Akron, O., has announced a new high-speed curtain control, which it is claimed, is the latest advancement in automatic control and manipulation of such curtains. This apparatus operates curtains at the rate of 135 feet per minute, which expedites the handling of presentations in vaudeville and adds to the dramatic closing of acts. Special literature may be had by directing inquiries to the Vallen Electrical Company, Akron, Ohio.

COSTUMES FOR HIRE PRODUCTIONS EXPLOITATION PRESENTATIONS BROOKS 1437 Broadway Tel. 5580 Penn.

Studio Briefs

Mervyn Le Roy's contract with First National has been renewed for one year. Le Roy is twenty-four and comedy constructor attached to the Colleen Moore unit. He left vaudeville to enter motion picture work four years ago and has been with First National for two years.

Blanche Mehaffey has one of the leading roles in “The Princess of Hoboken,” a Tiffany production and an original story by Sonya Levien which is now completed and ready for release early in April. Also in the cast are Edmund Burns, Lou Tellegen and Ethel Clayton.

The cast of “The Tender Hour,” the George Fitzmaurice production for First National, has been augmented by the addition of Yola d'Avril, a First National contract player. Miss d'Avril has just finished a role in “Orchids and Ermine.”

“Spring Fever,” William Haines' first starring vehicle for Metro-Goldwyn-Mayer, has been put into work by the producing company with Sam Taylor directing. Production has also started on Tim McCoy's third starring Western, a story of California's frontier days by Peter B. Kyne. W. S. Van Dyke is directing the Western star.

“The Poor Nut” unit will leave for Tucson, Ariz., early in March to spend about two weeks filing scenes around the University of Arizona campus for scenes in the picture. Production Manager Dundon O'Brien has returned from the university with permission to use the campus in its entirety. The director of athletics has also readily assented to offer the use of his own and the athletes' full cooperation in the use of the gymnasium, athletic field and the men themselves, many of whom will be shot in the outdoor campus sequences.

Agnes Christine Johnston, a member of the Metro-Goldwyn-Mayer scenario staff, has received a new contract from that organization. Under the new arrangements he will write a number of original stories for screen as well as adapt stories of other authors.

With “Ankles Preferred,” a Fox Film production, scheduled for a near showing at the Roxy, Director J. G. Blystone has started on his forty-first production for Fox, “The Grand Flapper,” a story by Nina Wilcox Putnam. Holmes Herbert has the leading male role with Olive Tell acting opposite him. Support is lent by Earle Fox, Margaret Livingston, Richard Walling, Evelyn Keefer and Mary Foy. William Conselman did the adaptation to scenario form. Jasper Blystone will act as assistant director.

Otis Harlan, character actor, has joined the cast of “Old Heidelberg,” which Ernst Lubitsch is directing for Metro-Goldwyn-Mayer.

Betty Baker, leading lady in “Galloping Gobs,” a new Pathe feature Western starring Buffalo Bill, Jr., is one of Harry Langdon's leading women in “Long Pants.”

Anton Grot's contract with the De Mille studio has been exended for another year, following his work as art director for “Vanity,” a feature production starring Leatrice Joy.

The cast of “The Bugle Call,” the title of Jackie Coogan's new film story for Metro-Goldwyn-Mayer, has had a new addition in the person of Russ Powell, character actor, who appeared in “The Temptress” and “The Red Mill.”

Production work on “A Million Bid” and “Matinee Ladies” reached completion last week at the Warner Bros. studio. These two pictures will form an important part of the spring group of releases on the schedule of twenty-six Warner winners.

“Rich Men's Sons,” another Columbia production was put into work this week under the supervision of Harry Cohn, vice-president in charge of production at the West Coast studio of Columbia pictures. The new story is based on “The Lightning Express” and was adapted for the screen by Dorothy Howell. Ralph Graves will direct the production as well as act one of its important roles. “Rich Men's Sons” will be Columbia's twentieth release of the present season product and will be ready in June.

One of the three outstanding roles in “The Way of All Flesh” has been entrusted to Phyllis Haver. Victor Fleming is directing this Emil Jannings vehicle, the actor's first in America. Belle Bennett plays the part of his wife.

El Brendel, stage comedian and a member of the Paramount stock company, has been assigned the featured comedy role in “Arizona Bound,” the first of Gary Cooper's Westerns for Paramount.

Flobelle Fairbanks, daughter of the late John Fairbanks and niece of Douglas Fairbanks, has been given the ingenue role in “The Climbers,” Irene Rich's next starring vehicle for the Warner Bros. The young player has already played in several pictures.

The newest recruit to the F.B.O. studios is a former Sennett bathing girl—Elsie Tarron by name. She also appeared in Universal comedies but her ambition to appear in full-length pictures is about to be realized as F.B.O. plans to present her with the feminine lead in “Cyclone of the Range,” Tom Tyler's forthcoming Western which Bob De Lacy will direct.

The job of transferring “The Romantic Age” to the screen has been entrusted to Robert Florey, who started his career in motion pictures in 1913 as assistant to the French comedian, Max Linder. He worked in Switzerland, Italy, France, Algiers and London. He came to Hollywood in 1921 and since then has assisted Emmett Flynn, Al Santell, Gasnier Cabanne, Edmund Goulding and John Stahl. During his work as assistant director, he handled a series of comedies and also wrote several stories for the screen.

Paramount's option on the services of Neil Hamilton has been renewed by the company with the result that the actor's first leading role in a series of productions is soon to be announced by Paramount. At present he is working in “The Joy Girl,” a Fox picture for which he was loaned by Paramount.

Columbia Pictures has signed Marjorie Bonner for an important characterization in “Poor Girls,” one of the company's present-season pictures in which she will appear with Edmund Burns, Dorothy Revier, Lloyd Whitlock and Ruth Stonehouse. This is Miss Bonner's second appearance in a Columbia production as she has just finished working in “Paying the Price,” a new Columbia picture. The story of “Poor Girls” is based on an original story by Sophie Bogen and was adapted for screening purposes by Bill Branch. William James Craft is directing.

“Sinews of Steel,” the tenth picture of a series of twelve which Sam Sax is making for release through Lumas, was put into work with Alberta Vaughn and Gaston Glass working under the direction of Frank O'Connor. Additional members of the cast include Anders Randolph, Sarah Padden, Charles Hill Mailes, and Greta Vonrue, a German screen star, who is making her first American appearance through special arrangement with Metro-Goldwyn-Mayer to which company she is under contract. Henry McCarty is the author and scenarist of the story. The company will go on location at one of the country's largest steel mills for the purpose of securing authentic atmosphere for the production.

“In the First Degree,” the latest film from Sterling Pictures Distributing Corporation, has been placed into production at the Coast studio with a cast made up of Alice Calhoun and Gareth Hughes, Bryant Washburn, Betty Francisco and Gayne Whitman. The story was written by Reginald Wright Kauffman and is being directed by Phil Rosen.

Marie Shotwell has joined the supporting cast to W. C. Fields in that comedian's newest Paramount starring comedy now in production under Gregory La Cava's direction, under the temporary title of “The Timid Soul.” Others in the comedy are Mary Brian, Claude Buchanan, Barney Raskle, Frederick Burton and J. Roy Bennett.

Andre Beranger has been chosen by Universal to portray the leading male role in “The Small Bachelor,” the P. G. Wodehouse—“Liberty Magazine” story recently purchased by Carl Laemmle. This is the first indication that the Laemmle organization plans to put the story into early production. William Seiter will make the picture as a Universal Jewel for next season. Additions to the cast will be announced soon. Rex Taylor has done the adaptation.

FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to September

SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Almost a Lady	Marie Prevost	Prod. Dist. Corp	5702 feet	
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	B. Keaton-S. O'Neil	M-G-M	6970 feet	Sept. 4
Bells, The	Lionel Barrymore	Chadwick	6300 feet	Nov. 20
Beyond the Trail	Bill Patton	Chesterfield	4100 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M	6169 feet	
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C	6420 feet	July 31
Conquering Power, The (reissue)	Valentino-Terry	M-G-M	6814 feet	
Dame Chance	J. Johnston-R. Frazer-G. Astor-M. Carr	American Cinema	6790 feet	
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 2
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6950 feet	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Pathe	5888 feet	Sept. 11
Flaming Frontier	Gibson-A. Cornwall-D. Farnum	Universal	8829 feet	April 17
Flashing Fangs	Ranger (Dog)	F. B. O	4853 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Pathe	4500 feet	Sept. 18
Forlorn River	Jack Holt	Paramount	5992 feet	
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 16
Going the Limit	George O'Hara	F. B. O	4265 feet	
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Hair-Trigger Baxter	Bob Custer	F. B. O	4690 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5038 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	5811 feet	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kick Off, The	George Walsh	Excellent Pictures	5700 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O	6931 feet	Aug. 28
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6411 feet	Aug. 21
Marriage Clause, The	F. X. Bushman-Dove	Universal	7680 feet	July 3
Marriage License ?	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	Feb. 6
One Minute to Play	"Red" Grange	F. B. O	7713 feet	Aug. 28
Out of the West	Tom Tyler	F. B. O	4609 feet	
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	C. Hale-J. King	Elbee Pict	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C	5477 feet	July 24
Strong Man, The	H. Langdon-P. Bonner-G. Astor	First National	6882 feet	Sept. 18
Subway Sadie	Mackaill-Mulhall-C. Murray	First National	6727 feet	Oct. 2
Temporary Sheriff, The	Dick Hatton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	8568 feet	Oct. 2
Unknown Treasure	R. Agnew-G. Hulette	Sterling Pict	5643 feet	
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	M. Christians-W. Fritsch-H. Desni	M-G-M	7322 feet	Aug. 14
Waning Sex, The	N. Shearer-C. Nagle	M-G-M	6025 feet	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Wolf Hunters, The	Robert McKim	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
Woman's Heart, A	E. Bennett-E. Earle	Sterling Pict	4993 feet	
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount	7786 feet	Oct. 30
Across the Pacific	Monte Blue	Warner Bros	6954 feet	Oct. 16
Adorable Deceiver, The	Alberta Vaughn	F. B. O	4879 feet	
Alaskan Adventures	Special Cast (Art Young)	Pathe	5673 feet	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day-G. K. Arthur	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount	6702 feet	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod	6605 feet	Oct. 9
College Days	Marceline Day	Tiffany	7181 feet	Nov. 20
Country Beyond, The	Olive Borden	Fox	5363 feet	Oct. 23
Dangerous Friends	T. R. Barnes-G. Short-A. Hoyt	Sterling Pict	5087 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict	5377 feet	
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Dude Cowboy, The	Bob Custer	F B. O	4953 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount	7250 feet	Nov. 27
Fighting Marine, The	Gene Tunney	Pathe	6977 feet	
Forever After	M. Astor-L. Hughes	First National	6330 feet	Nov. 20
Gay Deceiver, The	L. Cody-M. Day-C. Meyers	M-G-M	6624 feet	
Great K. & A. Robbery, The	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O	6709 feet	Aug. 7
High Flyer, The	Reed Howes	Rayart	5610 feet	
Kid Boots	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Pack	Peter the Great	Lumas	5960 feet	
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Lure of the West	Eileen Sedgwick	Chesterfield	4311 feet	
Magician, The	A. Terry-P. Wegener	M-G-M	6960 feet	Nov. 6
Man From the West	Art Acord	Universal	4474 feet	Dec. 11
Man in the Shadow, The	M. Stedman-D. Torrence-M.McAlister	American Cinema	5663 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6856 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Prince of Tempters, The	Lyon-Moran-de Putti	First National	7780 feet	Oct. 30
Private Izzy Murphy	Geo. Jessel-P. R. Miller	Warner Bros	7889 feet	Nov. 27
Quarterback, The	R. Dix-E. Ralston	Paramount	7114 feet	Oct. 30
Red Hot Leather	Jack Hoxie	Universal	4555 feet	Dec. 4
Risky Business	Vera Reynolds	P. D. C	6594 feet	
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	J. Daugherty-B. Mehaffey	Universal	5865 feet	Aug. 28
Shameful Behavior	E.Roberts-H.Tucker	Famous Attractions	5218 feet	
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount	6347 feet	Nov. 13
Speed Crazed	Billy Sullivan	Rayart	5241 feet	
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	5998 feet	Oct. 16
Syncopating Sue	C. Griffith-T Moore	First National	6770 feet	Nov. 13
Take It From Me	Reginald Denny	Universal	6649 feet	Oct. 30
Temptress, The	Garbo-Moreno	M-G-M	8221 feet	Oct. 23
Thirty Below Zero	Buck Jones-E.Novak	Fox	4691 feet	
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
War Paint	T. McCoy-P. Starke	M-G-M	5032 feet	Dec. 4
West of Broadway	Priscilla Dean	Prod. Dist. Corp	5186 feet	
West of Rainbow's End	Jack Perrin	Rayart	4829 feet	
When the Wife's Away	G. K. Arthur-D. Revier	Columbia Pictures	5330 feet	
Whispering Wires	A. Stewart-E. Burns	Fox	5906 feet	Oct. 30
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	5994 feet	Oct. 16
Young April	J. Schildkraut-B. Love-R. Schildkraut	Prod. Dist. Corp	6858 feet	Sept. 11

NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Pathe	4447 feet	
April Fool	Alexander Carr	Chadwick	7100 feet	Nov. 20
Bardleys the Magnificent	J. Gilbert-E. Boardman	M-G-M	8536 feet	Oct. 23
Bred In Old Kentucky	Viola Dana	F B. O	5285 feet	
Breed of the Sea	R.Ince-M.Livingston	F. B. O	6450 feet	Oct. 30
Buckaroo Kid, The	Hoot Gibson	Universal	6167 feet	Nov. 27
Cat's Pajamas, The	Bronson-Cortez	Paramount	5863 feet	
City, The	J.Gaynor-W.McGrail	Fox	5508 feet	Nov. 27
Desert's Toll, The	F. McDonald-K. Key-T. Santschi	M-G-M	5376 feet	
Everybody's Acting	Betty Bronson	Paramount	6139 feet	Nov. 27
Exit Smiling	B. Lillie-J. Pickford	M-G-M	6461 feet	
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M	6567 feet	Dec. 11
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
For Wives Only	Marie Prevost	Prod. Dist. Corp	5800 feet	Dec. 25
Four Horsemen of the Apocalypse, The (reissue)	Valentino-Terry	M.G	11,273 feet	
Great Gatsby, The	Warner Baxter	Paramount	7296 feet	Dec. 11
He-Man's Country, A	Dick Hatton	Rayart	4620 feet	
Hidden Loot	Jack Hoxie	Universal	4753 feet	Aug. 21
Hi-Jacking Rustlers	Jack Perrin	Rayart	4935 feet	Mar. 11
His New York Wife	E. Clayton-A. Day-von Eltz	Famous Attractions	5294 feet	Dec. 4
Josselyn's Wife	Pauline Frederick	Tiffany	5726 feet	Dec. 11
Kentucky Handicap, The	Reed Howes.	Rayart.	5420 feet	
King of the Saddle	Bill Cody	Assoc. Exhib	4519 feet	
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Masked Woman, The	Anna Q. Nilsson	First National	5434 feet	
Midnight Lovers	Nilsson-Stone	First National	6100 feet	Nov. 13
Midnight Sun, The	O'Malley-La Plante	Universal	8767 feet	May 15
Millionaires	Gordon-Sidney-Fazenda	Warner Bros	6350 feet	Nov. 20
Mountain Eagle	Nita Naldi	Artlee Pictures	5302 feet	
Nervous Wreck, The	H. Ford-P. Haver	Prod. Dist. Corp	6730 feet	Oct. 23
Obey the Law	Bert Lytell	Columbia Pictures	5626 feet	
Oh! What a Night	R.McKee-E.Murphy	Sterling Pictures	4049 feet	
Outlaw Express, The	Leo Maloney	Pathe	5479 feet	Nov. 20
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.	6695 feet	Dec. 11
Popular Sin, The	Vidor - Nissen - C. Brook	Paramount	6244 feet	Dec. 31
Prowlers of the Night	Fred Humes	Universal	4390 feet	
Rambling Galoot, The	Buddy Roosevelt	Pathe	4438 feet	
Return of Peter Grimm	Alec B. Francis	Fox	6961 feet	Nov. 20
Silent Lover, The	Milton Sills	First National	6500 feet	Nov. 27
Silent Power, The	Ralph Lewis	Lumas	6100 feet	

Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	S. Mason-R. Frazer	Tiffany	6147 feet	Jan. 7
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	Nov. 6
Speed Cop, The	Billy Sullivan	Rayart	4972 feet	
Stepping Along	J. Hines-M. Brian	First National	7038 feet	Nov. 27
Tentacles of the North	A. Calhoun-G. Glass	Rayart	5998 feet	
There You Are	C. Nagel-E. Roberts	M-G-M	5682 feet	
Timid Terror, The	G. O'Hara-E. Yorke	F. B. O	4892 feet	Jan. 7
Tin Hats	Windsor-Nagle-Roach-G. Cooper	M-G-M	6598 feet	Dec. 18
Tom and His Pals	Tom Tyler	F. B. O	4346 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures	5831 feet	
Twinkletoes	C. Moore-K. Harlan	First National	7833 feet	Jan. 7
Unknown Cavalier, The	K. Maynard-K. Collins	First National	6595 feet	
Upstage	N. Shearer-O. Shaw	M-G-M	6048 feet	Dec. 4
We're in the Navy Now	W. Beery-Hatton	Paramount	5519 feet	Nov. 20
While London Sleeps	Rin-Tin-Tin	Warner Bros	5810 feet	Dec. 18
Wings of the Storm	R. Howes-V. Faire	Fox	5244 feet	Dec. 11
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	Oct. 30
Wolves of the Desert	Ben Wilson	Rayart	4168 feet	

DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Bad Man's Bluff	Buffalo Bill, Jr.	Pathe	4441 feet	Jan. 7
Bandit Buster, The	Buddy Roosevelt	Pathe	4468 feet	
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox	5242 feet	Jan. 7
Better Way, The	R. Ince-D. Revier	Columbia Pictures	5540 feet	
Blind Man's Bluff	Buffalo Bill, Jr	Pathe	4441 feet	
Blond Saint, The	Kenyon-Stone	First National	6800 feet	Dec. 4
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Border Whirlwind, The	Bob Custer	F. B. O	4862 feet	
Call of the Wilderness	Sandow (Dog)	Pathe	4218 feet	
Canadian, The	Thomas Meighan	Paramount	7753 feet	Dec. 18
Canyon of Light	Tom Mix	Fox	5399 feet	Dec. 25
Corporal Kate	Vera Reynolds	Prod. Dist. Corp	7460 feet	Dec. 25
Cruise of Jasper B, The	La Rocque-Harris	Prod. Dist. Corp	5870 feet	
Desert Valley	Buck Jones-V.B.Faire	Fox	4731 feet	Jan. 7
Exclusive Rights	L. Rich-G. Whitman-R.McKee-G.Glass	Famous Attractions	6087 feet	
Faust	E. Jannings-C. Horn-O. Ekman	M-G-M	8110 feet	Dec. 25
Flaming Fury	Ranger (Dog)	F. B. O	4464 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo-L. Hanson	M-G-M	8759 feet	Jan. 21
Flying High	Wm. Fairbanks-A. Calhoun	Lumas	4698 feet	
Gallant Fool, The	Billy Sullivan	Rayart	4575 feet	
Going Crooked	B. Love-O. Shaw	Fox	5345 feet	Dec. 25
Her Big Night	Laura La Plant	Universal	7603 feet	Aug. 28
In Broncho Land	Dick Hatton	Rayart	4583 feet	
Just Another Blonde	Mackaill-Mulhall-L. Brooks-Collier, Jr	First National	5603 feet	Dec. 25
Ladies at Play	Hughes-Kenyon-Fazenda	First National	6119 feet	Dec. 11
Lazy Lightning	Art Acord	Universal	4572 feet	
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount	6075 feet	Dec. 18
Love's Blindness	Starke-Moreno	M-G-M	6023 feet	
Man Bait	Marie Prevost	Prod. Dist. Corp	5947 feet	Feb. 4
Man of the Forest	G. Hale-J. Holt	Paramount	5187 feet	
Man of Quality, A	George Walsh	Excellent Pictures	5200 feet	Nov. 6
Money to Burn	Devore-MacGregor	Lumas	6100 feet	Dec. 11
Night Owl, The	Reed Howes	Rayart	5080 feet	
One Hour of Love	J. Logan-R. Frazer	Tiffany	6454 feet	Jan. 7
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Readin','Ritin','Rithmetic	E.Marion-G. White	Artlee Pictures	4983 feet	
Redheads Preferred	M. Daw-T. von Eltz-R. Hitchcock	Tiffany	5278 feet	Jan. 3
Red Hot Hoofs	Tom Tyler	F. B. O	4681 feet	Nov. 13
Regular Scout, A	F. Thomson-O. Hasbrouck	F.B.O.	5601 feet	Dec. 31
Remember	D. Phillips-E. Metcalf	Columbia Pictures	5495 feet	
Ridin' Gent, A	Jack Perrin	Rayart	5027 feet	
Rose of the Tenements	J. Harron-S. Mason	F. B. O	6678 feet	
Smoke Eaters	Landis-Hawley	Rayart	5716 feet	
Stolen Ranch	Fred Humes	Universal	4578 feet	
Stranded in Paris	Bebe Daniels	Paramount	6106 feet	Dec. 25
Striving For Fortune	George Walsh	Excellent Pictures	5300 feet	
Summer Bachelors	A. Forrest-Bellamy-M. Moore	Fox	6782 feet	Dec. 31
Sunshine of Paradise Alley	Barbara Bedford	Chadwick	6900 feet	
Third Degree	D. Costello-J. Robards-L. Dresser-R. Fellowes	Warner Bros	7647 feet	Jan. 14
Uneasy Payments	A. Vaughn-J. Luden	F. B. O	4770 feet	Feb. 18
Valencia	M.Murray-L.Hughes-R. D'Arcy	M-G-M	5580 feet	Jan. 7
West of the Law	Ben Wilson	Rayart	4937 feet	
White Black Sheep, The	R. Barthelmess-P. R. Miller	First National	6798 feet	Dec. 18
Whole Town's Talking, The	E. Horton-V. L. Corbin	Universal	6662 feet	Aug. 14
Winning of Barbara Worth	Colman-Banky	United Artists	8757 feet	Dec. 18

JANUARY

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	G. Hughes-Nixon-Sidney	Fox	5686 feet	Jan. 28
Blonde or Brunette	Menjou-Nissen-Marchal	Paramount	5872 feet	Jan. 28
Cactus Trails	Bob Custer	F. B. O	4889 feet	Jan. 21
California or Bust	George O'Hara	F. B. O	4659 feet	
Cheerful Fraud, The	Reginald Denny	Universal	6968 feet	Dec. 18
Cyclone Cowboy, The	Wally Wales	Pathe	4447 feet	Jan. 28
Don't Tell the Wife	I. Rich-H. Gordon	Warner Bros	6972 feet	
Driven From Home	V. L. Corbin-S. Lewis-V. Pearson	Chadwick	6893 feet	
Finger Prints	L.Fazenda-J.Murray	Warner Bros	7031 feet	
First Night, The	B. Lytell-D. Devore	Tiffany	5500 feet	Feb. 18
General, The	Buster Keaton	United Artists	7440 feet	Feb. 25
God's Great Wilderness	L. Rich-J. Bennett-M. Carr	American Cinema	5398 feet	
Heroes of the Night	Landis-Nixon-R. Lease	Lumas	6750 feet	Jan. 28
Her Father Said No	D. O'Shea-M. Brian	F. B. O	6908 feet	Jan. 7
Homestruck	V. Dana-N. Barrie-A. Brooks	F. B. O	5613 feet	Jan. 28
Hotel Imperial	Pola Negri	Paramount	7091 feet	Jan. 21
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Jewels of Desire	P. Dean-J. Bowers	Prod. Dist. Corp	5427 feet	
Jim the Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp	5324 feet	Jan. 7
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M	6781 feet	Mar. 4
Kid Brother, The	Harold Lloyd	Paramount	7654 feet	Feb. 4
Lady in Ermine	C. Griffith-F. X. Bushman	First National	6400 feet	Jan. 14
Last Trail, The	T. Mix-C. Geraghty	Fox	5190 feet	Feb. 11
Lightnin' Lariats	T. Tyler-D. Dunbar	F. B. O	4536 feet	
Little Journey, The	Haines - Windsor - Carey	M-G-M	6088 feet	Jan. 14
Loco Luck	A. Acord-F. Wray	Universal	4827 feet	Jan. 7
Long Loop, The	L.Maloney-E.Gilbert	Pathe	5934 feet	Jan. 28
Lunatic at Large, The	L. Errol-Mackail	First National	5521 feet	Feb. 11
Masked Woman, The	A. Nilsson-H. Blinn-E. Hanson-R. Roland	First National	5434 feet	
Michael Strogoff	Ivan Moskine	Universal	9315 feet	Dec. 4
Misplaced High-Brows	H.Madsen-Karl Schenstrom	Imported Pic. (S.R.)		
Music Master, The	A. Francis-L. Moran-N. Hamilton	Fox	7754 feet	Feb. 14
Mystery Brand, The	Ben Wilson	Rayart	4763 feet	
Night of Love, The	Colman-Banky	United Artists	7600 feet	Feb. 4
Nobody's Widow	L. Joy-C. Ray	Prod. Dist. Corp	6741 feet	Mar. 11
Oh, Baby!	D. Butler-M. Kennedy-C.Hale-Little Billy	Universal	7152 feet	Aug. 21
One Increasing Purpose	Lowe-Allison-Lee	Fox	7677 feet	Jan. 14
One Man Game, A	F. Humes-F. Wray	Universal	4689 feet	Feb. 11
On the Boulevard (German film)	Lillian Harvey	Imported Pictures (S. R.)		
Paradise for Two	R. Dix-B. Bronson	Paramount	6187 feet	Feb. 11
Perfect Sap, The	P. Starke-Lyon	First National	5982 feet	Jan. 21
Play Safe	M. Banks-V. L. Corbin	Pathe	4915 feet	Feb. 4
Potters, The	W.C.Fields-M.Alden	Paramount	6680 feet	Feb. 4
Red Mill, The	M.Davies-O.Moore	M-G-M	6337 feet	Feb. 25
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Rough and Ready	J. Hoxie-E. Gregory	Universal	4409 feet	Jan. 7
Scarlet Letter, The	L. Gish-L. Hanson-H. B. Walthal-K. Dane	M-G-M	8229 feet	Aug. 21
Scorcher, The	Reed Howes	Rayart		
Show Girl, The	M. Harris-G. Glass-M.Carr-R.McKim	Rayart	5201 feet	
Show, The	Gilbert-Adoree-L. Barrymore	M-G-M	6308 feet	
Silent Rider, The	H. Gibson-B. Mehaffey	Universal	5879 feet	Jan. 7
Slums of Berlin, The	E. Nissen-B. Goetzke-M. Christians	Imported Pic. (S.R.)	6712 feet	Feb. 4
Smiling Billy	Billy Sullivan	Rayart		
Speeding Hoofs	Dick Hatton	Rayart		
Stage Madness	V.Valli-L.Tellegan-T. Carmenati	Fox	5320 feet	Feb. 11
Stolen Pleasures	Revier-Tucker-Chadwick-Whitman	Columbia Pictures	5064 feet	
Tell It to the Marines	Chaney-Haines-Boardman-C. Meyers	M-G-M	8800 feet	Jan. 7
Tongues of Scandal	Desmond-Busch-Hallor	Sterling Pict	5253 feet	
Upstream	E. Foxe-Hitchcock-N. Nash	Fox	5510 feet	Feb. 11
Wandering Girls	M. Harris-D. Revier-R. Agnew	Columbia Pictures	5426 feet	
Where North Holds Sway	Jack Perrin	Rayart		
Winners of the Wilderness	Tim McCoy-J. Crawford-R. D'Arcy	M-G-M	6343 feet	
Wolf's Clothing	Miller-Blue	Warner Bros	7068 feet	Jan. 28
Wolves of the Air	J. Walker-M. Harris	Sterling Pict	5414 feet	
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Action Craver, The	Dick Hatton	Rayart		
Affair of the Follies, An	Stone-Dove-Hughes	First National	6433 feet	Mar. 11
Altars of Desire	M. Murray-Tearle	M-G-M	6037 feet	
Ankles Preferred	M. Bellamy-L. Gray	Fox	5498 feet	
Bachelor's Baby, The	H. Chadwick-H. Meyers	Columbia	5260 feet	
Between Dangers	Buddy Roosevelt	Pathe	4533 feet	Feb. 11
Blind Alleys (tentative)	Meighan-Brent-Nissen	Paramount	5597 feet	Mar. 11
Burnt Fingers	E.Percy-G.O'Hara	Pathe	5854 feet	Feb. 18
Butterflies in the Rain	Kirkwood-La Plante	Universal	7319 feet	Jan. 7
Cheaters	O'Malley-H.Ferguson-Hackathorne	Tiffany	6023 feet	
Convoy	D. Mackaill-L. Gray-Collier, Jr.-L. Sherman	First National		
Demi-Bride, The	N. Shearer-L. Cody-C. Meyers	M-G-M	6886 feet	
Denver Dude, The	Hoot Gibson	Universal	5292 feet	Feb. 25
Don Mike	F. Thomson-R. Clifford	F. B. O	5723 feet	Mar. 4
Easy Pickings	Nilsson-K. Harlan	First National	5400 feet	
Fighting Love	Goudal-Varconi-Walthall	Prod. Dist. Corp	7017 feet	
Final Extra, The	M. De La Motte-G. Withers	Lumas	6000 feet	Feb. 25
Fire Brigade, The	M. Avoy-C. Ray	M-G-M	8716 feet	Dec. 31
Galloping Gobs, The	Buffalo Bill, Jr	Pathe	4524 feet	Feb. 25
Gay Old Bird, The	L. Fazenda-J. Murray-J. Winton	Warner Bros		
Getting Gertie's Garter	M Prevost-C.Ray	Prod. Dist. Corp	6859 feet	Feb. 18
God Gave Me Twenty Cents	Moran-de Putti-Mulhall-Collier, Jr	Paramount	6532 feet	Dec. 4
Hills of Kentucky	Rin-Tin-Tin	Warner Bros	6271 feet	Mar. 4
His Rise to Fame	G. Walsh-P. Shaw	Excellent Pictures	5790 feet	Mar. 11
Husband Hunters, The	M. Busch-W. Heirs-M. Harris	Tiffany	5600 feet	Mar. 11
It	A. Moreno-C. Bow	Paramount	6452 feet	Feb. 18
Laffin' Fool, The	Jack Perrin	Rayart		
Let it Rain	D.MacLean-S.Mason	Paramount	6052 feet	Mar. 18
London	Dorothy Gish	Paramount	5584 feet	Nov. 6
Love's Greatest Mistake	W. Powell-E. Brent-J. Dunn	Paramount	6007 feet	Mar. 11
Macushla (tentative)		Fox		
Magic Garden, The	M. Morris-R. Keene	F. B. O	6807 feet	Feb 25
Marriage	V. Valli-A. Durant-G. McConnell	Fox	5440 feet	Feb. 25
McFadden's Flats	C. Murray-Conklin	First National	7846 feet	Feb. 25
Midnight Watch, The	R .Stewart-M. McAllister-D. Torrence	Rayart		

Feature	Star	Distributed by	Length	Reviewed
Monkey Talks, The	J. Lerner-O. Borden-D. Alvarado	Fox	5500 feet	Mar. 11
New York	Cortez-Wilson-E. Taylor	Paramount	6877 feet	Feb. 11
No Control	P. Haver-H. Ford	Prod. Dist. Corp		
Overland Stage, The	K. Maynard-K. Collins	First National	6392 feet	
Price of Honor, The	Revier-McGregor	Columbia Pictures		
Quarantined Rivals	R. Agnew-K. Collins	Lumas	5975 feet	
Range Raiders, The	Al Hoxie	Wild West Pictures	4500 feet	
Ridin' Like Fury	Hoot Gibson	Universal		
Romance of an Actress	B. Bedford	Chadwick		
Romantic Rogue, The	Reed Howes	Rayart		
Rubber Tires	B. Love-H. Ford	Prod. Dist. Corp		
Salvation Jane	Viola Dana	F. B. O		
Silky Anne	Constance Talmadge	First National		
Sorrows of Satan, The	Menjou-de Putti-Cortez-Dempster	Paramount	8691 feet	Oct. 23
Steeplechase, The		Tiffany		
Tarzan and the Golden Lion	J. Pierce-E. Murphy	F. B. O	5807 feet	
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M	6289 feet	
Trouble Shooter, The	Billy Sullivan	Rayart		
Understanding Heart, The	F. X. Bushman, Jr.-Meyers-Crawford	M-G-M	6657 feet	
Valley of Hell, The	F McDonald-E. Murphy	M-G-M	4070 feet	
Wanted—A Coward	L. Rich-R. Frazer	Sterling Pictures	5 reels	
War Horse, The	B. Jones-L. Todd	Fox	4976 feet	Feb. 18
Western Whirlwind, The	Jack Hoxie	Universal	4967 feet	
Whan a Dog Loves	Ranger (Dog)	F. B. O		
Women Love Diamonds	Starke-O. Moore-L. Barrymore-G. Lee	M-G-M	6365 feet	
Wreck, The	S. Mason-M. MacGregor	Columbia Pictures		
Wrong Mr. Wright, The	Jean Hersholt	Universal	6459 feet	Mar. 4
Yellow Streak, A	Ben Wilson	Rayart		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Whirlwind, The	Bill Cody	Pathe	5 reels	
Beloved Rogue, The	John Barrymore	United Artists		
Birds of Prey	Priscilla Dean	Columbia Pictures		
Blazing Days	Fred Humes	Universal	4639 feet	
Brides Will be Brides	Laura La Plante	Universal		
Broadway Drifter, A	G. Walsh-D. Hall	Excellent Pictures		
Broken Gate, The	D. Phillips-Wm. Collier, Jr.-J. Arthur	Tiffany		
Casey at the Bat	W.Beery-S.Holloway	Paramount		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Cradle Snatchers	L. Fazenda-J. F. McDonald-D. Phillips	Fox		
Flaming Timber		Tiffany		
Fourth Commandment, The	Belle Bennett	Universal	6863 feet	Oct. 30
Frisco Sally Levy	S. O'Neil-C. Delaney-R. D'Arcy	M-G-M		
Heart of Salome	A. Rubens	Fox		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
High Hat	Lyon-Brian	First National		
His Dog	Rod La Rocque	Prod. Dist. Corp		
Is That Nice?	G. O'Hara-D. Hill	F. B. O		
Kiss in the Taxi, The	Bebe Daniels	Paramount		
Long Pants	Harry Langdon	First National		
Love of Sunya, The	Gloria Swanson	United Artists		
Lovers	Novarro-Terry	M-G-M		
Man From Hardpan, The	L.Maloney-E.Gilbert	Pathe	5814 feet	Mar. 11
Metropolis (road show)	Special Cast	Paramount	10400 feet	Mar. 18
Moulders of Men	C. Tearle-M. Morris	F. B. O		
Mysterious Rider, The	J. Holt-B. Jewel.	Paramount		
Mystery Club, The	M.Moore-E.Roberts	Universal	6969 feet	Oct. 16
Orchids and Ermine	C. Moore-J. Mulhall	First National	6734 feet	
Outlaw's Paradise	Al Hoxie	Wild West Pictures	4500 feet	
Perch of the Devil	P.O'Malley-Busch	Universal	6807 feet	Feb. 4
Princess of Hoboken, The	E. Burns-B. Mahaffey-E. Clayton-L. Tellegan	Tiffany		
Princess on Broadway, The	P. Garon-J. Walker-D. Dwan-H Miller	Pathe	5705 feet	Mar. 11
Resurrection	La Rocque-Del Rio	United Artists		
Rich But Honest		Fox		
Riders of the West	Ben Wilson	Rayart		
Saddle Jumpers	Dick Hatton	Rayart		
Secret Studio, The	O. Borden-E. Foxe-M. Livingston-K. Harlan	Fox		
Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Sensation Seekers, The	B. Dove-H. Gordon	Universal	7015 feet	Jan. 28
Set Free	Art Acord	Universal	4634 feet	
Slide, Kelly, Slide	W. Haines-S. O'Neil-H. Carey-K. Dane	M-G-M		
Sonora Kid, The	Tom Tyler	F. B. O	4565 feet	Mar. 11
Tearin' Into Trouble	Wally Wales	Pathe	5 reels	
Terror of the Bar X	Bob Custer	F. B. O		
Three Hours	Corinne Griffith	First National		
Thunderbolt's Tracks	Jack Perrin	Rayart		
Tip Toes	D. Gish-W. Rogers	Paramount		
Too Many Women	Norman Kerry	Universal		
Turkish Delight	Faye-R.Schildkraut-K. Thomson	Prod. Dist. Corp		
Venus of Venice, The	C. Talmadge-Moreno	First National		
Waiter from the Ritz, The	R. Griffith-A. Day	Paramount		
Whispering Sage	B. Jones-N. Joyce	Fox		

APRIL

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Afraid to Love	F. Vidor-C. Brook-M. Carr	Paramount		
Arizona Bound	Gary Cooper	Paramount		
Cabaret (tentative)	G. Gray-T. Moore-C. Conklin-M. Palmer	Paramount		
Camille	N. Talmadge-A. B. Francis	First National		
Captain Salvation	L. Hanson-G. Fawcett-P. Starke-E. Torrcnce-M. Day	M-G-M		
City of Shadows, The	J. Luden-S. Lynn	F. B. O		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp		
Cyclone of the Range	Tom Tvler	F. B. O		
Enchanted Island	H. B. Walthall	Tiffany		
Evening Clothes	A. Menjou-L. Brooks-V. Valli-N. Beery	Paramount		
Fashions for Women	E. Ralston-E. Hanson-R. Hatton	Paramount		
Fighting Comeback, The	Buddy Roosevelt	Pathe	5 reels	
French Dressing	D. Mackaill	First National		
Grand Flapper, The		Fox		
Gun Gospel	Ken Maynard	First National		
Held By the Law	M. De La Motte-J. Walker	Universal	6929 feet	
Hey, Hey, Cowboy	Hoot Gibson	Universal		
Horse Shoes	Monty Banks	Pathe	6 reels	
Is Zat So?	O'Brien-Perry-Lowe	Fox		
Knockout Reiley	R. Dix-M. Brian	Paramount		
Married Alive	Livingston-M. Moore	Fox		
Mr. Wu	Chaney-Adoree-Forbes	M-G-M		
Night Bride, The	M.Prevost-H. Ford-T. Edeson	Prod. Dist. Corp		
On Ze Boulevard	L. Cody-R. Adoree-R. D'Arcy-D. Sebastian	M-G-M		
Poor Nut, The	J. Mulhall-G. Olmstead-C. Murray	First National		
Rambling Ranger, The	Jack Hoxie	Universal	4439 feet	
Red Clay	Wm. Desmond	Universal	4626 feet	
Red, White and Blue	K. Dana-M. Day-G. K. Arthur-T. O'Brien	M-G-M		
Ridin' Rowdy, The	Buffalo Bill, Jr	Pathe	5 reels	
Ritzy	B. Bronson-J. Hall-G. Short	Paramount		
Rolled Stockings	Junior Stars	Paramount		
Rough House Rosie	C. Bow-R. Howes- D. Gilmore	Paramount		
Seventh Heaven	J. Gaynor-C. Farrell	Fox		
Smoking Guns	Al Hoxie	Wild West Pictures	4500 feet	
Somewhere in Sonora	Ken Maynard	First National	5711 feet	
Special Delivery	E. Cantor-G. Bancroft-J. Ralston	Paramount		
Spuds	L. Semon-D. Dwan	Pathe	4930 feet	
Taxi, Taxi	Horton-Nixon	Universal	7173 feet	Feb. 18
Tillie the Toiler	Davies-M. Moore	M-G-M		
Too Many Crooks	M.Davies-G.Brancroft-G. Whitman	Paramount		
Vanity	L.Joy-A.Hale-C.Ray	Prod. Dist. Corp		
Wild Geese		Tiffany		
Winning Oar, The	George Walsh	Excellent Pictures		

MAY

Feature	Star	Distributed by	Length	Reviewed
Don Desperado	Leo Maloney	Pathe	6 reels	
Down the Stretch	Agnew-Nixon	Universal		
Eyes of the Totem, The	W.Hawley-T.Santschi	Pathe	7 reels	
Fighting Hombre, The	Bob Custer	F. B. O		
Glorifying the American Girl	E. Ralston-F. Wray	Paramount		
Heart Thief, The	J. Schildkraut-L. de Putti	Prod. Dist. Corp		
Hints to Lovers	Bebe Daniels	Paramount		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
Lightning		Tiffany	6500 feet	
Little Adventuress, The	V. Reynolds-V. Varconi	Prod. Dist. Corp		
Love Thrill, The	La Plante-T. Moore	Universal		
Mother	Belle Bennett	F. B. O	6685 feet	Mar. 18
Prairie King, The	Hoot Gibson	Universal		
Rubber Heels	Ed. Wynn-T. Todd-C. Conklin-L. Gray	Paramount	6303 feet	
Silver King Comes Thru	Fred Thomson	F. B. O		
Silver Shield, The (tentative)	Thomas Meighan	Paramount		
Snowbound		Tiffany		
Song of Steel		Tiffany		
Splitting the Breeze	Tom Tyler	F. B. O		
Unknown, The	L. Chaney-J. Crawford-N. Kerry	M-G-M		

JUNE

Feature	Star	Distributed by	Length	Reviewed
Ain't Love Funny ?	Alberta Vaughn	F. B. O		
Back to Nature (tentative)	Richard Dix	Paramount		
Beware of Widows	La Plante-T. Moore	Universal		
Bulldog Pluck	Bob Custer	F. B. O		
Claw, The	Kerry-Windsor	Universal		
Crimson Hour, The	M. Philbin-I. Moskine-N. de Brulier	Universal		
Drums of the Desert (tentative)	W. Baxter	Paramount		
Rejuvenation of Aunt Mary, The	M. Robson-H. Ford	Prod. Dist. Corp		
Squads Right		Tiffany		
Tale of a Vanishing People		Tiffany	6500 feet	
Ten Modern Commandments	Esther Ralston	Paramount		
Whirlwind of Youth, The	L. Moran-J. Hall-D. Keith-L. Kent	Paramount		
White Gold	J.Goudal-G.Bancroft	Prod. Dist. Corp		
Winning Spirit, The (tentative)	Raymond Griffith	Paramount		
World at Her Feet, The (tentative)	Florence Vidor	Paramount		

JULY

Feature	Star	Distributed by	Length	Reviewed
Galloping Thunder	Bob Custer	F. B. O		
Grounds for Marriage (tentative)	B. Bronson	Paramount		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp		
Hero on Horseback, A	Hoot Gibson	Universal		
Last Outlaw, The (tentative)	Gary Cooper	Paramount		
New Morals (tentative)	Lya de Putti	Paramount		
See You Later (tentative)	Douglas MacLean	Paramount		
Tom's Gang	Tom Tyler	F. B. O		

Comedy Releases

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Ain't We Got Fun ?	Wise-McKay	Artclass	May 25	2 reels	
Alice at the Carnival	"Alice Cartoon"	F. B. O	Feb. 7	1 reel	
Alice Charms the Fish	"Alice Cartoon"	F. B. O	Sept. 6	1 reel	
Alice Cuts the Ice	"Alice Cartoon"	F. B. O	Nov. 1	1 reel	
Alice Fools the Pirate	"Alice Cartoon"	F. B. O	Jan. 24	1 reel	
Alice in the Alps	"Alice Cartoon"	F. B. O	Mar. 21	1 reel	
Alice in the Woolly West	"Alice Cartoon"	F. B. O	Oct. 4	1 reel	
Alice Helps the Romance	"Alice Cartoon"	F. B. O	Nov. 15	1 reel	
Alice's Auto Race	"Alice Cartoon"	F. B. O	April 4	1 reel	
Alice's Brown Derby	"Alice Cartoon"	F. B. O	Dec. 13	1 reel	
Alice's Circus Daze	"Alice Cartoon"	F. B. O	April 18	1 reel	
Alice's Knaughty Knight	"Alice Cartoon"	F. B. O	May 2	1 reel	
Alice's Monkey Business	"Alice Cartoon"	F. B. O	Sept. 20	1 reel	
Alice's Rodeo	"Alice Cartoon"	F. B. O	Feb. 21	1 reel	
Alice's Spanish Guitar	"Alice Cartoon"	F. B. O	Nov. 29	1 reel	
Alice's Three Bad Eggs	"Alice Cartoon"	F. B. O	May 16	1 reel	
Alice the Collegiate	"Alice Cartoon"	F. B. O	Mar. 7	1 reel	
Alice the Fire Fighter	"Alice Cartoon"	F. B. O	Oct. 18	1 reel	
Alice the Gold Bug	"Alice Cartoon"	F. B. O	Jan 10	1 reel	
Alice the Lumber Jack	"Alice Cartoon"	F. B. O	Dec. 27	1 reel	
Ali Gazam	Neely Edwards	Univ	Mar. 21	1 reel	
All for a Bride	"Aesop Fables"	Pathe	Mar. 13	1 reel	Mar. 11
All For An Uncle	King-Dorety	Univ		2 reels	
All Wet	Snub Pollard	Artclass	Mar. 30	2 reels	
Aloma of the South Seas	"Mutt & Jeff"	Short Films	Nov. 15	1 reel	
Along Came Fido	"Cartoon"	Bray	Jan. 7	1 reel	
And George Did	Sid Saylor	Univ	Dec. 28	2 reels	
Angel's Feathers		Hi-Mark	Nov. 1	2 reels	
Another Kick Coming	Bronte Series	Red Seal	Nov. 25	1 reel	Sept. 4
Anti-Fat	"Aesop Fables"	Pathe	April 17	1 reel	
Anything Once	Mabel Normand	Pathe	Jan. 2	2 reels	Jan. 7
Are Brunettes Safe?	Chase-Eason	Pathe	Feb. 6	2 reels	Feb. 11
Around the Bases	George Lewis	Univ	Jan. 3	2 reels	Dec. 18
Artist's Brawl, The	O'Shea-Eason-Hill	F. B. O	Jan. 30	2 reels	
Ask Dad	Lewis Sargent	Educat	Feb. 27	1 reel	Mar. 4
Assorted Nuts	Morris-Luden	F. B. O	Dec. 19	2 reels	
At It Again		Hi-Mark	Nov. 29	2 reels	
At the Beach	"McDougall Alley" Kids	Bray	Nov. 1	2 reels	Dec. 4
Auto Thieves, The	"Van Bibbers"	Fox		2 reels	
Babes in the Jungle	"O. Henry"	Fox	Nov. 28	2 reels	
Babes in the Sawdust	Charles Puffy	Universal		1 reel	
Baby Faces	Al Alt	Rayart	Feb.	2 reels	
Back to Mother	"Helen and Warren"	Fox	Dec. 19	2 reels	
Backward George	Sid Saylor	Univ	Mar. 30	2 reels	
Bad Breaks	George Davis	Educat	Nov. 21	1 reel	Dec. 27
Ball and Chain	Arthur Lake	Universal		1 reel	
Balloon Tired	"Life Cartoon"	Educat	Dec. 5	1 reel	Jan. 7
Barely Reasonable	Holmes-Corbett	Univ	Nov. 21	2 reels	Nov. 20
Barnum Was Right	"Life Cartoon"	Educat	Nov. 21	1 reel	
Bars and Strips	"Aesop Fables"	Pathe	Dec. 12	1 reel	
Bathing Suitor	Luddy-Harris	Fox	Jan. 9	2 reels	Jan. 7
Battling Kangaroos	Lige Conley	Fox	Dec. 5	2 reels	Dec. 25
Beauty Shop, The (Witmer Series)					
Be My Wife	Charles King	Univ	Mar. 23	2 reels	Mar. 4
Benson at Calford	George Lewis	Univ	Oct. 24	2 reels	
Berth Mark	Tarbell-Finch-Shaw	Red Seal		2 reels	
Better Luck	"The Gumps"	Univ	Nov. 14	2 reels	Nov. 6
Be Your Age	Charley Chase	Pathe	Nov. 14	2 reels	Nov. 20
Big Business	Austin-Phipps-Conklin	Fox	Dec. 26	2 reels	Jan. 28
Big Surprise, The	"The Gumps"	Univ	Nov. 29	2 reels	Nov. 13
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	
Birthday Greetings	Harris-Kitchen	Fox	Mar. 6	2 reels	Feb. 25
Blisters Under the Skin	Morris-Guard	F. B. O	Jan. 2	2 reels	
Blonde's Revenge, A	Ben Turpin	Pathe	Dec. 19	2 reels	Dec. 18
Bluebirds (Series of 26)		Univ		1 reel	
Blue-Black	Sargent-Wiley	Bray	Dec. 15	2 reels	Dec. 11
Blue Friday		Hi-Mark	Nov. 22	2 reels	
Brain Storms	Beauchamp-Davis	Educat	April 3	2 reels	
Break Away	Neal Burns	Educat	Jan.	2 reels	Feb. 4
Breaking into Broadway	Tarbell-Finch-Shaw	Red Seal	Jan. 1	1 reel	
Breaking Records	George Lewis	Univ	Mar. 14	2 reels	
Bring Home the Turkey	"Our Gang"	Pathe	Jan. 16	2 reels	Jan. 14
Briny Boob, A	Billy Dooley	Educat	Oct. 24	2 reels	Dec. 11
Broke Again	"The Gumps"	Univ	Feb. 21	2 reels	
Broke in China	Ben Turpin	Pathe	April 24	2 reels	
Bromo and Juliet	Charley Chase	Pathe	Sept. 19	2 reels	
Bruisers and Losers	M. Morris-J. Luden	F. B. O	Nov. 7	2 reels	
Buck Fever	"Aesop Fables"	Pathe	Nov. 28	2 reels	Nov. 27
Buggy Ride, A	"Aesop Fables"	Pathe	Sept. 12	1 reel	Sept. 11
Burnt Up	"Krazy Kat Cartoon"	F. B. O	May 9	1 reel	
Business Worries	Arthur Lake	Univ	Nov. 21	1 reel	Nov. 6
Buster Be Good	Trimble-Turner	Universal		2 reels	
Buster Don't Forget	Trimble and Dog	Univ	Jan.	2 reels	
Buster's Dark Secret	Trimble and Dog	Univ	Mar. 7	2 reels	Feb. 25
Buster's Girl Friend	Trimble and Dog	Univ	Sept. 6	2 reels	
Buster's Narrow Escape	Trimble and Dog	Univ	Oct. 31	2 reels	
Buster's Picnic	Trimble and Dog	Universal	Jan. 3	2 reels	
Buster's Prize Winner	Trimble and Dog	Univ	Dec. 6	2 reels	Nov. 20
Buster's Sleigh Ride	Trimble and Dog	Univ	Feb. 7	2 reels	
Buster's Watch Tige	Trimble and Dog	Univ	Oct. 3	2 reels	
Busy Birds	"Krazy Kat Cartoon"	F. B. O	Jan. 17	1 reel	
Busy Lizzie	Marion-Davis	Educat	Jan. 23	2 reels	Feb. 11
By George	Sam Saylor	Univ	Jan. 26	2 reels	Jan. 7
Caliph, Cupid and the Clock	"O. Henry"	Fox		2 reels	
Camel's Hump		F. B. O		1 reel	
Campus Romeos	"Fat Men"	F. B. O	July 25	2 reels	
Carrie of the Chorus (Series)	Tarbell-Finch-Shaw	Red Seal		2 reels	
Car Shy	"Van Bibber"	Fox	April 10	2 reel	Mar 18
Cash and Carry	Neal Burns	Educat	Mar. 27	2 reels	
Cat's Meow, The		C. & C		2 reels	Sept. 18
Cat's Nine Lives, The	"Cartoon"	Bray	Dec. 10	1 reel	
Channel Swim, The	Bobby Ray	Rayart	Dec.	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	Sept. 19	1 reel	
Chasing Rainbows	"Aesop Fables"	Pathe	Jan. 16	1 reel	Jan. 14
Cheese It	"Krazy Kat Cartoon"	F. B. O	Nov. 8	1 reel	
Chicken Chaser, The	"Krazy Kat Cartoon"	F. B. O	Sept. 13	1 reel	
Chicken Cooped	Tarbell-Finch-Shaw	Red Seal	Dec. 1	1 reel	
Chicken Feathers	Ann Cornwall	Educat	Feb. 27	2 reels	Mar. 11
Cinder Path, The	George Lewis	Univ	Feb. 14	2 reels	
Circus Capers	"Poodles" Hanneford	Educat			
Circus Daze	"The Gumps"	Univ	Mar. 21	2 reels	
Close Call, A	"The Gumps"	Univ	Dec. 13	2 reels	Nov. 27
Close Shaves	Johnny Arthur	Educat	Dec. 5	2 reels	Dec. 18
College Kiddo, The	Hurlock-Quillan	Pathe		2 reels	
Collegians, The (Series of 10)	Gulliver-Lewis	Univ		2 reels	
Collegiate (Series)	G. O'Neil-L. Graydon	Hi-Mark		2 reels	
Complete Life, The	"O Henry"	Fox	Sept. 5	2 reels	
Comrades-in-Work	Mabel Normand	Pathe		2 reels	
Cool Off!	Ann Cornwall	Educat	Dec. 19	2 reels	Dec. 11
Cracked Ice	"Aesop Fables"	Pathe	Feb. 27	1 reel	Feb. 25
Crawl Stroke Kid, The	"Aesop Fables"	Pathe	Feb. 13	1 reel	Feb. 11
Crazy to Act		Pathe			
Cry and Get It	Eason-O'Shea-Hill	F. B. O	Mar 27	2 reels	
Cured in the Excitement		Pathe	April 17	2 reels	
Cut Price Glory	"Life Cartoon"	Educat	Oct. 10	1 reel	Oct. 30
Dancing Fools	King-Dorety	Univ		2 reels	
Danger Ahead	Earl McCarthy	Artclass	Nov. 10	2 reels	
Dates For Two	King-Dorety	Univ		2 reels	
Dear Season	Bud Duncan	Educat	Jan. 16	1 reel	Feb. 4
Diamond of Kali	"O. Henry"	Fox		2 reels	
Dinner Jest, The		Pathe			
Dippy Tar, A	Billy Dooley	Educat	Sept. 19	2 reels	Oct. 16
Divorce Dodger, The	Billy Bevan	Pathe	Nov. 28	2 reels	Dec. 4
Dizzy Dancers	Cameron-Lorraine	Fox	Oct. 3	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart		2 reels	
Dodging Trouble	Neal Burns	Educat	Nov. 14	2 reels	Nov. 6
Dog Gone It	"Cartoon"	Bray	Nov. 26	1 reel	Dec. 31
Don Go On	"Krazy Kat Cartoon"	F. B. O	April 25	1 reel	
Don't Be a Dummy	Arthur Lake	Univ	Sept. 5	1 reel	Aug. 21
Don't Fire	Bobby Vernon	Educat	Dec. 26	2 reels	Jan. 7
Don't Kid Me, Monk	"Mr. X" (Monkey)	Bray	Dec. 10	2 reels	
Dough Boy, The	Snub Pollard	Artclass	Sept. 22	2 reels	
Dots and Dashes	"Krazy Kat Cartoon"	F. B. O	Nov. 22	1 reel	
Dozen Socks, A	Alice Day	Pathe	Mar. 13	2 reels	Mar. 11
Drama de Luxe	Lupino Lane	Educat	Feb. 20	2 reels	Mar. 4
Draw-Back, The	J. Arthur-K. McGuire	Educat	April 10	2 reels	
Duck Out	Bobby Vernon	Educat	Feb. 13	2 reels	Feb. 18
Duck Soup	Hurlock-Laurel	Pathe	Mar. 20	2 reels	
Dumb Belles	Billy Dooley	Educat	April 24	2 reels	
East Is Best	"Krazy Kat Cartoon"	F. B. O	Sept. 27	1 reel	
Easy Payments	"Helen and Warren"	Fox	Sept. 12	2 reels	
Egged On	Charles Bowers	F. B. O	Sept. 6	2 reels	
Enough Is Plenty	Charles Bowers	F. B. O	Feb. 21	2 reels	
Even Up	Sargent-Wiley	Bray	Jan. 20	2 reels	Jan. 7
Excuse Maker, The (Series of 13)	Charlie King	Universal		2 reels	
Extra Extra	Madden-Lewis	Fox		2 reels	
Fair Exchange, A	"Aesop Fables"	Pathe	May 1	1 reel	
Fatal Footsteps	Charles Bowers	F. B. O	Nov. 29	2 reels	
Fearless Harry	Earl McCarthy	Artclass	Sept. 8	2 reels	
Felix the Cat Busts a Bubble	"Sullivan Cartoon"	Educat	Oct. 31	1 reel	Dec. 4
Felix the Cat Collars the Button	"Sullivan Cartoon"	Educat	Dec. 12	1 reel	Jan. 14
Felix the Cat Dines and Pines	"Sullivan Cartoon"	Educat	Jan. 9	1 reel	Feb. 18
Felix the Cat Hunts the Hunter	"Sullivan Cartoon"	Educat	Oct. 3	1 reel	
Felix the Cat in Barnyards	"Sullivan Cartoon"	Educat	Mar. 20	1 reel	
Felix the Cat in Germania	"Sullivan Cartoon"	Educat	April 3	1 reel	
Felix the Cat in Icy Eyes	"Sullivan Cartoon"	Educat	Feb. 6	1 reel	Mar. 4
Felix the Cat in Land O' Fancy	"Sullivan Cartoon"	Educat	Oct. 17	1 reel	Dec. 11
Felix the Cat is Pedigreedy	"Sullivan Cartoons"	Educat	Jan. 23	1 reel	Feb. 25
Felix the Cat in Reverse English	"Sullivan Cartoon"	Educat	Nov. 14	1 reel	Dec. 18
Felix the Cat in Sax Appeal	"Sullivan Cartoon"	Educat	April 17	1 reel	
Felix the Cat in Scrambled Yeggs	"Sullivan Cartoon"	Educat	Sept. 5	1 reel	Oct. 23
Felix the Cat in Stars in Stripes	"Sullivan Cartoon"	Educat	Feb. 20	1 reel	Mar. 18
Felix the Cat in Zoo Logic	"Sullivan Cartoon"	Educat	Dec 26	1 reel	Jan. 21
Felix the Cat Sees 'Em in Season	"Sullivan Cartoon"	Educat	Mar. 6	1 reel	Mar. 18
Felix the Cat Shatters the Sheik	"Sullivan Cartoon"	Educat	Sept. 19	1 reel	Oct. 30
Felix the Cat Trumps the Ace	"Sullivan Cartoon"	Educat	Nov. 28	1 reel	Dec. 31
Fighting Barber, The	Bobby Ray	Rayart	Mar.		
Fighting Fool, The	Sargent-Wiley	Bray	Sept. 20	2 reels	Sept. 15
Fighting Fools	Wise-McKay	Artclass	Jan. 19	2 reels	
Fighting Kangaroo, The	Conley-June	Fox		2 reels	
Fighting Spirit, The	George Lewis	Univ	Jan. 17	2 reels	Dec. 31
Fight That Failed, The	M. Morris-J. Luden	F. B. O	Aug. 29	2 reels	
Fighting to Win	George Lewis	Univ	Nov. 21	2 reels	
Fire	Snub Pollard	Artclass	Jan. 26	2 reels	
First Prize	Phil Dunham	Educat	Mar. 27	1 reel	
Fishing Snookums	Snookums-Clair-Dooley	Univ	April 6	2 reels	
Fistical Culture (Series)	Louis Sargent	Bray		2 reels	
Flaming Romance	Al St. John	Educat	Nov. 21	2 reels	
Flashing Oars	George Lewis	Univ	Feb. 28	2 reels	
Flirting Fool, The	Bobby Ray	Rayart	Nov.	2 reels	
Flirty Four-Flushers	Sennett Stars	Pathe	Dec. 26	2 reels	Dec. 25
Flying Papers	Earl McCarthy	Artclass	Mar. 16	2 reels	
Food for Thought		Hi-Mark	Jan. 10	2 reels	
Fool's Errand, A	"Krazy Kat Cartoon"	F. B. O	Feb. 29	1 reel	
For Cryin' Out Loud	Neely Edwards	Univ	Oct. 31	1 reel	Oct. 16
Forgotten Sweeties	Charley Chase	Pathe	April 10	2 reels	
For the Love of Pete	"Cartoon"	Bray	Oct. 1	1 reel	
Fortune Hunters, The (Series of 10)	K. McDonald-C. Horton	Sun Pict. S.R.	Feb. 1	2 reels	
Forty-five Minutes From Hollywood	Roach Stars	Pathe	Dec. 26	2 reels	Dec. 25
Fourth Alarm, The	"Our Gang"	Pathe	Sept. 12	2 reels	Sept. 11
Funny Face	"Big Boy"	Educat	Jan. 9	2 reels	Jan. 21
Galloping Ghosts	"Fat Men"	F B. O	Sept. 20	2 reels	
George in Love	Sid Saylor	Universal		2 reels	
George's in Love	Sid Saylor	Univ	Nov. 21	2 reels	
George Runs Wild	Sid Saylor	Univ	Feb. 23	2 reels	
George the Winner	Sid Saylor	Univ	Sept. 5	2 reels	
Get 'Em Young	Harry Myers	Pathe	Oct. 31	2 reels	Oct. 30
Gettin' Hitched	"McDougall Kids"	Bray	Sept. 1	2 reels	
Gid Up Napoleon		Hi-Mark	Jan. 30	2 reels	
Girl	"O. Henry"	Fox		2 reels	
Globe Trotters, The	"Mutt & Jeff"	Short Films	Dec. 1	1 reel	
Gold Struck	"Krazy Kat Cartoon"	F. B. O	Dec. 20	1 reel	
Golf Widows, The	Barbara Luddy	Fox	Dec. 12	2 reels	
Good Riddance	Bronte Series	Red Seal	Dec. 25	1 reel	
Grabbing Grabbers	Mickey Bennett	C. & C	Nov. 1	2 reels	Sept. 18
Grandpa's Boy	"Big Boy"	Educat	Mar. 6	2 reels	Mar. 11
Greet the Wife	Bobby Ray	Rayart	Jan.	2 reels	
Gumps, The (Series of 12)	Murphy-Tincher	Univ		2 reels	
Gun Shy	"Aesop Fables"	Pathe	Oct. 24	1 reel	Oct. 30
Gyping Gypsies	Milburn Marante	C. & C.	Nov	2 reels	
Happy Days	Ethlyn Gibson	Artclass	Nov. 3	2 reels	
Harem Knight, A	Ben Turpin	Pathe	Nov. 7	2 reels	Nov. 6
Have Courage	Billy Dooley	Educat	Dec. 12	2 reels	Dec. 25
Hearts for Rent	Arthur Lake	Universal		1 reel	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Heavyation	"Fat Men"	F. B. O	Dec. 13	2 reels	Dec. 26
Heavy Date, The	"Life Cartoon"	Educat	Feb. 13	1 reel	Feb. 25
Heavy Fullbacks	"Fat Men"	F. B. O	Oct. 18	2 reels	
Heavy Hikers	"Fat Men"	F. B. O	May 2	2 reels	
He Couldn't Help It	Charles Bowers	F. B. O	Feb. 21	2 reels	Mar. 4
He Done His Best	Charles Bowers	F. B. O	Oct. 4	2 reels	
Hello Lafayette!	Shields-Arthur-Woods	Fox	Jan. 23	2 reels	July 31
Here Comes Precious	Jimmie Adams	Educat	Mar. 13	2 reels	
Hesitating Horses	Alice Day	Pathe	Nov. 21	2 reels	Nov. 27
High and Mighty	Charles Puffy	Univ	Feb. 14	1 reel	Jan. 28
High Sea Blues	Al St. John	Educat	Jan. 12	2 reels	Jan. 28
High Spirits	John Sinclair	Educat	Jan. 30	1 reel	Feb. 11
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pict			
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pict			
Hire a Hall	"Krazy Kat Cartoon"	F. B. O	April 11	1 reel	
His Off Day	Dunham-Gallagher	Educat	Nov. 7	1 reel	
Hitting the Rails	"Aesop Fables"	Pathe	Dec. 5	1 reel	Dec. 11
Hitting the Trail	"Life Cartoon"	Educat	Feb. 27	1 reel	Mar. 11
Hoboken to Hollywood	Sennett Stars	Pathe	Sept. 5	2 reels	Sept. 11
Hokus Pokus	Neely Edwards	Univ		1 reel	Mar. 11
Hold Still	Ann Cornwall	Educat	Oct. 10	2 reels	
Hold That Bear	Phil Dunham	Educat	April 24	1 reel	
Hollywood Hero, A	Ben Turpin	Pathe	Jan. 30	2 reels	Jan. 28
Home Brewed Youth		Hi-Mark	Dec. 12	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	Oct. 31	1 reel	
Honeymoon Hospital	Luddy-Shields	Fox	Oct. 17	2 reels	Nov. 6
Honeymoon Quickstep	Arthur Lake	Univ	Jan. 3	1 reel	Dec. 18
Honorable Mr. Buggs	Roach Stars	Pathe	April 24	2 reels	
Honor Man, The	"Aesop Fables"	Pathe	April 10	1 reel	
Hook or Crook	Charles Puffy	Univ	Dec. 6	1 reel	Nov. 27
Hoot Mon!	Bobby Vernon	Educat	Nov. 21	2 reels	Dec. 11
Hop Along	Arthur Lake	Univ		1 reel	Jan. 7
Horns and Orange Blossoms	Charles Puffy	Universal			
Horse Play	"Krazy Kat Cartoon"	F. B. O	Jan. 3	1 reel	
Hot Air	Charles Puffy	Univ	April 18	1 reel	
Hot Cookies	George Davis	Educat	Jan. 2	1 reel	Jan. 28
Hot Lightning	Davis-Beauchamp-Davis	Educat	Mar. 6	2 reels	Mar. 18
Hot Soup	George Davis	Educat	April 10	1 reel	
Howdy Duke	Lupino Lane	Educat	Jan. 16	2 reels	Jan. 28
How High Is Up?	"Fat Men"	F. B. O	June 27	2 reels	
Humdinger, The	Johnny Arthur	Educat	Oct. 10	2 reels	
Hyena's Laugh, The	"Cartoon"	Bray	Dec. 24	1 reel	
Impromptu Come Back, The	Sargent-Wiley	Bray		2 reels	
I'm the Sheriff	"The Gumps"	Univ	Mar. 7	2 reels	Mar. 4
Indigo Sunday		Hi-Mark	Jan. 3	2 reels	
In for Life	Neely Edwards	Univ	Feb. 28	1 reel	Feb. 11
In the Rough	"Aesop Fables"	Pathe	Feb. 6	1 reel	Feb. 4
In Vaudeville	"Aesop Fables"	Pathe	Nov. 14	1 reel	Nov. 20
I Told You So	"The Gumps"	Univ	Dec. 27	2 reels	
Jail Birdies	Bobby Vernon	Educat	April 10	2 reels	
Jailhouse Blues	Arthur Lake	Univ	Mar. 28	1 reel	
Jane's Engagement Party	Wanda Wiley	Univ	Nov. 7	2 reels	Oct. 30
Jane's Flirtation	Wanda Wiley	Univ	Jan. 19	2 reels	
Jane's Honeymoon	Thelma Daniels	Univ	Mar. 18	2 reels	
Jane's Hubby	Thelma Daniels	Univ	April 20	2 reels	
Jane's Inheritance	Wanda Wiley	Univ	Sept. 12	2 reels	
Jane's Predicament	Wanda Wiley	Univ	Dec. 14	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Univ	Oct. 17	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educat	Sept. 12	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	Aug. 22	2 reels	July 10
Jolly Jilter, The	Ben Turpin	Pathe	Mar. 13	2 reels	
Jolly Tavern, The	Wm. Cassio	Boheme Films		2 reels	
Jungle Belles	"Lantz Cartoon"	Bray		1 reel	
Jungle Heat	Al St. John	Educat	April 24	2 reels	
Keeping His Word	Charles King	Univ	Jan.	2 reels	
Keeping Up With the Joneses (Series)		Univ		2 reels	
Keep Off the Grass	"Aesop Fables"	Pathe	Mar. 27	1 reel	
Killed by Kindness		Fox		2 reels	
King Bozo	"Van Bibbers"	Fox	Oct. 10	2 reels	Oct. 2
King of the Kitchen, The	Lige Conley	Fox	Oct. 31	2 reels	Nov. 6
Kiss Crossed	"Krazy Kat Cartoon"	F. B. O	Feb. 14	1 reel	
Kiss Me, Kate	Dunham-Gallagher	Educat	Sept. 26	1 reel	Oct. 2
Kitty From Killarney	Alice Day	Pathe	Dec. 19	2 reels	Dec. 18
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O	Jan. 16	2 reels	
Ko-Ko Back Tracks	"Cartoon"	Red Seal	Jan. 1	1 reel	
Ko-Ko Gets Egg-Cited	"Cartoon"	Red Seal	Dec. 1	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal		1 reel	
Ko-Ko in 1999	"Cartoon"	Red Seal	Mar. 10	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal		1 reel	Sept 18
Ko-Ko Makes 'Em Laugh	"Cartoon"	Red Seal	Feb. 10	1 reel	
Ko-Ko the Convict	"Cartoon"	Red Seal	Nov. 1	1 reel	
Ko-Ko the Kavalier	"Cartoon"	Red Seal	April 10	1 reel	
Ladies Prefer Brunettes	Morris-Luden	F. B. O	Dec. 5	2 reels	
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O	Aug. 15	2 reels	Aug. 28
Last of His Face, The	Morris-Luden	F. B. O	Sept. 26	2 reels	
Last Lap, The	George Lewis	Univ	Dec. 20	2 reels	Dec. 11
Last Word, The	"Helen and Warren"	Fox		2 reels	
Let George Do It (Series of 13)	Sid Saylor	Universal		2 reels	
Light Wines and Bearded Ladies	Boutler-Cameron	Fox	Nov. 14	2 reels	Dec. 4
Listen Lena	Al St. John	Educat	Feb. 13	2 reels	Feb. 25
Little Miss Bluffit	Morris-Luden	F. B. O	Nov. 21	2 reels	
Little Pest, The	Neely Edwards	Univ	Jan. 10	1 reel	
Local Talent	"Life Cartoon"	Educat	Mar 13	1 reel	
Lookout Below	Sargent-Wiley	Bray	Nov. 15	2 reels	
Lookout Buster!	Trimble and Dog	Univ	April 4	2 reels	
Lost Soul, The	Charles Puffy	Univ	Jan. 17	1 reel	Jan. 7
Lots of Grief	"The Gumps"	Univ	Oct. 31	2 reels	Oct. 16
Love at First Fight	O'Shea-Eason-Hill	F. B. O	Feb. 27	2 reels	
Love My Dog	"Our Gang"	Pathe	April 17	2 reels	
Love on a Weak Stomach	Neely Edwards	Univ	Jan. 31	1 reel	Jan. 14
Love's Hurdle	Charles King	Univ	Sept. 26	2 reels	May 15
Love's Languid Lure	Ben Turpin	Pathe		2 reels	
Love's Last Laugh	Sennett Stars	Pathe	Oct. 3	2 reels	Oct. 2
Love Your Neighbor	Wise-KcKay	Artclass	Nov. 17	2 reels	
Luke Warm Daze	"McDougall Alley Kids"	Bray	Dec. 1	2 reels	Dec. 11
Lunch Hound	"Cartoon"	Bray	Mar. 4	1 reel	
Lyin' Tamer, The	Shields-Luddy	Fox	Oct. 3	2 reels	Oct. 30
Madame Dynamite	Clayton-Howell-Patterson	Fox	Nov. 28	2 reels	Dec. 18
Magician, The	"Aesop Fables"	Pathe	Mar. 20	1 reel	Mar. 18
Mail Pilot, The	"Aesop Fables"	Pathe	Feb. 20	1 reel	Feb. 25
Making Good	George Lewis	Univ	Dec. 6	2 reels	
Man About Town	"O. Henry"	Fox	Mar. 27	2 reels	
Man From Hardpan, The	Leo Maloney				
Many a Slip	Charles Bowers	F. B. O	Jan. 24	2 reels	Jan. 21
Many Scrappy Returns	Charley Chase	Pathe	Jan. 9	2 reels	Jan. 7
Marry Month of May	"O. Henry"	Fox	Oct. 19	2 reels	Oct. 30
Masked Mammas	Sennett Stars	Pathe	Oct. 31	2 reels	Oct. 30
Master Mind, The	Wm. Cassio	Boheme Films		2 reels	
Masters of Arts	"O. Henry"	Fox		2 reels	
McDougal Alley (Series)		Bray Prod		2 reels	
Medicine Man, The	"Aesop Fables"	Pathe	April 3	1 reel	
Meet the Boy Friend	Chas. Doherty	Loumay			
Meet the Husband	Arthur Lake	Univ	Feb. 21	1 reel	
Merry Kiddo, The	Alberta Vaughn	F. B. O		2 reels	
Midnight Follies	George Davis	Educat		2 reels	Nov. 20
Midnight Kangaroo, The	Cameron-Phipps	Fox		2 reels	
Midnight Son, The	Morris-Luden	F. B. O.	Oct. 24	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educat	Nov. 7	1 reel	Nov. 13
Mike and Ike (Series)	King-Dorety	Univ		2 reels	
Mike Wins a Medal	"Life Cartoon"	Educat	Jan. 16	1 reel	Feb. 11
Million Dollar Derby, The	Al Alt	Rayart	Dec	2 reels	
Minute to Go, A	Eddie Fetherstone	C. & C	Nov.	2 reels	Sept. 18
Missing Links	"Life Cartoon"	Educat	Sept. 12	1 reel	Sept. 25
Mister Chump	Phil Dunham	Educat	Dec. 19	1 reel	Jan. 14
Mixed Brides	Wanda Wiley	Universal		2 reels	
Money Screams		Fox		2 reels	
Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 16	2 reels	
Monkey Hula	"Mr. X" (Monkey)	Bray	Jan. 10	2 reels	Dec. 11
Monkeys Prefer Blondes	"Mr. X" (Monkey)	Bray	Sept. 10	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	Sept.	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox		2 reels	
Motorboat Demon, The	"Van Bibbers"	Fox	Jan. 2	2 reels	Dec. 31
Movieland	Lupino Lane	Educat	Nov. 28	2 reels	
Movie Struck	Doris Eaton	C. & C		2 reels	
Moving Guests	Al Alt	Rayart	Nov.	2 reels	
Much Mystery	George Davis	Educat	Dec. 5	2 reels	Dec. 25
Musical Parrot, The	"Aesop Fables"	Pathe	Jan. 2	1 reel	Jan. 7
My Baby	Bobby Ray	Rayart	Oct.	2 reels	
My Kid	"Big Boy"	Educat	Sept. 5	2 reels	Sept. 11
Napoleon, Jr	Jerry Madden	Fox	Nov 14	2 reels	Nov. 6
Naughty Boy	Lupino Lane	Educat	April 17	2 reels	
Never Again	Al Alt	Rayart	Mar.		
Never Again	"The Gumps"	Univ	Oct. 17	2 reels	Oct. 2
Newlyweds and Their Baby, The (Series of 12)	Snookums-Clair-Dooley	Universal		2 reels	
Newlyweds Build, The	Snookums-Clair-Dooley	Univ	Feb. 2	2 reels	Jan. 14
Newlyweds' Neighbors	Snookums-Clair-Dooley	Univ	Aug. 29	2 reels	
Newlyweds Quarantined	Snookums-Clair-Dooley	Univ	Oct. 3	2 reels	June 19
Nickel Hopper, The	Mabel Normand	Pathe	Dec 5	3 reels	Dec. 4
Night Owl, The	"Cartoon"	Bray	Jan. 21	1 reel	
Night, Owl, The	"Krazy Kat Cartoon"	F. B. O	May 23	1 reel	
Nize Monkey	"Mr. X" (Monkey)	Bray	Nov. 10	2 reels	Nov. 27
Nobody Loves Me	Chas. Puffy	Univ	Oct. 3	1 reel	Sept. 18
Non-Skid Banana, The	Charley Bowers	F. B. O			
Non-Stop Bride	Hoyt-Cameron	Fox	Sept. 19	2 reels	Sept. 25
Not Guilty	Charles Puffy	Univ	Dec. 27	1 reel	
Nothing Doing	Charles Bowers	F. B. O	July 11	2 reels	
Nothing to Live For	Al Joy	Ricardo			
Nothing to Think About		Hi-Mark	Dec. 12	2 reels	
Not So Big (Wisecracker)	Eason-Hill-Cooke-Guard	F. B. O	May 8	2 reels	
Not the Type	"Van Bibbers"	Fox		2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	Oct. 24	2 reels	
Now You Tell One	Charles Bowers	F. B. O	Dec. 27	2 reels	
Oh Boy!	"McDougall Alley Kids"	Bray	Feb. 1	2 reels	Feb. 11
Oh! Monkey Be Good	"Mr. X" (Monkey)	Bray	Oct. 10	2 reels	Sept. 18
Oh! What a Kick	Slim Summerville	Univ	Feb. 7	1 reel	Jan. 21
Oh! Winnie Behave	Ethlyn Gibson	Artclass	Mar. 9	2 reels	
Oily Bird	O'Hara-Eason-Hill	F. B. O	Mar. 13	2 reels	
Old Flame, An	"Helen and Warren"	Fox	Jan. 30	2 reels	Feb. 11
Old Tin Sides	"Fat Men"	F. B. O	Mar. 7	2 reels	
Olga's Boatman	Neely Edwards	Univ	Oct. 10	1 reel	Sept. 25
One Hour Married	Mabel Normand	Pathe	Feb. 27	2 reels	Feb. 25
One-Mama Man, A	Charley Chase	Pathe	Mar. 6	2 reels	
One Man Show, A	Neely Edwards	Univ	April 11	1 reel	
One Sunday Morning	Lloyd Hamilton	Educat	Dec. 12	2 reels	
On the Farm	"McDougall Kids"	Bray	Oct. 1	2 reels	
On the Front Page	L. Rich-S. Laurel	Pathe	Nov. 28	2 reels	Dec. 4
On The Jump	Al Alt	Rayart		2 reels	
On the Trail	"Krazy Kat Cartoon"	F. B. O	June 6	1 reel	
Open Spaces	"Big Boy"	Educat	Nov. 7	2 reels	Nov. 13
Orphan, The	Al Joy	Ricardo			
Over There	Al Joy	Ricardo		2 reels	
Party Man, The	Charles Puffy	Univ	Mar. 14	1 reel	
Passing the Hat	"Krazy Kat Cartoon"	F. B. O	June 20	1 reel	
Pass the Dumplings	A. Day-Quillan-O'Shea	Pathe	Jan. 16	2 reels	Jan. 28
Peaceful City, The	"Life Cartoon"	Educat	Jan. 2	1 reel	Feb. 4
Peaceful Oscar	Lloyd Hamilton	Educat	Jan. 30	2 reels	Feb. 11
Peaches and Plumbers	Sennett Stars	Pathe	Feb. 20	2 reels	
Perfect Day, A	Davis-Dunham	Educat	Mar. 13	1 reel	Mar. 18
Perils of Petersboro, The	Alice Day	Pathe	Sept. 26	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	Sept. 5	1 reel	Sept. 11
Petering Out	"Cartoon"	Bray	Feb. 4	1 reel	Mar. 4
Pete's Haunted House	"Cartoon"	Bray	Oct. 14	2 reels	Oct. 23
Pete's Party	"Cartoon"	Bray	Oct. 28	1 reel	Nov. 6
Pete's Pow Wow	"Cartoon"	Bray	Mar. 11	1 reel	
Phoney Express, The	"Aesop Fables"	Pathe	Oct. 17	1 reel	Oct. 16
Pickled Romance	Charles Bowers	F. B. O	June 13	2 reels	
Pie-Eyed Piper, The	"Aesop Fables"	Pathe	April 24	1 reel	
Pink Elephants	Al St. John	Educat	Oct. 3	2 reels	
Please Excuse Me	Charles King	Univ	Nov. 10	2 reels	Oct. 23
Plow Boy's Revenge, The	"Aesop Fables"	Pathe	Jan. 23	1 reel	Jan. 21
Plumber's Daughter, The	Alice Day	Pathe	Feb. 13	2 reels	Feb. 11
Plumb Goofy	Dunham-Gallagher	Educat	Oct. 10	1 reel	Oct. 30
Polo Bear	Sargent-Wiley	Bray	Mar. 20	2 reels	Mar. 4
Pound Foolish	George Davis	Educat	Oct. 24	1 reel	Nov. 6
Present Arms	"McDougall Alley Kids"	Bray	Jan. 1	2 reels	Feb. 11
Prince and the Pyra, The	Charles Puffy	Universal			
Prince of Whales, The	"Life Cartoon"	Educat	April 10	1 reel	
Prodigal Bridegroom, A	Ben Turpin	Pathe	Sept. 26	2 reels	Sept. 25
Professional Ethics		Hi-Mark	Nov. 8	2 reels	
Psyche and the Pskyscraper	"O. Henry"	Fox		2 reels	
Punches and Perfumes	Sargent-Wiley	Bray	Oct. 20	2 reels	Oct. 23
Puppy Express, The	"Cartoon"	Bray	Jan. 21	1 reel	
Quiet, Please	Phil Duncan	Educat	Feb. 13	1 reel	
Racing Fever	"Life Cartoon"	Educat	April 24	1 reel	
Radio Bug, The	Dunham-Gallagher	Educat	Sept. 12	1 reel	Sept. 25
Radio Controlled	"Aesop Fables"	Pathe	Nov. 21	1 reel	
Radio Love	Al Alt	Rayart	Jan.	2 reels	
Raggedy Rose	Mabel Normand	Pathe	Nov. 7	3 reels	Nov. 6
Raging Tide, The	"Life Cartoon"	Educat	Oct. 24	1 reel	
Read 'Em and Leap	Alberta Vaughn	F. B. O		2 reels	
Relay, The	Lewis-Gulliver	Univ	Jan. 31	2 reels	Jan. 14
Road House, The	"Aesop Fables"	Pathe	Oct. 10	1 reel	Oct. 23
Roman Scandal, A	"Mutt & Jeff"	Short Films	Nov. 1	1 reel	
Rooms for Rent	"The Gumps"	Univ	Jan. 10	2 reels	

Title	Star	Dist'r	Rel. Date	Length	Reviewed
Roped In	Al St. John	Educat	Mar. 20	2 reels	
Roses and Ruses	"O. Henry"	Fox	Feb. 13	2 reels	Feb. 4
Rug Fiend, The	"Krazy Kat Cartoon"	F. B. O	Mar. 28	1 reel	
Ruling the Rooster	"Life Cartoon"	Educat	Mar. 27	1 reel	
Runaway Match		Hi-Mark	Jan. 24	2 reels	
Sailing Along	Al Alt	Rayart		2 reels	
Sailor Beware	Billy Dooley	Educat	Feb. 20	2 reels	Mar. 4
Sawdust Baby	Earl McCarthy	Artclass	Jan. 12	2 reels	
Scent					
School Days	"Aesop Fables"	Pathe	Dec. 19	1 reel	Dec. 18
Second Hand Excuse, A	Charles King	Univ	Dec. 8	2 reels	Nov. 20
Seeing the World	"Our Gang"	Pathe	Feb. 13	2 reels	Feb. 11
Shady Rest	"The Gumps"	Universal		2 reels	
Sharps and Flats	"Krazy Kat Cartoon"	F. B. O	Jan. 31	1 reel	
Shell Socked	Jimmie Adams	Educat	Oct. 31	2 reels	Oct. 30
She's My Cousin	Charles King	Univ	April 13	2 reels	May 15
Shoosh!	Charley Bowers	F. B. O	Mar. 21	2 reels	
Shore Enough	"Krazy Kat Cartoon"	F. B. O	Oct. 11	1 reel	
Shoulder Arms (Re-issue)	Charlie Chaplin	Pathe		3 reels	Feb. 18
Should Husbands Marry?	A. Day-E. Quillan	Pathe	Oct. 24	2 reels	Oct. 23
Should Husbands Pay?	Jimmy Finlayson	Pathe	Sept. 5	2 reels	Sept. 11
Should Men Walk Home?	M. Normand-C. Hale	Pathe	Jan. 30	2 reels	Jan. 28
Should Sleep Walkers Marry?	Bevan-Tennant-Dent	Pathe	Jan. 23	2 reels	Jan. 21
Sign Them Papers	Earl McCarthy	Artclass	May 18	2 reels	
Sink or Swim	"Aesop Fables"	Pathe	Jan. 9	1 reel	Jan. 7
Skating Instructors	"Mutt & Jeff"	Short Films		1 reel	
Slippery Silks	Conley-Lincoln	Fox	Feb. 13	2 reels	Feb. 25
Slipping Wives	Priscilla Dean	Pathe	April 3	2 reels	
Small Town Princess, A	Sennett Stars	Pathe	Mar. 20	2 reels	Mar. 18
S'Matter Pete	"Cartoon"	Bray	Feb. 18	1 reel	
Smith's Candy Shop	Hiatt-McKee	Pathe		2 reels	
Smith's Cook	Hiatt-KcKee	Pathe		2 reels	
Smith's Customer	Hiatt-McKee	Pathe	Feb. 6	2 reels	Feb. 4
Smith's Kindergarten	Hiatt-McKee	Pathe	May 1	2 reels	
Smith's Landlord	Hiatt-McKee	Pathe	Sept. 19	2 reels	
Smith's New Home	Hiatt-McKee	Pathe	Mar. 6	2 reels	Mar. 4
Smith's Pets	Hiatt-McKee	Pathe	Jan. 9	2 reels	Jan. 7
Smith's Picnic	Hiatt-McKee	Pathe	Dec. 12	2 reels	
Smith's Surprise	Hiatt-McKee	Pathe	April 3	2 reels	
Smith's Visitor	Hiatt-McKee	Pathe	Oct. 17	2 reels	Oct. 16
Smith's Uncle	Hiatt-McKee	Pathe	Nov. 14	2 reels	
Snookum's Buggy Ride	"Newlyweds"	Univ	Oct. 31	2 reels	June 19
Snookums Disappears	Snookums-Clair-Dooley	Univ	Mar. 2	2 reels	Feb. 11
Snookum's Merry Christmas	"Newlyweds"	Univ	Dec. 22	2 reels	Dec. 4
Snookum's Outing	"Newlyweds"	Univ	Dec. 1	2 reels	Nov 13
Snookum's Playmate	"Newlyweds"	Univ	Jan. 5	2 reels	Dec. 18
Snookum's First Tooth	"Newlyweds"	Univ	Sept. 19	2 reels	June 26
Society Architect, A	"Van Bibbers"	Fox	Feb. 13	2 reels	Jan. 21
Soft Soap	"Life Cartoon"	Educat	Jan. 30	1 reel	
Somebody's Fault	Lloyd Hamilton	Educat	Mar. 13	2 reels	Mar. 18
Some More Excuses	Charles King	Univ	Mar. 9	2 reels	Feb. 25
Sophomore, The	G.O'Neil-L.Graydon	Hi-Mark			
Sorority Mix-Up, A	"Mr. X" (Monkey)	Bray	Mar. 10	2 reels	Mar. 4
So's Your Monk	"Mr. X" (Monkey)	Bray	Feb. 10	2 reels	Dec. 31
Spooky Money	Al Joy	Ricardo			
Steeplechaser, The	Lige Conley	Fox	Sept. 5	2 reels	Sept. 11
Stomach Trouble	"Krazy Kat Cartoon'	F. B. O	Mar. 14	1 reel	
Strictly Kosher	Wise-KcKay	Artclass	Sept. 15	2 reels	
Suite Homes	"O. Henry"	Fox	May 1	2 reels	
Sweet Baby	Wallace Lupino	Educat	Dec. 5	2 reels	Dec. 31
Sweetheart Daze	Neely Edwards	Univ	Dec. 20	1 reel	Dec. 4
Switching Sleepers	Arthur Lake	Univ	Dec. 13	1 reel	Dec. 4
Tail of the Monk	"Cartoons"	Bray	Nov. 12	1 reel	
Take It Easy		Hi-Mark	Dec. 19	2 reels	
Taking the Air	"Aesop Fables"	Pathe	Mar. 6	1 reel	Mar. 4
Teacher, Teacher	Lloyd Hamilton	Educat	Oct. 17	2 reels	Oct. 23
Tell 'Em Nothing	Charley Chase	Pathe	Oct. 17	2 reels	Oct. 16
Telling Whoppers	"Our Gang"	Pathe	Dec. 19	2 reels	Dec. 18
Tennis Wizard, The	"Van Bibbers"	Fox	Nov. 21	2 reels	Jan. 14
Ten Years Old	"Our Gang"	Pathe	Mar. 13	2 reels	
Thanks for the Boat Ride	Wanda Wiley	Univ	Feb. 16	2 reels	Jan. 28
That's My Baby	Charles Puffy	Universal		1 reel	
That's Nothing	Wm. Cassio	Boheme Films		2 reels	
There Ain't No Santa Claus	Charley Chase	Pathe	Dec. 12	2 reels	Dec. 11
There's a Will	King-Dorety	Univ		2 reels	
Three Glad Men	"Fat Men"	F. B. O	Jan. 10	2 reels	
Thru Thick and Thin	"Aesop Fables"	Pathe	Nov. 7	1 reel	Nov. 6
Tiddly Winks	Arthur Lake	Univ	Sept. 26	1 reel	Sept. 4
Tit For Tat	"Aesop Fables"	Pathe	Jan. 30	1 reel	Jan. 30
Too Much Sleep	Arthur Lake	Univ	Nov. 7	1 reel	Oct. 23
Try and Do It	Sargent-Wiley	Bray	Feb. 20	2 reels	
Turkish Bath, A	Bobby Ray	Rayart	Feb.	2 reels	
Turkish Howls	O'Shea-Eason-Hill	F. B. O	Feb. 13	2 reels	
Two Dollars, Please	Neely Edwards	Univ	Sept. 19	1 reel	Sept. 11
Two-Time Mamma	Tryon-Oakland-Brooke-Garvin	Pathe	Jan. 23	2 reels	
Unsocial Three, The	"Three Fat Men"	F. B. O	Feb. 7	2 reels	
Unsquirtable Pickle, The	Charley Bowers	F. B. O			
Up Against It	"The Gumps"	Univ	Jan. 24	2 reels	Jan. 14
Uppercuts	Jack Duffy	Educat	Sept. 5	2 reels	Sept. 11
Van Bibbers (Richard Harding Davis Series)	Earle Foxe	Fox		2 reels	
Vanishing Villain	Charles Bowers	F. B. O	May 16	2 reels	
Vulgar Yachtsman, The	"Fat Men"	F. B. O	Nov 15	2 reels	
Wanted a Bride	Arthur Lake	Univ	Oct. 17	1 reel	Oct. 9
War Feathers	"Our Gang"	Pathe	Nov. 21	2 reels	Nov. 27
Watered Stock	"Aesop Fables"	Pathe	Sept. 26	1 reel	Sept. 25
Watery Gravy	"Krazy Kat Cartoon"	F. B. O	Oct. 25	1 reel	
Way of a Boy		C. & C	Nov. 15	1 reel	
Wedding Yells	Johnny Arthur	Educat	Feb. 6	2 reels	Feb. 18
Westerner, The	Reata Hoyt	Fox		2 reels	
Westward Whoa	Roach-Olmstead	Univ	April 4	1 reel	
What Happened to Jane (Series of 13)	T. Daniels-C. King	Univ		2 reels	
What'll You Have?	Charles King	Univ	Jan. 12	2 reels	May 23
What Price Dough?	"Fat Men"	F. B. O	May 30	2 reels	
What Price Pleasure?	Neely Edwards	Univ	Nov. 29	1 reel	Nov. 12
What Price Swimming?		C. & C	Dec. 12	1 reel	
What's Your Hurry?	Charles King	Univ	Feb. 9	2 reels	Jan. 21
When a Man's a Fan	M. Morris-J. Luden	F. B. O	Oct. 10	2 reels	
When Do We Eat?	(Bronte Classic)	Red Seal	Sept.	1 reel	
When Martin Gets Here		Hi-Mark	Jan. 17	2 reels	
Where Friendship Ceases	"Aesop Fables"	Pathe	Dec. 26	1 reel	Jan. 7
Where There's a Bill	M. Morris-J. Luden	F. B. O	Sept. 12	2 reels	
Which Is Which?	Charles King	Univ	Oct. 10	2 reels	Sept. 25
Why Argue?	"Aesop Fables"	Pathe	Oct. 3	1 reel	Oct. 2
Why George?	Sid Savlor	Univ	Oct. 24	2 reels	
Why Girls Say No	M. Daw-C. Hale	Pathe	Feb. 20	2 reels	
Why Mules Leave Home	Summerville-Fanny (Mule)	Univ	Mar. 7	2 reels	Feb. 18
Why Pay Rent?	Wise-McKay	Artclass	Mar. 23	2 reels	
Why Squirrels Leave Home	Charles Bowers	F. B. O	Mar. 21	2 reels	
Why Women Pay	"Life Cartoon"	Educat	Dec. 19	1 reel	
Why Worry		Hi-Mark	Nov. 15	2 reels	
Wife Shy	Bobby Vernon	Educat	Sept. 26	2 reels	Sept. 25
Wild and Woozy	Jimmie Adams	Educat	Jan. 2	2 reels	Jan. 14
Wild Bill	Charles Puffy	Univ	Nov. 14	1 reel	Oct. 30
Wild Roomer, A	Charley Bowers	F. B. O	Nov. 1	2 reels	
Wild Wild Cat, The	"Cartoon"	Bray	Feb. 18	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	Jan. 5	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	May 11	2 reels	
Wisecrackers (Series of 12)	Eason-O'Shea-Hill	F. B. O	Jan. 30	2 reels	Feb. 4
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	Oct. 3	2 reels	Oct. 16
With Will Rogers in Dublin	(travelogue)				
Wives and Women	Charles Puffy	Univ	Sept. 12	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	Sept. 1	2 reels	
Wrong Queues	"Krazy Kat Cartoon"	F. B. O	Dec. 6	1 reel	
Yellow Pirate, The	"Life Cartoon"	Educat	Sept. 26	1 reel	
Yokel, The	Snub Pollard	Artclass	Nov. 24	2 reels	
You'd Better Get It		Hi-Mark	Dec. 5	2 reels	
You're Next	"Fat Men"	F. B. O	April 4	2 reels	
You Tell One	Charley Bowers	F. B. O		2 reels	Nov. 27
Youth and Beauty	"The Gumps"	Univ	Feb. 7	2 reels	Feb. 4

Short Subjects

Title	Distributor	Rel. Date	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	Sept. 12	1 reel	Sept. 25
Agile Age, The (Sportlight)	Pathe	April 17	1 reel	
Alexander's Ragtime Band (Song Parody)	Artclass	Oct. 6	1 reel	
All Star Freaks (Curiosity)	Educational	Aug 1	1 reel	
Alpine S.O.S	C. & C.	Nov. 5	2 reels	
America Today (Variety)	Fox		1 reel	
Animated Hair Cartoons (Series)	Red Seal		1 reel	
Animated Hair Cartoons, No. 15	Red Seal	Sept.	1 reel	
Animated Hair Cartoons, No. 16	Red Seal		1 reel	
Animated Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Animated Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Animated Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Animated Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Animated Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Animated Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Animated Hair Cartoons, No. 23	Red Seal	Feb. 1	1 reel	
Annie Laurie (Song Parody)	Artclass	April 13	1 reel	
Arctic Frontier, The (Novelty)	Bray Prod	Feb. 7	1 reel	Feb. 11
Around the World in Ten Minutes (Variety)	Fox	Sept. 5	1 reel	
At 3.25	Red Seal	Sept.	2 reels	
Austrian Alps (Variety)	Fox	Oct. 3	1 reel	
Barefoot Boy, The (Colorart Picture)	Tiffany	Jan. 15	1 reel	Feb. 25
Bashful Suitor (Famous Painting)	C. & C	Dec. 1	1 reel	
Beasts of the Veldt	Chesterfield		2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark	Dec. 1	2 reels	
Beautiful Britain	C. & C		1 reel	
Beauty and the Beach	C. & C			
Beechnuts	C. & C.		2 reels	
Beggar Maid (Famous Painting)	C. & C	Nov. 15	1 reel	
Below the Equator (Variety)	Fox	April 3	1 reel	
Big and Little (Sportlight)	Pathe	Sept. 5	1 reel	Sept. 11
Bill and I Went Fishing (Guest Jewel)	Am. Cinema	Feb. 1	1 reel	
Bird City (Novelty)	Film Exch., Inc	Dec. 15	1 reel	
Birds in the Treetops	C. & C.			
Birds of Bonaventure Island (Novelty)	Film Exch., Inc	Nov. 30	1 reel	
Bird of Flight, A (Hodge Podge)	Educat	April 17	1 reel	
Blood Will Tell	Am. Cinema			
Blue Boy, The	Educat	Sept. 5	2 reels	Sept. 11
Boys in Blue, The (G. A. Durkin- J. McLean)	Centennial Pict		2 reels	
Bride of the Falls (Music Legend)	Castle Films	Dec. 17	1 reel	Jan. 14
Bruce Scenic Novelties, No. 1	Educat	Sept. 5	1 reel	Oct. 2
Bruce Scenic Novelties, No. 2	Educat	Oct. 3	1 reel	Sept. 11
Bruce Scenic Novelties, No. 3	Educat	Oct. 17	1 reel	Oct. 30
Bruce Scenic Novelties, No. 4	Educat	Nov. 14	1 reel	Dec. 4
Bruce Scenic Novelties, No. 5	Educat	Dec. 12	1 reel	
Bruce Scenic Novelties, No. 6	Educat	Jan. 9	1 reel	Jan. 28
Bruce Scenic Novelties, No. 7	Educat	Feb. 20	1 reel	Feb. 25
Bruce Scenic Novelties, No. 8	Educat	Mar. 20	1 reel	
Bruce Scenic Novelties, No. 9	Educat	April 17	1 reel	
Bruce Scenic Novelties, No. 10	Educat		1 reel	
Bruce Scenic Novelties, No. 11	Educat		1 reel	
Bruce Scenic Novelties, No. 12	Educat		1 reel	
Bull's Eyes (Sportlight)	Pathe	Sept. 19	1 reel	Sept. 25
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	Jan. 1	1 reel	
By the Wholesale (Sportlight)	Pathe	Nov. 28	1 reel	Nov. 27
Call of the Woods (Guest Jewel)	Am. Cinema		1 reel	
Canning the Salmon	Film Exch., Inc	Nov. 29	1 reel	
Cathedral of St. Paul's	C. & C		1 reel	Sept. 18
Cheating Mothers (Ufa shorts)				
Chronicles of America (Series of 18)	Pathe		3 reels	
Churchyards of America, Issue A	Red Seal	Sept.	1 reel	Sept. 18
Churchyards of America, Issue B	Red Seal		1 reel	
Churchyards of America, Issue C	Red Seal	Nov. 15	1 reel	
Cliff Dwellers of America (Variety)	Fox	Dec. 26	1 reel	Oct. 9
Climbing Into Cloudland (Hodge Podge)	Educat	Mar. 13	1 reel	
Clothes Make the Woman (Technicolor—S. Holmquist)	Tiffany	Feb. 1	1 reel	Feb. 25
Custer of Kings, A (Hodge Podge)	Educat	Jan. 16	1 reel	Feb. 4
Colorado (Variety)	Fox		1 reel	
Coming Thro' the Rye (Song Car-Tune)	Red Seal	Sept	1 reel	
Comma Butterfly, The (Nature Special)	Bray	Nov. 29	1 reel	Dec. 18
Constantinople (Variety)	Fox	Jan. 23	1 reel	Jan. 28
Courage of Collins, The (Mustang-Edmund Cobb)	Universal	Feb. 5	2 reels	Jan. 14
Cozy Beds for Oysters (Ufa short)				
Creepy Things (Nature Special)	Bray Prod	Mar. 21	1 reel	
Crimson Flash, The (Serial—C. Landis-E. Gilbert)	Pathe		10 episodes	
Crowd Bait (Sportlight)	Pathe	Feb. 6	1 reel	Feb. 4
Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Dangerous Game, A (Mustang)	Universal		2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark	Jan. 5	2 reels	
Diary of Rob O'Day, The (Kelly Color Films)				
Diver, The (Nature Special)	Bray Prod	Nov. 1	1 reel	Nov. 6
Dog of Dogs (Fearless—Dog)	Chester. (S.R.)	Dec.	2 reels	
Dog Scouts (Fearless—Dog)	Chester. (S.R.)	Dec. 1	2 reels	
Dog's Way, A (Fearless—Dog)	Chesterfield	Oct. 1	2 reels	
Double Trouble (Mustang-Curly Witzel)	Universal	Jan. 1	2 reels	
Driven From Home (Twisted Tale)	Short Films	Dec. 1	1 reel	

Title	Distributor	Rel. Date	Length	Reviewed
Dude Desperado, The (Mustang-Fred Gilman)	Universal	Jan. 29	2 reels	Jan. 7
Durable Souls (Sportlight)	Pathe	Oct. 31	1 reel	Oct. 30
Edgar A. Guest Jewels (Series of 13)	Am. Cinema	Feb. 1	1 reel	
Everybody's Servant (Variety)	Fox	Mar. 6	1 reel	Feb. 25
Falcon, The (Ufa Short)				Dec. 11
Family Album, The (Sketch Book)	Pathe	Sept. 5	1 reel	
Fangs of Vengeance (Fearless—Dog)	Chesterfield	Sept. 1	2 reels	
Fiddlesticks (Curiosities)	Educat	Feb. 13	1 reel	Feb. 18
Fighting for Fame (Serial-Ben Alexander)	Rayart	Jan.	10 episodes	
Fight for Life, A (Ufa short)				
Fighting Marine, The (Serial)	Pathe	Sept. 12	10 episodes	Sept. 11
Fighting Strain, The (Mustang)	Universal	Dec. 4	2 reels	Nov. 20
Fighting With Buffalo Bill (Serial)	Universal	Aug. 29	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	Oct. 24	1 reel	Nov. 13
Film Facts (Series)	Red Seal		1 reel	
Film Reporter, The (Series of 13)	Red Seal		1 reel	
Film Reporter, The, Issue A	Red Seal	Sept.	1 reel	
Film Reporter, The, No. 3	Red Seal	Nov. 10	1 reel	
Film Reporter, The, No. 4	Red Seal	Dec. 10	1 reel	
Film Reporter, The, No. 5	Red Seal	Jan 10	1 reel	
Fire Fighters, The (Serial—Daugherty-Ferguson)	Universal	Jan. 17	10 episodes	
Fisherman's Luck (Colorart Picture)	Tiffany	Dec. 1	1 reel	Feb. 25
Fishes in Love (Ufa short)				
Florida Pastel	C. & C			
Fresh From the Deep (Novelty)	Film Exch.,Inc	Dec. 31	1 reel	
From Catch to Can (Novelty)	Film Exch.,Inc	Dec. 20	1 reel	
Frontier Post, A (Variety)	Fox	Feb. 6	1 reel	
Frost Line, The (Sportlight)	Pathe	Mar. 20	1 reel	
Fugitive Futurist (Novelty)	C. & C		1 reel	
Furry Tale, A (Nature Special)	Bray Prod	Feb. 21	1 reel	Mar.
Galloping Justice (Mustang-Edmund Cobb)	Universal	April 9	2 reels	
Game Hunting in Abyssinia				
Game's the Thing, The (Sportlight)	Pathe		1 reel	Nov. 17
Gems of the Screen (Series)	C. & C		1 reel	
Glimpses of Switzerland	C. & C			
God's Country	C. & C		2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark	Jan. 20	2 reels	
Golden Stallion, The (Serial—Lefty Flynn)	Nat Levine	Feb.	10 episodes	
Golf and How	Castle Films	Feb. 12	1 reel	Feb. 4
Great Lakes, The (Variety)	Fox	Oct. 31	1 reel	Nov. 6
Guess Who (Series)	Artclass		1 reel	
Guess Who, No. 1	Artclass	Oct. 27	1 reel	
Guess Who, No. 2	Artclass	Dec. 29	1 reel	
Guess Who, No. 3	Artclass	Mar. 2	1 reel	
Guess Who, No. 4	Artclass	May 4	1 reel	
Hair Cartoons, No. 15	Red Seal		1 reel	
Hair Cartoons, No. 16	Red Seal		1 reel	
Hair Cartoons, No. 17	Red Seal	Nov. 1	1 reel	
Hair Cartoons, No. 18	Red Seal	Nov. 15	1 reel	
Hair Cartoons, No. 19	Red Seal	Dec. 1	1 reel	
Hair Cartoons, No. 20	Red Seal	Dec. 15	1 reel	
Hair Cartoons, No. 21	Red Seal	Jan. 1	1 reel	
Hair Cartoons, No. 22	Red Seal	Jan. 15	1 reel	
Hair Cartoons, No. 23	Red Seal	Feb. 15	1 reel	
Hair Cartoons, No. 24	Red Seal	Mar. 15	1 reel	
Hair Cartoon, No. 25	Red Seal	April 15	1 reel	
Hair Cartoons, No. 26	Red Seal	May 15	1 reel	
Haunted Homestead, The (Mustang-F. Gilman)	Universal	April 16	2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark	Nov. 15	2 reels	
Heavenly Bodies (Ufa short)				
Heavens Above (Novelty)	Service Film		1 reel	
Hello Hollywood (Novelty)	Castle Films	Jan. 28	1 reel	Feb. 11
Hen Punchers of Pipe Rock (Mustang)	Universal	Dec. 18	2 reels	Dec. 4
Heroes of the Sea	C. & C		1 reel	
Hidden Death Traps (Ufa short)				Dec. 11
Highlights (Curiosities)	Educat	Jan. 23	1 reel	Feb. 4
Hiking Through Holland with Will Rogers (Travelesque)	Pathe	April 3	1 reel	
His Pal (Fearless—Dog)	Chesterfield		2 reels	
Homeless Husbands' Land (Novelty)	Short Film		1 reel	
Hooks and Holidays (Sportlight)	Pathe	Nov. 14	1 reel	Nov. 20
Hope (Famous Painting)	C. & C	Nov. 1	1 reel	
Hope Hampton Displaying Paris Originations in Color (McCall Fashions)	Educational	Dec. 26	1 reel	Jan. 21
House Without a Key, The (Serial—Ray-Miller)	Pathe	Nov. 21	10 episodes	Dec. 27
Housing Problem, The (Magazine)	Bray Prod	Sept. 20	1 reel	Oct. 23
How I Hate to Get Up (Song Parody)	Artclass	Feb. 9	1 reel	
How It Happened (Twisted Tale)	Short Films	Dec. 1	1 reel	
Hung Without Evidence (Twisted Tale)	Short Films	Jan. 5	1 reel	
If a Picture Tells a Story	C. & C.	Sept.	1 reel	
If Dreams Come True (Color Romance)	C. & C	Dec 5	1 reel	
I Love a Lassie (Song Car-Tune)	Red Seal	Jan. 15	1 reel	
Inland Voyage, An (Variety)	Fox		1 reel	
In the Good Old Summertime (Song Car-Tune)	Red Seal	Mar. 1	1 reel	
Isle of June, The (Colorart Picture)	Tiffany	Dec. 15	1 reel	Feb. 25
It Can Happen to You (Scandal of America)	Artclass	Oct. 20	1 reel	
Jewels of Venus (Ufa short)				
Jim Hood's Ghost (Mustang)	Universal	Aug. 29	2 reels	Sept. 11
Jingle Bells (Song Car-Tune)	Red Seal	April 1	1 reel	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	Sept. 16	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	Oct. 10	1 reel	
Jungle Round-Up, A (Ufa short)	M-G-M			Oct. 9
Jungle Secrets	Sava Films			
Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Keeping 'Em Guessing, Issue A	Red Seal	Sept.	1 reel	
Keeping 'Em Guessing, Issue B	Red Seal		1 reel	
Keeping 'Em Guessing, Issue C	Red Seal	Nov. 20	1 reel	
Keeping 'Em Guessing, Issue D	Red Seal	Feb. 20	1 reel	
Keeping 'Em Guessing, Issue E	Red Seal	Mar. 20	1 reel	
Keeping 'Em Guessing, Issue F	Red Seal	April 20	1 reel	
Keith of Scotland Yard (Serial)	Universal		10 episodes	
Keley Gets His Man (Mustang-Edmund Cobb)	Universal	Feb. 19	2 reels	
Key-Hole Cruise, A (Hodge Podge)	Educational	Nov. 28	1 reel	Dec. 18
Knight of the Pigskin, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	
Last of the Bison, The	Film Exch.,Inc	Dec. 16	1 reel	
Law of the North (Mustang)	Universal	Oct. 3	2 reels	Sept. 18
Let's Do Black Bottom	Castle Films	Dec. 3	1 reel	Dec. 11
Liberty Boys of '76, The (Historical Series)	Centennial Pict		2 reels	
Life in the Twilight (Ufa short)				
Lightnin' Fangs (Drama)	Sun Pic. (S.R.)	Jan. 29	2 reels	
Lightnin' Fury (Drama)	Sun Pic. (S.R.)	Feb. 12	2 reels	
Lightnin' Vengeance (Drama)	Sun Pic. (S.R.)	Jan. 15	2 reels	
Literary Digest (Series)	C. & C		1 reel	
Little Brother of the Wild (Nature Special)	Bray Prod	Jan. 24	1 reel	
Lizzie's Last Lap (Novelty)	C. & C.		1 reel	
Logging the Logs	Film Exch.,Inc	Jan. 2	1 reel	
London Bridge (Song Car-Tune)	Red Seal	May 1	1 reel	
Lone Prairie, The (Mustang)	Universal	Nov. 14	2 reels	Oct. 30
Love's Witchcraft (Ufa short)				
Lost Arrow, The (Scenic and Narrative)	Castle Films	Oct. 15	1 reel	Oct. 16
Love Prairie, The (Mustang)	Universal		2 reels	
Ma and the Auto (Guest Jewel)	Am. Cinema		1 reel	
Making of a King (Prince of Wales)	C. & C.	Nov. 15	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	Oct. 17	2 reels	Oct. 9
Margie (Song Parody)	Artclass		1 reel	
Marine Parade, The (Nature Novelty)	Bray	Dec. 27	1 reel	
Martin of the Mounted (Fred Gilman)	Universal	Dec. 11	2 reels	Nov. 27
Maryland, My Maryland (Variety)	Fox	Oct. 17	1 reel	Nov. 6
Marvels of Motion, Issue M	Red Seal	Sept.	1 reel	
Marvels of Motion (Series)	Red Seal		1 reel	
Melting Millions (Serial—A. Ray-W. Miller)	Pathe	April 10	10 episodes	
Menace of the Mounted, The (Mustang-Edmund Cobb)	Universal	Jan. 22	2 reels	Dec. 31
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	Sept. 19	1 reel	Oct. 16
Modern Venus, The	C. & C.		1 reel	
Mona Lisa, The	Educational	Oct. 17	2 reels	Dec. 4
Monarch of the Glen, The (Ufa short)			1 reel	Jan. 21
Monarch of the Plains (Novelty)	Film Exch.,Inc	Jan. 15	1 reel	
More Ways Than One (Sportlight)	Pathe	Oct. 17	1 reel	Oct. 16
Mother, Mother Pin a Rose on Me (Song Car-Tune)	Red Seal	Dec. 1	1 reel	
Mother O'Mine	C. & C.		1 reel	
Mount Sinai (Pilgrimage to Palestine)	Pathe	Oct. 24	1 reel	Oct. 23
Movie Medley, A (Hodge Podge)	Educational	Dec. 26	1 reel	Jan. 21
Movie Struck	C. & C.	Oct.	2 reels	
Mustang (Series of Westerns)	Universal		2 reels	
My Lady's Stockings (Variety)	Fox	Jan 9	1 reel	Jan. 28
My Word London (Novelty)	Castle Films	Jan. 14	1 reel	Jan. 21
Nic-Nax (Curiosity)	Educational	Dec. 12	1 reel	Jan. 14
Night Prowler, The (Scandal of America)	Artclass		1 reel	
Northwest Mounted Police Dramas (Series)	Universal		2 reels	
Numburg the Toy City (Sketch Book)	Pathe	Oct. 31	1 reel	Oct. 30
Odd Jobs (Curiosities)	Educat	April 3	1 reel	
Oh You Beautiful Doll (Song Car-Tune)	Red Seal	Mar. 15	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	Nov. 1	1 reel	July 10
On Guard (Serial—C. Landis)	Pathe	Jan. 30	10 episodes	Jan. 28
On the Trail of the Ranger (Colorart Picture)	Tiffany	Jan. 1	1 reel	Feb. 25
On With the Dance	Castle Films	Nov. 5	1 reel	Nov. 13
Our Arctic Frontier (Novelty)	Bray Prod	Feb. 7	1 reel	
Out of the Inkwell (Series)	Red Seal		1 reel	
Over and Under the Earth	Film Exch.,Inc	Nov. 22	1 reel	
Overnight From Paris (Variety)	Fox	Dec. 12	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	Dec. 15	1 reel	Sept. 4
Parasol Ant, The (Ufa short)				
Parisian Inspirations in Color Display by Hope Hampton (McCall Fashions)	Educational	Nov. 21	1 reel	Dec. 31
Pathe Review, No. 35	Pathe	Aug 29	1 reel	
Pathe Review, No. 36	Pathe	Sept 5	1 reel	
Pathe Review, No. 37	Pathe	Sept. 12	1 reel	
Pathe Review, No. 38	Pathe	Sept. 19	1 reel	
Pathe Review, No. 39	Pathe	Sept. 26	1 reel	
Pathe Review, No. 40	Pathe	Oct. 3	1 reel	
Pathe Review, No. 41	Pathe	Oct. 10	1 reel	
Pathe Review, No. 42	Pathe	Oct. 17	1 reel	
Pathe Review, No. 43	Pathe	Oct. 24	1 reel	Oct. 23
Pathe Review, No. 44	Pathe	Oct. 31	1 reel	
Pathe Review, No. 45	Pathe	Nov. 7	1 reel	
Pathe Review, No. 46	Pathe	Nov. 14	1 reel	
Pathe Review, No. 47	Pathe	Nov. 21	1 reel	
Pathe Review, No. 48	Pathe	Nov. 28	1 reel	Dec. 4
Pathe Review, No. 49	Pathe	Dec. 5	1 reel	Dec. 4
Pathe Review, No. 50	Pathe	Dec. 12	1 reel	Dec. 18
Pathe Review, No. 51	Pathe	Dec. 19	1 reel	Dec. 18
Pathe Review, No. 52	Pathe	Dec. 26	1 reel	Jan. 7
Pathe Review, No. 1	Pathe	Jan. 2	1 reel	
Pathe Review, No. 2	Pathe	Jan. 9	1 reel	Jan. 14
Pathe Review, No. 3	Pathe	Jan. 16	1 reel	Jan. 14
Pathe Review, No. 4	Pathe	Jan. 23	1 reel	Jan. 21
Pathe Review, No. 5	Pathe	Jan 30	1 reel	Jan. 28
Pathe Review, No. 6	Pathe	Feb. 6	1 reel	Feb. 4
Pathe Review, No. 7	Pathe	Feb. 13	1 reel	
Pathe Review, No 8	Pathe	Feb. 20	1 reel	Feb. 25
Pathe Review, No. 9	Pathe	Feb. 27	1 reel	Feb. 25
Pathe Review, No. 10	Pathe	Mar. 6	1 reel	Mar. 4
Pathe Review, No. 11	Pathe	Mar. 13	1 reel	
Pathe Review, No. 12	Pathe	Mar. 20	1 reel	
Pathe Review, No. 13	Pathe	Mar. 27	1 reel	
Pathe Review, No. 14	Pathe	April 3	1 reel	
Pathe Review, No. 15	Pathe	April 10	1 reel	
Pathe Review, No. 16	Pathe	April 17	1 reel	
Pathe Review, No. 17	Pathe	April 24	1 reel	
Pathe Review, No. 18	Pathe	May 1	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	April 27	1 reel	
Peace Deputy, The (Mustang—Fred Gilman)	Universal	Mar. 26	2 reels	Mar. 11
Pearls (Movie Legend)	Castle Films	Jan. 21	1 reel	
Peculiar Households (Ufa short)				
Phantom Rider, The (Serial—tentative)	Universal		2 reels	
Pilgrimages to Palestine (Series)	Pathe		1 reel	
Pinnacle Rider, The (Mustang)	Universal	Oct. 24	2 reels	Oct. 16
Pioneer Blood (Mustang)	Universal	Oct. 31	2 reels	Oct. 16
Pipe Rock Goes Wild (Tuttle Western)	Universal	Sept. 19	2 reels	
Popular Song Parodies (Series)	Artclass		1 reel	
Portugal Today (Variety)	Fox	Feb. 20	1 reel	Feb. 18
Pride of Piperock, The (Mustang-Holmes & Corbett)	Universal	April 23	2 reels	
Pup's Tale, A (Sketch Book)	Pathe	Oct. 3	1 reel	Oct. 23
Radio Personalities (Series)	Artclass		1 reel	
Radio Personalities, Vol. A	Artclass	Sept. 29	1 reel	
Radio Personalities, Vol. B	Artclass	Dec. 1	1 reel	
Radio Personalities, Vol. C	Artclass	Feb. 2	1 reel	
Radio Personalities, Vol. D	Artclass	April 6	1 reel	
Rainbow (Novelty)	Castle Films	Dec. 17	1 reel	Jan. 14
Rambling in Old Japan	C. & C			
Ranger's Romance, A (Mustang-Fred Gilman)	Universal	Mar. 12	2 reels	Feb. 18
Rare Bits (Curiosity)	Educational	Aug. 29	1 reel	
Reelviews (Series)	Red Seal		1 reel	
Reelviews, Issue I	Red Seal	Sept.	1 reel	
Reelviews, Issue J	Red Seal		1 reel	
Reelviews, Issue K	Red Seal	Nov. 18	1 reel	
Reelviews, Issue L	Red Seal	Dec. 18	1 reel	
Reelviews, Issue M	Red Seal	Jan. 18	1 reel	
Region of Romance (Novelty)	Film Exch.,Inc	Dec. 12	1 reel	
Restless Race, The (Sportlight)	Pathe	Oct. 3	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial—Wm. Desmond)	Universal	Mar. 28	10 episodes	Mar. 18
Riding for a King (Donoghue Racing Drama)	Hi-Mark	Nov. 1	2 reels	

Title	Distributor	Rel. Date	Length	Reviewed
Ridge, The (Donoghue Racing Drama)	Hi-Mark Prod.		2reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark	Dec. 15	2 reels	
Rival Sex, The (Sportlight)	Pathe	Mar. 6	1 reel	Mar. 4
Robert E. Lee (Song Car-Tune)	Red Seal	April 15	1 reel	
Rock Ribbed Maine (Variety)	Fox	Mar. 20	1 reel	Mar. 11
Rocky Mountain Gold (Variety)	Fox	Sept. 19	1 reel	Oct. 9
Rollin' Along (Sportlight)	Pathe	Jan. 9	1 reel	Jan. 14
Romance of the Salmon	Film Exch.,Inc	Jan. 24	1 reel	
Rose of Monterey	Castle Films	Nov. 15	1 reel	
Royal Nursery, A (Ufa short)				
Rushing Waters	C. & C	Nov 15		
Rustic Romance (Ufa short)				
Saddle Tramp, The (Mustang)	Universal	Sept. 26	2 reels	
Scandal of America (Series)	Artclass		1 reel	
Scarlet Rider, The (Serial—tentative)	Universal		2 reels	
Scotty of the Scouts (Serial)—Ben Alexander	Rayart	Sept.	10 episodes	
Screen Star Sports (Series)	Artclass		1 reel	
Screen Star Sports, Vol. A	Artclass	Oct. 13	1 reel	
Screen Star Sports, Vol. B	Artclass	Dec. 15	1 reel	
Screen Star Sports, Vol. C	Artclass	Feb. 16	1 reel	
Screen Star Sports, Vol. D	Artclass	April 20	1 reel	
Screen Snapshots (Series)	Columbia		1 reel	
Sculpturing From Life (Novelty)	Bray Prod	Jan. 10	1 reel	Feb. 11
Searchlights (Series)	Red Seal		1 reel	
Searchlights, Issue K	Red Seal	Nov. 10	1 reel	
Searchlights, Issue L	Red Seal	Dec. 10	1 reel	
Searchlights, Issue M	Red Seal	Jan. 10	1 reel	
Seas of the World	Red Seal			
See America First (Novelty)	Castle Films		1 reel	Dec. 4
Shadowland	C. & C	Nov. 1	1 reel	Sept. 18
Sheik of Araby, The (Song Parody)	Artclass	Dec. 8	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	Sept. 5	2 reels	Aug. 28
Short Shots (Series of 26)	Castle Films		1 reel	
Short Shots, No. 1	Castle Films	Oct. 1	1 reel	Oct. 16
Short Shots, No. 2	Castle Films	Oct. 15	1 reel	Oct. 30
Short Shots, No. 3	Castle Films	Oct. 29	1 reel	
Short Shots, No. 4	Castle Films	Nov. 12	1 reel	
Short Shots, No. 5	Castle Films	Nov. 26	1 reel	Dec. 11
Short Shots, No. 6	Castle Films	Dec. 10	1 reel	
Short Shots, No. 7	Castle Films	Dec. 24	1 reel	Jan. 14
Short Shots, No. 8	Castle Films	Jan. 7	1 reel	Jan. 21
Short Shots, No. 9	Castle Films	Jan 21	1 reel	Feb 11
Short Shots, No. 10	Castle Films	Feb. 3	1 reel	Mar. 4
Short Shots, No. 11	Castle Films	Feb. 19	1 reel	Mar. 4
Short Shots, No. 12	Castle Films		1 reel	
Show Cowpuncher, The (Mustang)	Universal	Nov. 7	2 reels	Oct. 23
Silence of the Snows (Guest Jewel)	Am. Cinema		1 reel	
Silent Flyer, The (Serial)	Universal		10 episodes	
Silent Partner, The (Mustang-Edmund Cobb)	Universal	Mar. 19	2 reels	Feb. 25
Silent Trailer, The (Fearless—Dog)	Chester. (S.R.)	Nov. 1	2 reels	
Silver Swimmer, The (Ufa short)				
Sketch Book (Series)	Pathe		1 reel	
Skenographs (Series)	C. & C			
Sky Sentinel, The (Variety)	Fox	Feb. 6	1 reel	Feb. 11
Sky Skidder, The (Serial)	Bischoff		10 episodes	
Sleeping Beauty (Color Romance)	C. & C	Nov. 5	1 reel	
Snowed In (Serial)	Pathe		10 episodes	July 4
Songs of Yesterday	C. & C		1 reel	
So This Is America (Novelty)	Castle Films	Oct. 22	1 reel	Oct. 16
So This Is Berlin (Novelty)	Castle Films	Nov. 19	1 reel	
So This Is Europe (Novelty)	Castle Films	Oct. 8	1 reel	Oct. 16
Spanish Holiday, A (Variety)	Fox	Nov. 14	1 reel	
Speed (Novelty)	Castle Films	Feb. 26	1 reel	
Sport Calendar (Novelty)	Bray	Dec. 13	1 reel	Jan. 7
Sporting Knack, The (Sportlight)	Pathe	Jan. 17	1 reel	Jan. 21
Sport's Dream	C. & C			
Sports on Lake Ontario (Novelty)	Bray Prod	Mar. 7	1 reel	
Steele Preferred	American Cinema			
Stick-up Man (Scandal of America)	Artclass		1 reel	
St. Paul's	C. & C		1 reel	
Strange Inheritance, A (Corbett & Holmes)	Universal	Mar. 5	2 reels	Feb. 11
Table Manners (Magazine)	Bray Prod	Oct. 4	2 reels	
Tag-Mahal	C. & C	Dec. 1		
Teaching Table Manners Via Films	Red Seal		1 reel	Sept. 25
Tenderfoot Courage (Mustang-Fred Gilman)	Universal	Feb. 26	2 reels	Feb. 11
Texas Ranger Dramas (Series of 13)	Universal		2 reels	
Then and Nows (Curiosity)	Educational	Nov. 7	1 reel	
Tied Up (Mustang-Corbett & Holmes)	Universal	Feb. 12	2 reels	Jan. 21
Too Much Progress for Pipe Rock (Mustang-Holmes & Corbett)	Universal	Jan. 15	2 reels	
Top Notches (Sportlight)	Pathe	Dec. 12	1 reel	Dec. 11
Trails of the Gods	C. & C	Sept.	1 reel	
Trail of the Lonesome Pine (Song Car-Tune)	Red Seal	Feb. 1	1 reel	
Trail of the Tiger, The (Serial)	Universal		2 reels	
Trail of Trickery (Mustang-Edmund Cobb)	Universal	Dec. 25	2 reels	Dec. 11
Transportation (Novelty Magazine)	Bray Prod	Nov. 15	1 reel	Dec. 27
Travels in Toyland (Variety)	Fox	Nov. 28	1 reel	Jan. 7
Treacherous Waters (Ufa short)				
Tripping the Rhine (Hy Mayer's Sketch Book)	Pathe	Nov. 28	1 reel	Nov. 27
Trooper 77 (Serial—Herbert Rawlinson)	Rayart	Nov.	10 episodes	
Two Fister (Mustang-Edmund Cobb)	Universal	Jan. 8	2 reels	
Under Colorado Skies (Variety)	Fox		1 reel	
Unexpected Visitor (Scandal of America)	Artclass	Feb. 23	1 reel	
Valiant Skipper, The	C. & C		2 reels	
Vanishing Rider, The (Serial)	Universal		2 reels	
Velocity (Novelty)	Bray Prod	Oct. 18	2 reels	Oct. 23
Visit to Cloudland (Novelty)	Film Exch.,Inc	Jan. 28	1 reel	
Wandering Hills (Ufa short)				
Water Sprites (Sportlight)	Pathe	April 3	1 reel	
Weatherproof (Sportlight)	Pathe	Feb. 20	1 reel	Feb. 25
We Must Be Thrilled (Novelty)	Castle Films	Dec. 31	1 reel	Jan. 21
What Fur (Nature Special)	Bray Prod	Jan. 24	1 reel	
Whatnots (Curiosity)	Educational	Oct. 3	1 reel	Oct. 9
What the Doctor Ordered (Novelty)	Film Exch.,Inc	Nov. 26	1 reel	
When Bonita Rode (Mustang)	Universal	Oct. 10	2 reels	Sept. 25
When Guide Meets Guide	Film Exch., Inc.	Dec. 27	1 reel	
When Oscar Went Wild (Mustang-Holmes & Corbett)	Universal	April 2	2 reels	
Where the Moose Runs Loose	Film Exch.,Inc	Dec. 4	1 reel	
Where the Silver River Gleams	C. & C		1 reel	
Whirlwind Driver, The (Mustang)	Universal	Sept. 12	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O			
Whispering Smith Rides (Serial)	Universal		10 episodes	
Who Is Safe? (Scandal of America)	Artclass	Dec. 22	1 reel	
Will Rogers, Our Unofficial Ambassador Abroad (Series)	Pathe	Mar. 6	1 reel	
Winged Death (Ufa short)				
Wise Old Owl, The (Hodge Podge)	Educational	Feb. 13	1 reel	
With Deer and Hound	Film Exch.,Inc	Jan. 16	1 reel	
With the Wind (Sportlight)	Pathe	Dec. 26	1 reel	Dec. 25
With Will Rogers in Dublin (Travelogue)	Pathe	Mar. 6	1 reel	Mar. 4
With Will Rogers in Paris (Travelesque)	Pathe	May 1	1 reel	
Wonder Book Series	Short Film		1 reel	
Wonders of the Blue Gulf of Mexico (Ufa short)				
Yellow Dog, The (Guest Jewel)	Am Cinema		1 reel	
Young Painter, The (Famous Painting)	C. & C	Dec. 15	1 reel	

Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Adventure	Victor McLaglen	Fox		
Advice to the Lovelorn		Universal		
Air Raiders, The	Al Wilson	F. B. O		
Alex the Great		F. B. O		
Alias the Deacon	Jean Hershott	Universal		
All Aboard	J. Hines-E Murphy	First National		
American Beauty	B. Dove	First National		
American Eagle, The	R. Keane-B. Kent	Universal		
Anna Karenina	J. Eagels-V. Varconi	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Bound	G. Cooper-B. Jewel	Paramount		
A. W. O. L	G.Cameron-S.Cohen-T. McNamara	Fox	5 reels	
Avenger, The	Bob Custer	F. B. O		
Avenging Stallion, The (tentative)	Rex (Horse)-T. von Eltz-B. Kent	Pathe		
Babe Comes Home	Babe Ruth-A. Q. Nilsson	First National		
Back to God's Country	R. Adoree-R. Frazer	Universal		
Bad Little Good Girl		Chadwick		
Balaoo	V. McLaglen	Fox		
Barbed Wire	P. Negri-C. Brook	Paramount		
Bargain Bride, The	Mary Philbin	Universal		
Barnum (road show)	Wallace Beery	Paramount		
Beau Gueste (road show)	N. Beery-Colman-N. Hamilton-Forbes	Paramount	10 reels	Sept. 11
Beau Sabreur	E. Ralston	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Beauty in Chains	Lyon-Dove	First National		
Becky	S. O'Neil-O Moore-G. Olmstead	M-G-M		
Bed and Board (tentative)	L. Stone-Nilsson	First National		
Behind the Lines	Sandow (Dog)	Pathe		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp		
Beloved Fraud, The		American Cinema		
Ben-Hur (road show)	Special Cast	M-G-M	12000 feet	Jan. 16
Bennie	Colleen Moore	First National		
Better 'Ole, The (road show)	Syd Chaplin	Warner Bros	9481 feet	Oct. 23
Be Yourself	Raymond Griffith	Paramount		
Big Bertha (tentative)	C. Murray-C. Sidney-N. Kingston	First National		
Big Sneeze, The	Wallace Beery	Paramount		
Bigger They Are, The	George O'Hara	F. B. O.		
Big Gun, The	George Lewis	Universal		
Big Parade (road show)	Gilbert-Adoree-K. Dane	M-G-M	12550 feet	Nov. 28
Bill Smith, M.D		Universal		
Bitter Apples	M. Blue-M. Loy	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory (road show)	M. Blue	Warner Bros		
Black Tears		Gorman Pictures		
Blood Ship, The	H. Bosworth	Columbia		
Boaster, The	R. Holt-G. Grey	Gerson (S. R.)	5200 feet	
Branded	Bob Custer	F. B. O		
Branding Iron, The	A. Pringle-L. Barrymore-C. Nagel	M-G-M		
Broadway Nights	L. Wilson-S. Hardy	First National		
Broncho Twister, The	T. Mix-H. Costello	Fox		
Brute, The	Monte Blue	Warner Bros		
Bugle Call, The	J. Coogan-H. Rawlinson-C. Windsor	M-G-M		
Burning Gold	H. Rawlinson-S. Palmer-S. Lewis	Elbee Pict. (S. R.)	5400 feet	
Burning Up Broadway		Sterling Pictures		
Butter and Egg Man, The	H. Langdon	First National		
Buttons	Jackie Coogan	M-G-M		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Tiffany	5000 feet	
Call of the Heart	Dynamite (Dog)-E. Cobb-J Alden	Universal		
Cancelled Debt, The	Special Cast	Sterling Pict		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Carmen	Del Rio-McLaglen-D. Alvarado	Fox		
Cat and the Canary, The	Laura La Plante	Universal		
Certain Young Man, A	Novarro-Adoree-W. Louis-C. Myers	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Cheaters	B. Compson-K. Harlan	Universal		
Cheating Danger	Dick Talmadge	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O		
Children of Divorce	Bow-Ralston-Cooper	Paramount		
Chinese Parrot, The	C. Veidt-M. Nixon-H. Bosworth	Universal		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
Clancy's Kosher Wedding		F. B. O		
Climbers, The	Irene Rich	Warner Bros		
Closed Gates	Special Cast	Sterling Pictures		
Clown, The		Columbia Pictures		
Cohens and the Kellys in Paris, The		Asher-Small (producers)		
College Widow, The	Dolores Costello	Warner Bros		
Coney Island	Special Cast	M-G-M		
Confessions of a Bride	M. Harris-V.Varconi	Pathe		
Congressional Medal, The		Fox		
Conquest of California, The	T. McCoy-A. Pringle	M-G-M		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond Law, The (tentative)	K.Maynard-D.Dwan	First National		

Feature	Star	Distributed by	Length	Reviewed
Coward, The		F. B. O		
Cowboy Feud, The	Tom Mix	Fox		
Cow Punching for Cupid	Tom Tyler	F. B. O		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Cross-Eyed Captain, The (tentative)	Cortez-H. Morey-A. Marchal	Paramount		
Cruel Truth, The		Sterling Pictures		
Crystal Cup, The	A.Q.Nillson-L.Stone	First National		
Dance Magic	A. Truex-B. Lyon	First National		
Dangerous Virtue	Jane Novak	Artlee Pictures	5032 feet	
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp		
Darling of the Gods, The	Special Cast	United Artists		
Daughter of the Slums	Mary Pickford	United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-J. Murray	Warner Bros		
Deer Driver, The	W. Baxter	Paramount		
Detour		Prod. Dist. Corp		
Devil Is Alive, The	F. Wray	Paramount		
Devil's Master, The	G.O'Brien-J.Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Devil's Saddle, The	Ken Maynard	First National		
Diamonds in the Rough	M. Sills	First National		
Dirty Work	Johnny Burke	Pathe		
Dixie		Universal		
Do Clothes Make the Woman?	Mrs.Valentino	F. B. O		
Dog of Mystery, The		M-G-M		
Don Juan (road show)	John Barrymore	Warner Bros	10018 feet	Aug. 21
Double Handed Bandit, The	Bob Custer	F. B. O		
Dove, The	N. Talmadge	United Artists		
Down Grade, The	Wm. Fairbanks	Lumas		
Down Our Way		Columbia		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Lyon-Brian-Beranger	First National		
Eager Lips		Chadwick		
Eden's Fruit		Famous Attractions		
Empty Saddle, The	Fred Humes	Universal		
Enchantress, The (tentative)	Milton Sills	First National		
Enemy, The	L. Gish-L. Hanson	M-G-M		
Eucharistic Congress of Chicago, The	Special Cast	Euch. Cong. M. P. Dept	8 reels	Nov. 27
Eyes of Envy	L. Tellegen-H. Ferguson-M.Carr-M.Loy	Atama Prod		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Fury	Sandow (Dog)	Pathe		
Fangs of Justice	Silverstreak (Dog)-J. Walker-J Marlowe	Bischoff Prod. (S.R.)	5000 feet	
Fares Please	G. Sidney-C. Murray	First National		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fate	T. Meighan	Paramount		
Fifth Horseman, The		Artlee Pictures		
Fighting Don, The	Richard Talmadge	Universal		
Fighting Failure, The	C. Landis-P. Montgomery	Nat. Levine (S.R.)	5600 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Ranger, The	Bob Custer	F. B. O.		
Finders Keepers	L. La Plante	Universal		
Fireman Save My Child	Wallace Beery	Paramount		
First Auto, The	P. R. Miller	Warner Bros		
Flag Maker, The	C. Ray-B. Love	G. K. Spoor-J. S. Blackton (producers)		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flight	R. Keane	Universal		
Flying Patrol, The	Al Wilson	Universal		
Follow the Signs		Universal		
Follow Your Hunch	Alberta Vaughn	F. B. O		
Forest Havoc	F. Stanley-P. Montgomery	Elbee Pict (S.R.)	5650 feet	
Forest of Destiny, The		Lumas		
For Her People	Raquel Meller	Capital (S.R.)		
For Ladies Only		Columbia		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Freckles		F. B. O		
Free Souls	Norma Shearer	M-G-M		
French Dressing	M. Sills	First National		
Frenzied Flames	C. Landis-M. Carr-V. B. Faire	Elbee Pict		
Fresh Air	Ray-Olmstead	M-G-M		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O		
Galloping Thunder	Bob Custer	F. B. O		
Gambling Chaplain, The	Special Cast	M-G-M		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gentlemen Prefer Blondes		Paramount		
Get Set—Go	George O'Hara	F. B. O		
Gilt-Edged	Richard Talmadge	F. B. O		
Gingham Girl, The		F. B. O		
Girl Friend, The	E. Cantor	Paramount		
Girl in the Rain	David Butler	Carlome Pictures		
Girl Who Dared, The	Evelyn Brent	F. B. O		
Girl Who Smiles, The		Columbia Pictures		
Girls of Today		Trem Carr (producers)		
Glitter		First National		
Glorious Gamble, The	Evelyn Brent	F. B. O		
Glory Diggers, The	Special Cast	M-G-M		
Going! Going! Gone!	George O'Hara	F. B. O		
Good Service	Eddie Cantor	Paramount		
Goose Man, The	Special Cast	M-G-M		
Gorilla Hunt, The	Special Cast	F. B. O	4800 feet	June 26
Gorilla, The		First National		
Grand Army Man, The		Fox		
Gulliver's Travels		Universal		
Hairpin Duchess, The	Special Cast	M-G-M		
Hard Boiled Harrigan	M. Sills	First National		
Harold Teen		First National		
Harvester, The		F. B. O		
Hat of Destiny, The		First National		
Haven, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O		
Heart of a Cowboy, The	Bob Custer	F. B. O		
Heart of a Follies Girl, The	B. Dove	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros		
Heart of Salome	A. Rubens	Fox		
Hell Ship Bronson	Mrs. Wallace Reid	Lumas		
Hell's Kitchen		First National		
Help! Fire! Police!		Universal		
Help Yourself to Hay		First National		
Her Sacrifice	B. Tennant-B. Washburn-G. Brockwell	Sandford (S.R.)	6100 feet	
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O		
His First Flame	H. Langdon-R. Hiatt	Pathe	4660 feet	
His Last Affair	Norma Shearer	M-G-M		
His Son	L. Stone-L. Tashman-A. Beranger	First National		
Hi! Taxi	George O'Hara	F. B. O		
Holy Terror, A	B. Jones-G. Hale	Fox		
Home, Sweet Home	Special Cast	Gorman Pictures		
Horses and Women		Famous Attractions		
Hounds of Spring		First National		
Human Mill, The	Blanche Sweet	M-G-M		
Human Nature		Gorman Pictures		
Human Playthings	Betty Compson	M. P. Guild		
Hurricane, The	Special Cast	Truart		
Hurry Up Man, The	Dick Talmadge	Universal		
I'll Be There	R. Denny	Universal		
I'll Tell the World	Olmstead-Arthur	M-G-M		
Imperfect 36, The	M. Alden-M. Clayton-H. T. Morey			
In His Arms	Special Cast	M-G-M		
In the First Degree	A. Calhoun-G. Hughes-B. Washburn	Sterling Pict		
Irish Eyes	George O'Hara	F. B. O		
Irish Hearts	May McAvoy	Warner Bros		
Isle of Forbidden Kisses, The	Jack Trevor	Universal		
It Could Have Happened	Colleen Moore	First National		
It Might Happen to Any Girl		Sterling Pictures		
Jack o'Diamonds	George O'Hara	F. B. O		
Jail Birds, Inc		First National		
Jason	Special Cast	M-G-M		
Jazz Singer, The (Vitaphone)	George Jessel	Warner Bros		
Jenny Lind		M-G-M		
Jerry Settles Down	Tom Tyler	F. B. O		
Joy Girl, The	O. Borden-J. McDonald	Fox		
Just Off Broadway	Corinne Griffith			
Kidnapped in New York		American Cinema		
Kid's Last Fight, The	Tom Tyler	F. B. O		
King of Kings, The	Special Cast	Prod. Dist. Corp		
King of Soho, The (tentative)	Emil Jannings	Paramount		
Kiss and Make Up	Laura La Plante	Universal		
Knight of the Range	T. Tyler	F. B. O		
Laddie Be Good	Bill Cody	Pathe		
Ladies Beware		F. B. O		
Ladies' Night in a Turkish Bath	D. Kenyon	First National		
Ladies of Ease		Chadwick		
Lady Be Good	Mackaill-Mulhall	First National		
Ladybird	Compson-McGregor	Chadwick		
Lady of Leisure	Special Cast	M-G-M		
Lady With the Lamp, The		Florence Nightingale Prod.		
Larceny, Ltd	Evelyn Brent	F. B. O		
Last House, The		Columbia Pictures		
Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Laugh, Clown, Laugh	L. Barrymore	M-G-M		
Laurels	Mae Murray	M-G-M		
Les Miserables (in 2 parts)	Special Cast	Universal		
Let's Go	Fred Humes	Universal		
Life of a Woman		Tiffany	6500 feet	
Lightning Chaser, The	George O'Hara	F. B. O		
Lightning Express, The		Columbia Pictures		
Lightning Reporter, The	J. Walker-S. Breamer	Elbee Pict. (S.R.)	5415 feet	
Lily of the Laundry	A. Q. Nilsson	First National		
Limehouse Lou	Evelyn Brent	F. B. O		
Little Cafe, The	L. Errol	First National		
Little Orphan Annie		F. B. O		
Lodger, The	Ivor Novello	Artlee Pictures		
Lonely Ladies	L.Stone-A.Q.Nilsson	First National		
Lonesome Ladies	L.Stone-A.Q.Nilsson			
Look Who's Here	Dick Talmadge	Universal		
Lost Outlaw, The	Gary Cooper	Paramount		
Love in a Cottage	Betty Compson	M. P. Guild		
Love Makes 'Em Wild	J. Harron-S. Phipps	Fox		
Love Me and the World Is Mine	Philblin-Kerry	Universal		
Love o' Women	B. Sweet-W. Baxter	Fox		
Loyalties	Special Cast	Fox		
Lying Truth, The	Milton Sills	First National		
Madame Pompadour	Dorothy Gish	British National Pic.		
Madamoiselle From Armentieres		Artlee Pictures		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O		
Mad Lover, The	R. Dix	Paramount		
Man and the Woman	Special Cast	M-G-M		
Man in Evening Clothes, The	Adolphe Menjou	Paramount		
Man Who Laughs, The	Conrad Veidt	Universal		
Man With a Thousand Faces	Special Cast	M-G-M		
Marry the Girl		Sterling Pictures		
Mary of Vassar	Marion Davies	M-G-M		
Matinee Ladies	McAvoy-McGregor-Hopper	Warner Bros		
Memories	Ramon Novarro	M-G-M		
Men Women Love	Holmquist-N. Welch	True Story Pictures	5900 feet	
Merry Wives of New York		Chadwick		
Message to Garcia, A	Special Cast	M-G-M		
Midnight Watch, The	R. Stewart			
Mike Donovan of Ireland		First National		
Million Bid, A	D. Costello-C. E. Mack	Warner Bros		
Million For Love, A		Sterling Pictures		
Miracle, The	Special Cast	First National		
Miracle, The	Special Cast	M-G-M		
Missing Link, The (road show)	Syd Chaplin	Warner Bros	6485 feet	
Miss 318	Special Cast	M-G-M		
Miss Manhattan	Betty Compson	M. P. Guild		
Mlle. Jockey	Bebe Daniels	Paramount		
Mob, The (tentative)	J. Murray-E. Boardman	M-G-M		
Money Isn't Everything	P. Bonner-M. Carr-G. Fawcett	Columbia		

Feature	Star	Distributed by	Length	Reviewed
Money Isn't Everything	R. Ince-D. Revier	Columbia		
Morals of Today		Gorman Pictures		
Mortimer's Millions	Johnny Hines	First National		
Mother Machree	Belle Bennett	Fox		
Mountains of Manhattan	D.Devore-C.Delaney	Lumas		
Mysterious Island, The	Special Cast	M G-M		
Mystery Lady, The	Special Cast	M-G-M		
My Wife's Honor	Dolores Del Rio	Fox		
Napoleon	Special Cast	M-G-M	14 reels	
Naughty But Nice	Colleen Moore	First National		
Naughty Marietta	Marion Davies	M-G-M		
Naughty Nannette	V. Dana	F. B. O		
Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
New Boy, The	Syd Chaplin	Warner Bros		
Newsboy to Millionaire		F. B. O		
Next Generation, The	Special Cast	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O		
Night Siren, The	Evelyn Brent	F. B. O		
Night Watch, The	Special Cast	Truart	5000 feet	
Nine Points of the Law	Hoot Gibson	Universal		
Noah's Ark (road show)	Special Cast	Warner Bros		
Nocturne	Special Cast	M-G-M		
None But the Brave		Fox		
Not for Publication	R. Ince	F. B. O		
Notorious Lady, The	B. Bedford-L. Stone	First National		
Now We're in the Air	W. Beery	Paramount		
Officer Jim	R. Hughes-G. Gray	Artlee Pictures	5141 feet	
Oh! What a Life (tentative)	Colleen Moore	First National		
Old Age Handicap, The	G. Hughes-D. Devore-M. Carr-G. Glass	Pacific Pict		
Old Heidelberg	R. Novarro-Shearer	M-G-M		
Old Ironsides (road show)	Special Cast	Paramount	12 reels	Dec. 18
One Chance in a Million	Wm. Fairbanks	Lumas	5000 feet	
Open Book	Special Cast	M-G-M		
Ordeal ,The	Garbo-Chaney	M-G-M		
Ou, La! La!	Alberta Vaughn	F. B. O		
Outcast Souls		Sterling Pictures		
Outlaws of Red River	T. Mix-M. Daw	Fox		
Outlaw, The	Ranger (Dog)	F. B. O		
Out of the Dust (tentative)	Bill Cody	Pathe		
Out of the Ruins		First National		
Paradise for Two (tentative)	Dix-Bronson-Beranger	Paramount		
Pass in Paradise		Prod. Dist. Corp		
Patent Leather Kid, The	R. Barthelmess	First National		
Payoff, The	O.Harlan-R.McKim-D. Drew	Elbee Pict		
Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Pedigree		F. B. O		
Perfect Gentleman, A	M. Banks	Pathe		
Personality	Gloria Swanson	United Artists		
Pleasure Before Business	P.O'Malley-V.B.Faire	Columbia Pict		
Pleasure Highway	Evelyn Brent	F. B. O		
Plumes	Special Cast	M-G-M		
Polish Love	Ivan Moskine	Universal		
Polly of the Circus	Norma Shearer	M-G-M		
Polly Preferred	Marion Davies	M-G-M		
Polly With a Past	Norma Shearer	M-G-M		
Poor Fish, The		Sterling Pictures		
Poor Girls	D. Revier-E. Burns-R. Stonehouse	Columbia Pictures		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Pretty Girls		Sterling Pictures		
Princess Pro Tem	Evelyn Brent	F. B. O		
Prisoners		First National		
Public Idol, The		Fox		
Puppets	Mae Murray	M-G-M		
Purple Mask, The		United Artists		
Quality	Gardner James	Inspiration Pict		
Quality Street	M. Davies	M-G-M		
Race Wild	E. Percy-D. Torrence	Elbee Pict		
Rachel	Pola Negri	Paramount		
Razzberry (tentative)	Lyon-Brian	First National		
Red Pants	Geo.Cooper-B.Roach	M-G-M		
Red Signals	W. McDonald-E. Novak-E. Williams	Sterling Pictures		
Return of a Soldier	Special Cast	M-G-M		
Riders of the Wind		First National		
Riding Honor	Art Acord	Universal		
Riding Rivals	Wally Wales	Artclass	5000 feet	
Ridin' 'Em Ragged	Tom Tyler	F. B. O		
Road to Romance, The (tentative)	J. Mulhall	First National		
Roaring Crowd, The		F. B.O		
Rogue's Riches	Special Cast	Astor Dist		
Romance	Ramon Novarro	M-G-M		
Romance of the U. S. Mail, The		Warner Bros		
Romantic Age, The	E.O'Brien-A.Vaughn	Columbia Pictures		
Romeo and Juliet	N. Kerry-M. Philbin	Universal		
Ropin' Venus, The	Josie Sedgwick	Universal		
Rose-Marie		M-G-M		
Rose of Monterey, The	L. Stone-M. Astor	First National		
Rose of the Bowery		American Cinema		
Rough Riders, The (road show)	F. Hopper-N. Beery-Bancroft-M. Astor-Mack-Farrell	Paramount		
Royal Romance	G. O'Brien-McDonald-V Valli	Fox		
Rust	Special Cast	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures		
Satin Woman,'The	Mrs. Wallace Reid	Lumas		
Savage in Silks, A	Laura La Plante	Universal		
Say It With Diamonds	Betty Compson	Chadwick		
Schoolmates		First National		
Sea Tiger, The	Sills-M. Astor	First National		
See If I Care	Alberta Vaughn	F. B. O		
See You in Jail	J. Mulhall-A. Day	First National		
Senorita	B. Daniels	Paramount		
Separate Rooms	Special Cast	Fox		
September Love		First National		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shamrock and the Rose	P. O'Malley-D. Thompson	Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
Sherman Was Right	Alberta Vaughn	F. B. O		
She's My Baby		Sterling Pictures		
Sheiks and Shebas	Junior Stars	Paramount		
Shock Absorber, The		First National		
Shopworn		Famous Attractions		
Show Boat		Universal		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The	Peter the Great	Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silk	Goudal-Schildkraut	Prod. Dist. Corp		
Silk Hat Cowboy, The	Tom Mix	Fox		
Simple Sis (tentative)	Louise Fazenda	Warner Bros.		
Sinews of Steel	A. Vaughn-G. Glass	Lumas		
Sinners of Paradise		First National		
Sky Call, The		F. B. O		
Sky High Saunders	A Wilson-E. Tarron	Universal		
Sky Pirate, The	S. Lewis-V. Dale-B. Washburn	Aywan (S. R.)	5000 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp		
Sky's the Limit, The	Richard Talmadge	Universal		
Slow Down	Reginald Denny	Universal		
Small Bachelor, The	Beranger-O. Harlan	Universal		
Smarty		M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Sorrell and Son		Paramount		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Sport of Kings, The		First National		
Spring Fever	Wm. Haines	M-G-M		
Spurs and Sparkplugs	F. Humes	Universal		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount	6000 feet	Mar. 11
Stolen Bride, The	M. Astor-L. Hughes	First National		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O		
Sun of Montmartre, The	Norma Talmadge	First National		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunset Derby, The	M. Astor-W. Collier, Jr.-R. Lewis	First National		
Surf Man, The		M-G-M		
Taking the Air	W. Berry	Paramount		
Telephone Girl, The	L. Gray-I. Harris-H. Blinn-Bellamy-Baxter-Allison	Paramount		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Tender Hour, The	Lyon-Dove	First National		
Thanks for the Buggy Ride	Laura La Plante	Universal		
Their Second Honeymoon	Special Cast	M-G-M		
They're Off	Viola Dana	F. B. O		
Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Thirteenth Chair, The	L. Barrymore	M-G-M		
Three Miles Up	Al Wilson	Universal		
Three Twins, The		M-G-M		
Three Wax Men, The	Veidt-Jannings-Krauss	E. M. Fadman, Inc		
Thrill Chaser, The	Alberta Vaughn	F. B. O		
Thumbs Down	Special Cast	Sterling Pictures		
Thunderhoofs	Rex (Horse)-J. Marlowe	Universal		
Thunder Mountain	Ranger (Dog)	F. B. O		
Tidy Toreador, The	Hoot Gibson	Universal		
Timid Terror, The (tentative)	W.C.Fields-M.Brian	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Top of the World, The		Tiffany		
Topsy and Eva	Duncan Sisters	United Artists		
Tornado Terry	George O'Hara	F. B. O		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		
Trailing Shadows	Edmund Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke-R. Forbes	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Twelve Miles Out	J.Gilbert-E.Torrence	M-G-M		
Two Arabian Knights	W. Boyd-E. Taylor-L. Wolfheim	United Artists		
Uncle Tom's Cabin	Special Cast	Universal		
Underworld	R. Cortez- E. Brent	Paramount		
Undressed		Sterling Pictures		
Up and At 'Em	Dick Talmadge	Universal		
Vagabond Prince, The	Colman-Banky	United Artists		
Vamp 'Till Ready (tentative)	Special Cast	M-G-M		
Vanity Fair	Pola Negri	Paramount		
Virgin Flame, The		M-G-M		
Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Wag Lady, The		M-G-M		
War Birds		M-G-M		
War of the Worlds		Paramount		
Warning Signal, The	G. Hulette-K. Mead	Elbee Pict		
Way of All Flesh, The	E. Jannings-L. Dagover-B. Bennett	Paramount		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
We Americans		Universal		
Wedding Bills	R. Griffith-A. Sheridan	Paramount		
Wedding March, The (road show)	von Stroheim	Paramount		
We're All Gamblers	Meighan-Nissen	Paramount		
What Every Girl Should Know	P. R. Miller-I. Keith	Warner Bros.		
What Happened to Father	P. R. Miller	Warner Bros		
What Price Glory? (road show)	McLaglen-Del Rio-Lowe	Fox	11400 feet	Dec. 4
What Will People Say?		M-G-M		
When a Man Loves (road show)	J. Barrymore-D. Costello	Warner Bros	10049 feet	Feb. 18
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
White Eagle, The	Buck Jones	Fox		
White Flannels	L. Dresser-J. Robards-V. B. Faire	Warner Bros		
White Heat	Special Cast	M-G-M		
White Pants Willie	Johnny Hines	First National		
Who Goes Where?	C. Murray	First National		
Whose Baby	Alberta Vaughn	F. B. O		
Wide Open	D. Grace-G. Darmond	Sunset (S.R.)	5000 feet	
Wife, The	Special Cast	M-G-M		
Wind, The	Lillian Gish	M-G-M		
Windjammers of Gloucester, The		F. B. O		

Feature	Star	Distributed by	Length	Reviewed
Wine, Women and Broadway		F. B. O		
Wine, Women and Song		Asher-Small-Rogers (producers)		
Wings (road show)	C. Bow-B. Rogers	Paramount		
Winner, The	Charles Ray	Chadwick		
Woman Disputed, The	N. Talmadge	United Artists		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman on Trail, The	Negri-Cortez	Paramount		
Woman Who Did Not Care		Lumas		
Women and Wives		M-G-M		
Women Love Diamonds	Starke-O. Moore	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wyoming Whiz, The	Tom Tyler	F. B. O		
Yes-Man, The	Harry Langdon	First National		
Your Brother and Mine		American Cinema		
Yours to Command	George O'Hara	F. B. O		
You Too	Special Cast	M-G-M		
Yukon Trail, The		Universat		

Newspaper Opinions on New Pictures

"Hills of Kentucky"—Warner Bros., Hippodrome Theatre, New York City

World: "One of the best of all dog stories which I have seen in the films, and I rather think I have seen them all. It is a swift-moving, well-joined, smooth-running narrative and will provide good entertainment."

Herald Tribune: "Anyone who loves dogs must be vastly entertained by 'Hills of Kentucky.' We were!"

Mirror: "A welcome break in the continual round of hackneyed cinemas. Needless to say, children are the greatest subscribers to the popularity of Rin-Tin-Tin. Take them along with yourself and you'll all have a soothing hour of entertainment."

Journal: "Rin-Tin-Tin in 'Hills of Kentucky' follows, and successfully, the formula of all his other pictures. Rinty's obedience to direction continues to be amazing."

Evening World: "Rin-Tin-Tin is as good as in any of his films. His changes in mood and expression are little less than marvelous."

American: "It is safe to say that you will enjoy 'Hills of Kentucky.'"

Times: "This picture is interesting. He is like a d'Artagnan of dogs and he seems to have many a day in this production."

Telegraph: "Rin-Tin-Tin, the screen dog who has no peers, is more wonderful than ever in 'Hills of Kentucky.' You'll marvel at Rin-Tin-Tin."

"An Affair of the Follies"—First National, Mark Strand Theatre, New York City

Herald Tribune: "Whether or not Billie Dove has previously been starred we do not remember. But she is starred in 'An Affair of the Follies,' playing at the Mark Strand this week, and it seems to us that this is the best thing that she has done so far. Miss Dove has more to offer than many others whom we could but shall not name."

Morning Telegraph: "This is Billie Dove's first starring photoplay and the little girl deserves a big hand. She has her moments, and does well enough with them to lead one to believe that her starring contract with First National will be a money maker for all concerned. Billie will increase her following."

Evening World: "Billie Dove is, as always, a treat for the eyes and has more opportunity to act than in some of her pictures. Stone and Hughes are pleasing and capable."

Times: "The picture has been produced in lavish style and the performances of the principals are decidedly capable. Lewis Stone, Billie Dove, Lloyd Hughes and Arthur Hoyt contribute their expert knowledge of screen acting to this film chronicle."

Journal: "Has a clever twist as its incidental idea."

Graphic: "For the vehicle both Miss Dove and Lloyd Hughes did better than many other teams would have given their public, and the epicurean Mr. Stone is so smooth, so polished of manner that he always shines in his part."

Harry Langdon, soon to appear at the Strand Theatre, New York, in his latest First National release, "Long Pants"

"Tell It To the Marines"—Metro-Goldwyn-Mayer, Stanton Theatre, Philadelphia, Pa.

Inquirer: "Movie patrons have a rare treat in store for them. Here is one picture which does not attempt to make a branch of the service look like a bed of roses. . . . Without a doubt it will rank close to some of the biggest productions of the year when the final accounting is made. . . . 'Tell It To the Marines' lives from beginning to end. . . . A vastly different Chaney, refreshingly new and as capable as ever of carrying the burden of several thousand feet of film. . . . There is plenty of dramo in the picture."

Daily News: "'Lon Chaney's role is one of the best of his long and versatile career. . . . The best he has been cast in since the famous 'Phantom of the Opera' . . . The picture is exceptionally entertaining and pleasing. . . . Comedy is plentiful. . . . There is also a tear or two and many thrills. . . . Romance has not been overlooked."

Evening Bulletin: "Lon Chaney scores one of his foremost hits. . . . The picture is the Marine's comeback at the 'Big Parade' and 'We're In the Navy Now.'"

Record: "Many and varied scenes with numerous thrills. . . . One of the best of the current pictures. . . . The story is worth-while in itself. . . . Lon Chaney is seen in the most pleasing role which has fallen to him in a long time."

Public Ledger: "'Tell It To the Marines' will give you a thoroughly good time. Not a minute is wasted in providing hilarity, thrills and sentiment. . . . Thoroughly entertaining with hundreds of witty captions. . . . It is not to be equalled as a well-balanced ration of fun, excitement and thrills. . . . The 'Devil Dogs' come into their own in 'Tell It To the Marines' . . . An intelligent portrayal of life. . . . It is studded with two brilliant performances, one by William Haines, the other by Lon Chaney. . . . The picture carries one on the trail of adventure. . . ."

"Winners of the Wilderness"—Metro-Goldwyn-Mayer, Chicago

Examiner: "Attracts small boys and high-powered business men who want to ease up the old mind after a strenuous day's conferences. But it isn't for men only. The ladies will love it. . . . High romance, lovely settings altogether satisfactory. . . . This picture is one of the best of its kind. . . . Scenes are breathtakingly beautiful. . . . If you like a story of young, romantic love, peppered plentifully with action and excitement, you'll be crazy about 'Winners of the Wilderness.'"

Tribune: "McCoy, so dashing and daring, acts like Everywoman's dream man. . . . The action just zips along. . . . Good costume romance, well acted, well directed, well photographed."

American: "'Winners of the Wilderness' stages a surprise party. I went expecting to see Tim McCoy perform in the manner of Tom Mix but found instead a costume photoplay which is one of the most enjoyable romances that have come this way in many a day. . . . Tim McCoy was likable in 'War Paint,' but just wait till the fans view him in this. . . . He is marvelous! And if he keeps up his good work will become one of the screen's best bets! . . . The action is rapid-fire from beginning to end. . . . Is the picture of the week."

"With Will Rogers in Dublin"—Pathe, Chicago Theatre, Chicago

"Much pure joy is descending upon audiences at the Chicago this week because of Will Rogers' wisecracking tour through Dublin. In his happy, shrewd manner he eases about describing the sights and introducing celebrities."

"Orchids and Ermine"—First National, Loew's State, Los Angeles

Times: "Colleen Moore, most roguish and adorable minx that ever stepped out of Fourth Avenue. Everything is done with light, joyous touch and Colleen seems again to be the particularly bright star she was in 'Irene' and 'Sally.'"

Examiner: "Gives Colleen Moore plenty of chances to do her stuff. Ralph Spence titles also do their share toward promoting comedy."

Daily News: "You will have to give palm to Colleen Moore. Consistency is her middle name. Each succeeding picture seems to be just wee bit better than preceding one. Frankly, the writer went to Loew's State with a grouch and a headache and the picture eliminated both. Those who want to merely kill time will find Miss Moore's latest comedy quick exterminator of gloom, and those who seek amusement will be more than satisfied."

Herald: "Everything in 'Orchids and Ermine' is done with light whimsical touch and titles are clever and deserving of special mention."

Record: "'Orchids and Ermine' is real entertainment, for what better amusement can any fan desire than Colleen Moore in 'Orchids and Ermine'? In 'Orchids and Ermine' Colleen Moore is best she has ever been. The star is progressing certainly and is developing real screen genius that is hers. It is gratifying indeed to see her work in 'Orchids and Ermine.' This picture has every ingredient."

Lionel Barrymore contributes an interesting piece of work in Metro-Goldwyn-Mayer's "The Show," a recent release

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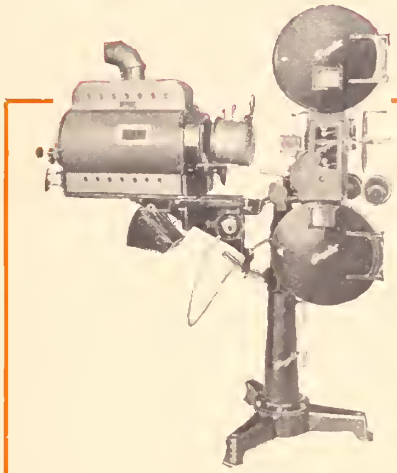

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